

An aerial photograph of a lush green forest with a winding river cutting through it. The text is overlaid on the image.

Forest Certification at Peace River Pulp Division

**Public Advisory Committee
Meeting**

November 22, 2006

What is 'Certification'?

Certification:

- Independent, 3rd party assessment
 - “These guys manage forests like the standard says”
- What is the ‘Standard’?
 - Set of prescribed processes and/or outcomes that the company must achieve in order to get certified

Who makes Certification Standards?

➤ Certifying Organizations

- Canadian Standards Association (CSA)
 - CSA Z809
- International Organization for Standardization (ISO)
 - ISO 14001, ISO9001
- Alberta Forest Products Association (AFPA)
 - ForestCare
- Forest Stewardship Council
 - FSC Boreal Standard

Who Wants Certification?

➤ Public, Non Governmental Organizations (NGO)

- Demand sound environmental practices
- Want to purchase products that do not degrade environment
- Cannot possibly verify forest companies' or Governments' claims that forest practices are sustainable, therefore,
 - Demand 3rd party verification

How does certification work?

- Standard is established
 - 'Rule book' of what to achieve and how to achieve it and how to report it.
- Company implements the standard in its practices
- The Company hires an independent auditor to check out the operation and compare it to the standard

How it works, continued..

- The auditor verifies that the company complies with 'the rules'
- The auditing company issues a certificate stating that the company does what the standard says.
- The company uses the certification to prove their actions/practices to public/customers.

Why does PRPD Want Certification?

- Market pressure on our customers
 - Kleenex Campaign, Victoria's Secret Campaign, Canadian Boreal Initiative
- Demonstrate Good Corporate Citizenship

Certifications

➤ ForestCare

- Demonstrates sound forest management practices

➤ ISO 14001 Environmental Management System

- DMI has a system to prevent damage to the significant environmental aspects that they could potentially damage. They do what they say they do. They follow a system.

CSA Z809: Sustainable Forest Management

- DMI prepares management plans by following the accepted process and they achieve the minimum results prescribed.
 - They follow process and have a system
 - They achieve the required performance

CSA Z809 Key Requirements

- High Degree of Public Involvement
 - System Standard and a Performance Standard
 - Forecast future forest conditions
 - Continual Improvement
 - 3rd Party Independent Audits
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