

Green paper to be more transparent

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Plans to make environmental strategies in the paper industry clearer and more effective have been announced by the Programme for the Endorsement of Forest Certification Schemes (PEFC).

PEFC said consumers did not know what it did or understand the differences between paper accreditations. As a result PEFC has launched a global governance review examining these issues, after which it will implement any necessary changes. PEFC will also be revising the brand, website and product database. Thorsten Arndt, head of communications at PEFC, told *The Bookseller*: "We are revising our standard and ensuring that we are communicating in simple English. It is important for us to bring forest certification down to what actually matters to people."

PEFC believed that in order to create as large an impact as possible, it should come together with other organisations such as FSC. Together, it argued, they could promote sustainable forestry and eventually help solve other global challenges more effectively.

PEFC held a meeting last week in which Ben Gunneberg, secretary general of PEFC, said that public and consumer awareness surrounding sustainability issues had increased hugely since the 1970s and would continue to grow. Gunneberg said: "sustainability agenda is definitely here to stay."

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