

Fashions change,  
**Forests stay.**



## Forests and Fashion

### What's the connection?

Fashion follows the seasonal cycle of nature, and we are all well aware of its environmental impact. As climate change and other environmental issues worsen globally, the fashion industry is looking to partially replace its conventional materials with sustainable alternatives. Sustainably managed forests are part of the solution.

Natural and renewable forest fibres have a huge potential to help the fashion industry on its sustainability journey. But the responsible origin of these fibres is critical and must be proven. This is where PEFC and sustainable forest management come in, protecting our forests and the people that depend on them, while providing us with the wonderful, wearable wood-fibres needed to create our clothes.

Immerse yourself in the world of forests and learn how PEFC-certified, sustainably managed forests are part of the solution to transform fashion into a more sustainable industry.



# THE VALUE OF FORESTS

Our forests are amazing. They are home to 80% of terrestrial biodiversity maintain water quality, stabilise soil and provide food and livelihoods to millions of people.

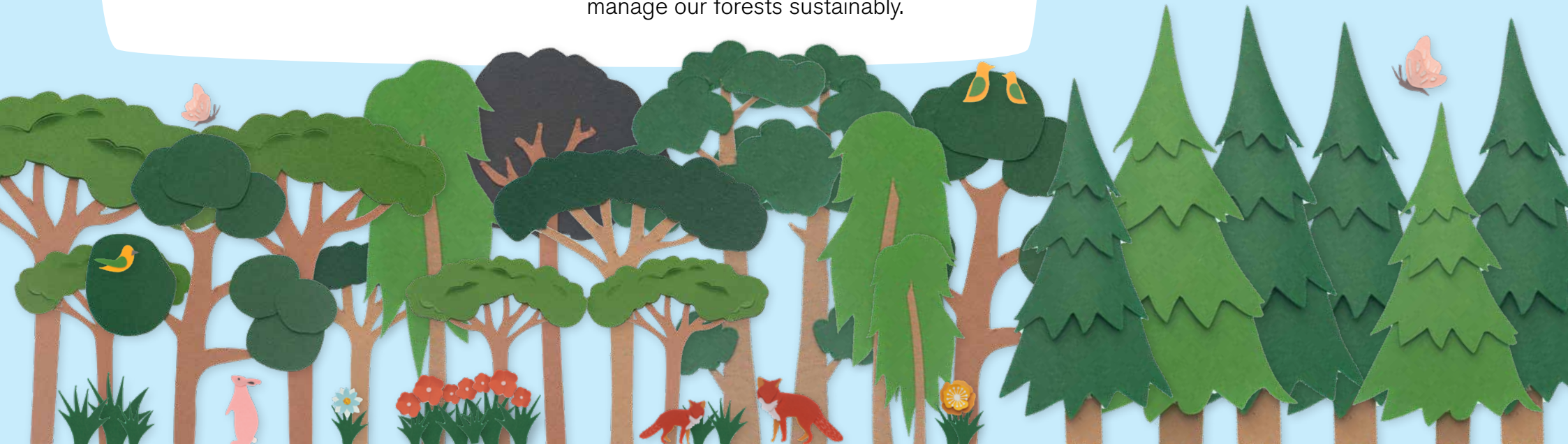
Forests help mitigate climate change by absorbing CO2 from the air and storing it as carbon in their biomass. The carbon remains there, even after the trees have been felled.

Forest-based materials therefore provide us with a carbon-neutral alternative to fossil fuels, and can be used in a variety of products, from store fittings, to packaging and clothing.

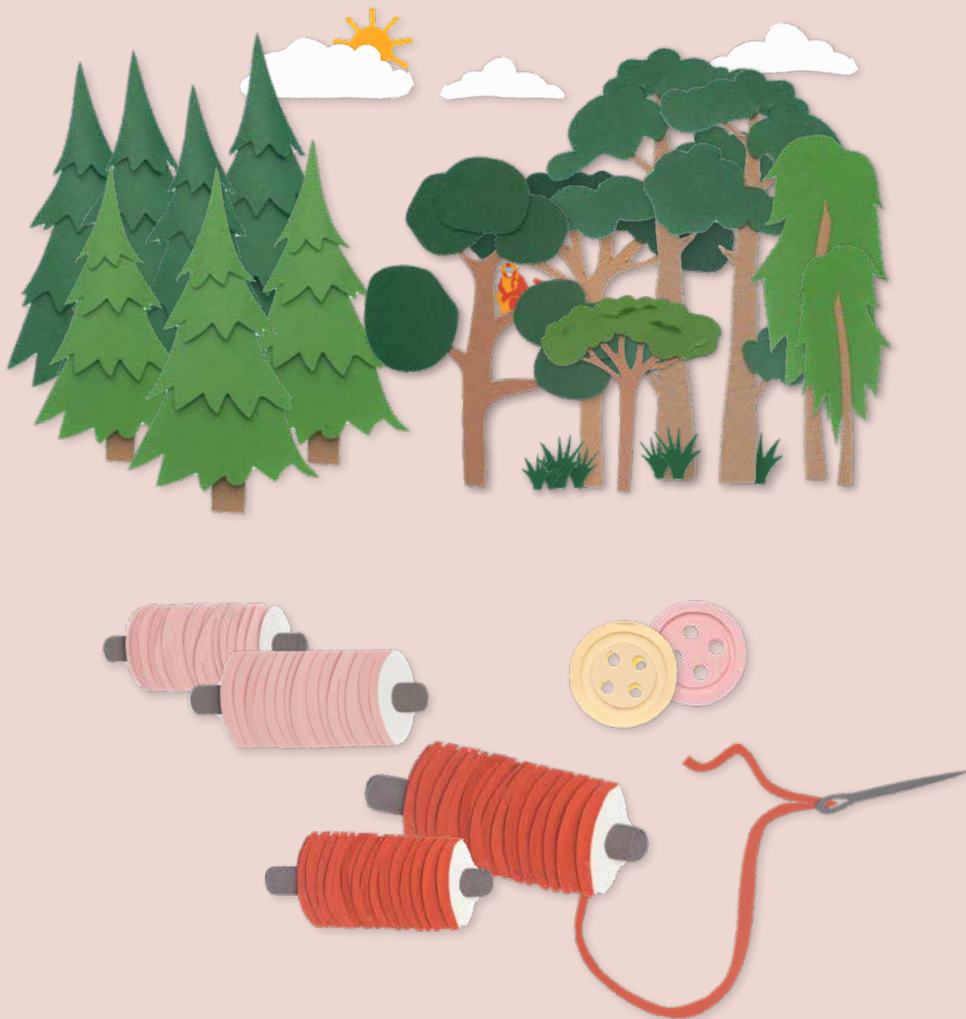
Forests are a vital global resource. Losing them through deforestation poses a risk to our climate, biodiversity and the wellbeing of people all over the world. To ensure their longevity, we need to manage our forests sustainably.

Download our white paper to read how sustainable forest management can help the fashion industry reduce its carbon footprint.

[Download](#)



# FOREST FIBRES: A LOW CARBON ALTERNATIVE



Forest fibres are low-carbon materials which appeal to today's eco-conscious consumers. Viscose, acetate, lyocell and other forest fibres are already making up about 6.2% of global textile production.

Provided they are sourced sustainably, the use of wood-based materials helps to preserve and enhance a forest's ability to capture carbon, whilst also making them more resilient to the effects of climate change. The increased demand for these materials ultimately raises the value of forests and prevents them from being cleared for alternative land uses such as agriculture.

Responsibly sourced forest fibres also meet consumer expectations. It is now widely recognised by the business community that consumers expect brands to be environmentally friendly. According to a recent Nielsen study, 73% of global consumers would change their consumption habits to reduce their impact on the environment.

# WORKING WITH THE TEXTILE INDUSTRY

Over the last 20 years we have actively engaged with various industries using forest-based products to ensure their support for sustainably managed forests and their access to certified materials:

- We've enabled 20,000 companies to achieve PEFC certification, meaning you can easily source PEFC-certified flooring, packaging - and now also textile fibres.
- We've collaborated with experts across the textile sector through a range of partnerships, including working with UNECE/FAO to raise awareness of sustainable wood fibres amongst governments and the textile industry.
- We are members of Textile Exchange and the Sustainable Apparel Coalition. Each year, we partner with the Copenhagen Fashion Summit, the Innovation Forum, the Tropical Forest Alliance and the Consumer Goods Forum on their many constructive panels to achieve collective actions towards a Forest Positive Future.

PEFC certification helps fashion brands and retailers make responsible procurement choices and support the sustainable management of forests around the world. We encourage fashion brands and retailers to help communicate the benefits of renewable forest fibres to consumers. An important part of our work is to collaborate on projects that help to grow the area of sustainably managed forest each year.



# TRACEABILITY SOLUTION

PEFC chain of custody certification follows the materials originating from PEFC-certified, sustainably managed forest through the supply chain, from logging, fibre-production, spinning, dyeing, weaving and garment manufacturing, and ending with the final labelled product.

PEFC third-party certification provides you with a credible tool to prevent products linked to illegal logging or deforestation from entering your supply chain.

The PEFC label provides a substantiated claim that forest-based materials used in the product come from a PEFC-certified sustainably managed forest.

Here is the example of a PEFC label, which can be placed on a garment with complete PEFC chain of custody certification.



**PEFC Certified**

Man-made cellulosic  
fibre from sustainably  
managed forests

[www.pefc.org](http://www.pefc.org)



# HOW PEFC CAN SUPPORT YOUR BUSINESS

PEFC certification allows brands and retailers to make responsible procurement choices and support sustainable management of forests around the world.

## We can help you to:

- **Meet your climate targets** by using renewable forest fibres that store carbon and can be recycled into new fabrics;
- **Contribute to the UN Sustainable Development Goals (SDGs).** Sustainably managed forests support 13 of the 17 SDGs, for example supporting smallholder farmers and biodiversity;
- **Respond to consumer demand and reduce the risk** of reputational damage by using sustainable materials that are produced ethically and do not harm the environment;
- **Increase your business resilience** by sourcing from sustainably managed forests, ensuring continuity of supply;
- **Reach your social and environmental targets** related to deforestation, responsible sourcing and compliance with timber legislation, because PEFC certification gives you the security of internationally recognised guidelines (ISO, ILO, IAF, UN).



# PEFC COLLABORATION ROADMAP

## FIVE STEPS BY 2025

The time to increase your positive impact is now!

Together we can make a difference for the future of the fashion industry, our forests and our world.



**1. Engage with PEFC** to learn more about how sustainably managed forests store carbon, protect biodiversity, support rural communities and the fashion industry.



**2. Develop a responsible sourcing policy** for wood-based fibres and other wood-based materials – from clothing to packaging and point of sale.



**3. Map your supply chain** and collaborate to implement procedures that trace wood-based products back to origin to ensure they are sustainable.



**4. Increase your sourcing** of wood-based products from sustainably managed forests and recycled sources and set ambitious targets to achieve 100% sourcing from certified sustainably managed forests.



**5. Collaborate with PEFC** and our global network of 750,000 forest owners, from the large to the small, to meet your environmental goals through projects that protect and restore forests.





# ABOUT PEFC

PEFC is an international non-profit, non-governmental organization dedicated to promoting sustainable forest management worldwide.

Created by small, family forest owners in 1999, we have grown to become the world's largest forest certification system. In 2020 close to 75% of certified forest area globally is certified to PEFC standards, and our mission is to continue unlocking and building on the full contribution of forests for a sustainable world.

We provide two types of certification; in the forest and through the value chain.

- Through PEFC forest management standards we ensure that forests are managed in line with strict international requirements, allowing trees to regrow and helping to maintain biodiversity and the balance of the ecosystem. We also require forest owners to support the socio-economic development of forest communities.
- Through PEFC chain of custody certification we enable suppliers to track forest-based products from their origin to the final product, monitoring each step of the supply chain.

Our illustration is made entirely from certified paper and created by paper-cut illustrator Sam Pierpoint.



# GET IN TOUCH

By working in partnership with us, fashion brands and retailers can support the health and vitality of the world's forests.

This increases the land under sustainable management, helping to combat climate change, preserving biodiversity and supporting rural livelihoods.

Email  
[textile@pefc.org](mailto:textile@pefc.org)

Join the conversation.

Follow #FashionsChangeForestsStay on social media:



Visit our campaign webpage for more information:  
[treee.es/textile](http://treee.es/textile)

