



### The 2020 Chain of Custody, Trademarks and Certification Body Requirements (CoC) Standards

In January 2020, we published the 2020 versions of three vital international standards: Chain of Custody (ST 2002), PEFC Trademarks (ST 2001) and Certification Body Requirements - Chain of Custody (ST 2003). These standards all entered into force on 14 February 2020.

The entry into force of these three standards affects multiple stakeholder groups, including certified companies, certification bodies, PEFC trademarks users and PEFC national members, to name a few.

This document provides an overview of some of the next steps, as well as what PEFC International is doing to help prepare its various stakeholders, and what national members need to do. We have also created an app on Podio that provides the same information, and will continue to be updated as more advice comes available.

### The next steps for stakeholders

#### Chain of Custody (ST 2002:2020)

Please find below an overview of the next steps following the entry into force of the 2020 Chain of Custody standard (2002):

1. Certification bodies need to be accredited against the new standards before they can offer certification against the 2020 versions of the Chain of Custody and Trademarks standards. To gain accreditation, they need to get trained on the revised standards (this training must be recognised by PEFC International) and align their procedures with the 2020 version of the CB requirements standard (ST 2003). There is more information about what CBs need to do and how to obtain recognised training on our website: <https://pefc.org/for-business/certification-and-accreditation-bodies/how-to-offer-certification-for-the-revised-pefc-standards>
2. Companies can only become certified against the 2020 version of the Chain of Custody standard once CBs are able to offer this service (following the step above).
3. Chain of custody audits can be against the 2013 version of the Chain of Custody until 14 August 2021, this includes audits for new certifications, as well as annual surveillance audits and recertification audits (see more: <https://pefc.org/for-business/supply-chain-companies/moving-to-the-latest-standards>). After 14 August 2021, all audits are against the 2020 version.
4. By 14 August 2022, all companies must be certified against the 2020 version of the Chain of Custody standard.

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/4>

## Trademarks (ST 2001:2020)

The next steps following the entry into force of the 2020 Trademarks standard (ST 2001). In particular, when all various trademarks user groups will move to the requirements of the 2020 Trademarks standard.

When an organization moves to the 2020 Trademarks standard depends on their trademark user group:

### Group A: National Governing Bodies

- National Governing Bodies will be given access to the new Label Generator in April, so they can test it and create new labels. From May onwards, members should begin to use the PEFC logo and the initials in line with the new requirements. Logos used on websites, social media and email signatures, etc. should be changed (the main difference is the 'TM' is removed). Logos used in older documents, such as annual reviews and brochures, do not need to be changed.

### Group B: Sustainable forest management (SFM) certified entities

- For these groups, it depends on whether the organization in question is a new trademarks user, or is already using the trademarks.
- Any new users of the PEFC trademarks should be given access to the new Label Generator from May onwards. Members will be able to give them this access. These new users will be able to create labels in line with the 2020 requirements immediately.
- If the organization is already using the trademarks, it is up to the PEFC member when they are moved to the 2020 requirements. However, it must be done by the transition date of 14 August 2021. These organizations will have to sign the new trademarks usage contract before being given access to the new Label Generator.
- Regarding training of SFM auditors on the revised PEFC Trademarks standard so they can audit against it: as PEFC International does not yet have training requirements for CBs providing SFM certification, how to cover it is up to the members. You may want to incorporate at national level training on usage of the PEFC trademarks for SFM auditors, and even requirements on them, before they can audit the usage of the trademarks according to the 2020 standard.

### Group C: Chain of custody certified entities

- Chain of custody certified companies can only start using the trademarks in line with the 2020 requirements once they are certified against the 2020 Chain of Custody standard.
- While they are certified against the 2013 Chain of Custody standard, companies will keep their access to the current version of the Label Generator.
- Once a company is certified against the 2020 Chain of Custody standard, they will first need to sign the new trademarks usage contract before being given access to the new version of the Label Generator.
- There is more information on our website: <https://pefc.org/for-business/supply-chain-companies/moving-to-the-latest-standards>

### Group D: Other Users

- For these groups, it depends on whether the organization in question is a new trademarks user, or is already using the trademarks.

- Any new users of the PEFC trademarks should be given access to the new Label Generator from May onwards. Members will be able to give them this access. These new users will be able to create labels in line with the 2020 requirements immediately.
- If the organization is already using the trademarks, it is up to the PEFC member when they are moved to the 2020 requirements. However, it must be done by the transition date of 14 August 2021. These organizations will have to sign the new trademarks usage contract before being given access to the new Label Generator.
- While there are many changes you can consider when revising your trademarks usage contract, here some ones specifically for trademark use by retailers and brand owners:
  - The requirements for retailers and brand owners to use the PEFC trademarks to promote PEFC certified products referring directly to products (on-product usage) is easier with the new standard. You may want to consider charging fees to retailers and brand owners for the usage of the PEFC trademarks (this was recommended by the CoC Working Group), as they benefit from them, but they don't hold PEFC certification.
  - You may also want to add a requirement for their commitment to purchase more certified products every year.

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/5>

## PEFC's chain of custody training framework

PEFC International is currently revising PEFC's chain of custody training concept, according to the 2020 version of the standards. As part of it, we are developing a new training framework which aims at ensuring that the standards are implemented in a harmonised, consistent and transparent manner worldwide.

If you would like to have a chain of custody technical expert from your NGB participating in the PEFC International training programme for experts, and provide trainings on the 2020 standards together with PEFC International, please contact Linda Matole at [linda.matole@pefc.org](mailto:linda.matole@pefc.org). The first training session will take place 30-31 March. Due to travel and medical restrictions that COVID-19 is imposing, this training will take place online.

After this first training session, we expect to start scheduling trainings for certification bodies on the 2020 version of the standards, together with our experts. To ensure we give to the trainings as much publicity as possible, they will be all published on the [PEFC International website](#).

If a member wants to set up a recognised training but you do not have a technical expert at NGB level participating in our pool of experts, please do not hesitate to contact us and we can provide you with an available trainer from our pool of experts.

### **PEFC recognition of certification body internal training**

PEFC International also offers the option to certification bodies to get their internal training recognised, through the existing training programme called TRP.

We are currently revising our TRP programme conditions, including the development of a set of requirements to assess internal training programmes. A preliminary set of requirements will be submitted to the Board of Directors for approval at its April meeting. Afterwards, PEFC International will begin assessing internal training programmes from April 2020.

Those certification bodies that already participated in the previous edition of the TRP, have their internal training recognition extended for the 2013 version of the chain of custody standard until the end of the transition period. However, if they want to get their internal training for the 2020 version of the standard recognised by PEFC International, they will need to apply again for participation on the TRP, according to the new requirements under development.

If any certification body in your country shows interest in participating in this training programme, either to renew their recognition or to apply for the first time, please address them to Linda Matole at [training@pefc.org](mailto:training@pefc.org)

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/7>

## The PEFC Label Generator

We are in the process of developing a new version of the Label Generator (LG V2). The LG V2 will produce labels in line with the graphic requirements of the 2020 Trademarks standard. A few key dates:

- Early April: soft launch of the LG V2
- April: beta testing of the LG V2 by PEFC International and national members
- May: national members start using LG V2 to create their new labels
- May onwards: trademark user groups B and D (forest owners and not certified entities) begin to get access to LG V2 (once they have signed a new trademarks usage contract)
- May onwards: trademark user groups C (chain of custody certified companies) begin to get access to LG V2 (once they are certified against the 2020 Chain of Custody standard and have signed a new trademarks usage contract)
- 14 August 2022: all trademark users have access to LG V2, LG V1 is no longer in use

*Note: the current version of the Label Generator (LG V1) will continue to run until all trademark users are using LG V2.*

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/1>

## Communication of the 2020 standards

### The PEFC International website

We have updated the PEFC International website to provide information and guidance to our various users:

- New page explaining what **certification bodies** need to do in order to offer certification against the 2020 standards: <https://pefc.org/for-business/certification-and-accreditation-bodies/how-to-offer-certification-for-the-revised-pefc-standards> The CB training page has also been updated: <https://pefc.org/for-business/certification-and-accreditation-bodies/certification-body-training>
- New page explaining how the 2020 standards affect **chain of custody certified companies** and what they need to do in the short- and medium-term: <https://pefc.org/for-business/supply-chain-companies/moving-to-the-latest-standards> The label page has also been updated to cover the 2020 requirements: <https://pefc.org/for-business/supply-chain-companies/use-the-pefc-label>

- The 'How to get certified' page has been updated to give guidance to **companies interested in getting certified**: <https://pefc.org/for-business/supply-chain-companies/how-to-get-certified>
- The 'Promote your sustainable material' page for **brands and retailers** has been updated to cover the 2020 trademark requirements: <https://pefc.org/for-business/brands-and-retailers/promote-your-sustainable-material>
- Small changes made to the page for **accreditation bodies**: <https://pefc.org/for-business/certification-and-accreditation-bodies/accreditation-bodies>
- New page providing **general information about the changes** to the standards: <https://pefc.org/standards-implementation/standards-and-guides/changes-to-our-key-standards>  
This was no specific audience, but has clear links to other parts of the website (those listed above).

These pages will continue to be updated as more information and guidance is available. This will include the upcoming training schedule.

Members are encouraged to update their websites in order to provide consistent information worldwide.

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/3>

## Key messages

We are producing a toolkit that will provide members with the key messages about the revised standards. In particular, this toolkit aims at giving you the information you need to promote PEFC chain of custody certification, and explain to already certified companies why it is a benefit that these standards have been revised. This is due for completion in April.

## Chain of custody brochure

We are currently revising our main chain of custody brochure to get it aligned with the 2020 Chain of Custody and Trademarks standards. Once ready, the source files will be shared on Podio. The brochure is due for completion in April.

## What members need to do:

- Update your websites to ensure your users (certified companies, etc.) have the information they need. You are encouraged to translate the content of the PEFC International website.
- Help beta test the Label Generator. This will take place in April. The more people that can test it out, the better!
- In May, start replacing your PEFC logos with the new versions from the Label Generator (in most cases, this will be to remove the logo with the 'TM' letters).
- Develop new PEFC trademarks usage contracts in compliance with the 2020 Trademarks standard. All trademarks users will need to sign the new trademarks usage contract before getting access to the new Label Generator. PEFC International is currently revising its procedures to issue PEFC trademarks usage licences, including the trademarks usage contracts, which are part of the PEFC Council technical document (GD 1005). Once they are finalised, we will share them.

See updates on Podio: <https://podio.com/pefc-international/technical/apps/2020-standards/items/6>