

# Beyond Forest Certificates

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# What is MTK?

- MTK is an advocacy organisation of farmers, forest owners and rural entrepreneurs (~260.000 members) founded in 1917.
- We improve economic and social well-being of our members.
- We promote sustainable and economic use of rural resources.
- We combine lobbying and forest owners' services (1000 experts in our local and regional forest management associations).
- MTK operates in Finland and in Brussels.

## Central Union Of Agricultural Producers And Forest Owners

260 000 members

Farmers

Rural  
Entrepreneurs

Forest Owners

Regional Farmers  
Unions (14)

Local farmers  
associations (309)

Forest Management  
Associations FMA (52)

Fur Breeder's  
Association

ProAgria advisory  
centres

Joint Forest  
Association

Hippos ry – The national  
central organization of  
equestrian sports and  
horse breeding.



# Forest management associations carries out

**65 %**

On the management  
of young private  
forests

**65 %**

Timber sales  
Plans

**36 %**

Timber sales  
as a power of  
attorney

**55%**

About the forest  
fertilisation projects

**30%**

About new forest  
road projects

**45 000 ha**

Forest  
regeneration/year

Data in 2020

# MTK's Role in PEFC Certification

## Supports forest owners' participation

- MTK emphasizes that forest owners can join PEFC certification easily and cost-effectively through local Forest Management Associations (FMAs), without committing to a single timber buyer.

## Ensures proper implementation of PEFC requirements

- MTK, together with FMAs, works to ensure that PEFC standards are correctly followed in practical forestry operations, supporting sustainable and responsible forest management.

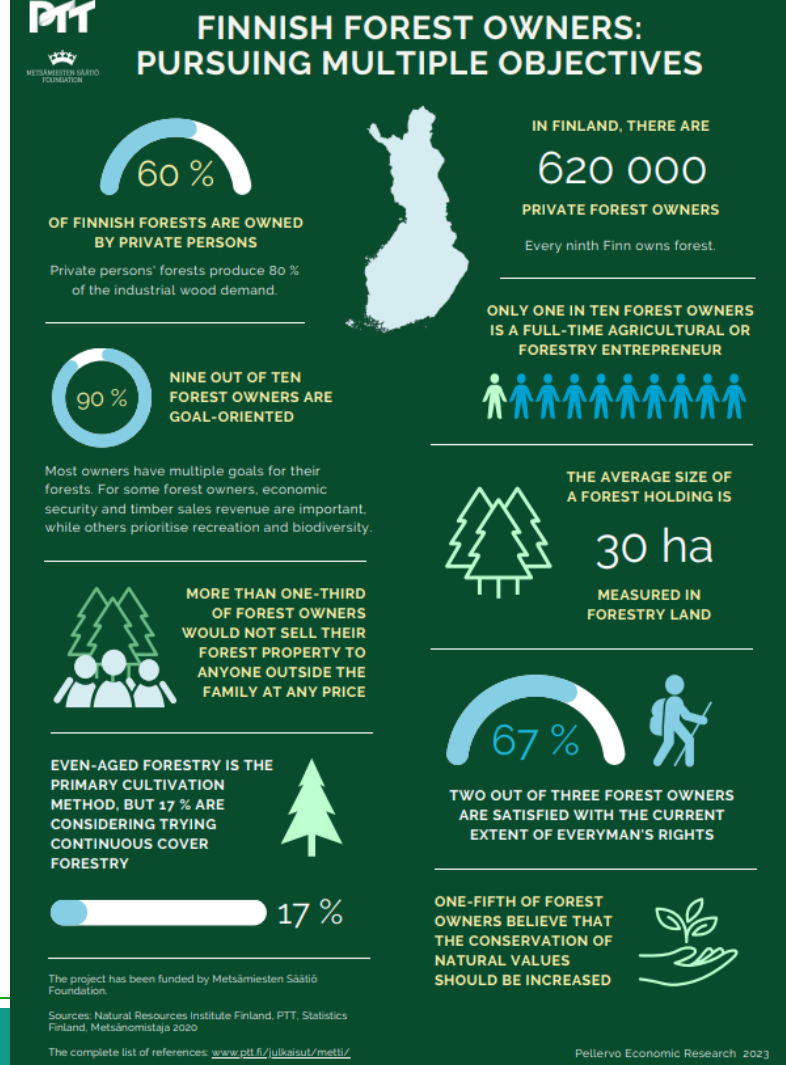
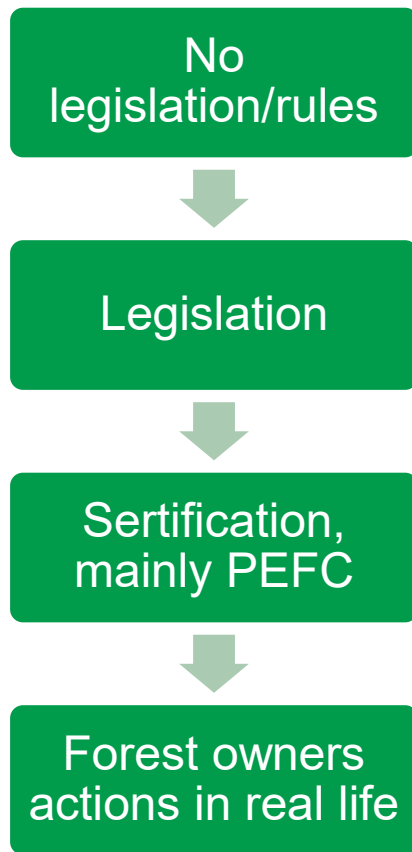
## Promotes and safeguards regional PEFC group certification

- MTK supports regional group certification structures that offer forest owners an affordable and administratively simple way to be covered by PEFC certification.

## Strengthens awareness and trust in certification

- Through communication and expert guidance, MTK helps forest owners understand PEFC requirements and their benefits, reinforcing confidence in certified sustainable forestry.

# Hierarchy



## Beyond Certification: Future Expectations

- Increasing regulatory pressure from EU (biodiversity, climate policies).
- Higher expectations for transparency, traceability & carbon accounting.
- Certification evolving as a minimum standard—markets expect more.

## Opportunities for Forest Owners

- Value creation through biodiversity, recreation, carbon services.
- Certification's role in additional ecosystem service markets.
- Enhanced communication of sustainability performance

# Huge sertification investments by forest owners, fair?

For example:

- Buffer zones (5-10 m)
- Grey conservation (?)
- Retention trees (10-20/ha)
- ...

## Challenges Ahead

- Balancing timber production with biodiversity goals.
- Rising administrative burden for small forest owners.
- Need for better digital tools and data integration.



# Sustainable forest management is developed and implemented through wide network

- MTK and the forest management associations are involved in key initiatives that develop Finnish forestry.
- Whether it's national or regional forest policy, the development of forest management guidelines, or nature conservation practices, they have extensive networks with researchers, policymakers, and financiers.
- The latest research is implemented in practice also thanks to the associations' own chain company, which helps drive all service development, including digital services.





# How Forest Owners Exceed Market Expectations?

Certification provides the minimum credible standard. Forest owners exceed expectations when they add ecological ambition, economic transparency and long-term societal value beyond what is required.

## Ecology

- Leaving more retention trees
- Enhancing buffer zones
- Adding voluntary conservation
- Communicating transparently
- Participating in carbon & biodiversity markets

## Economy

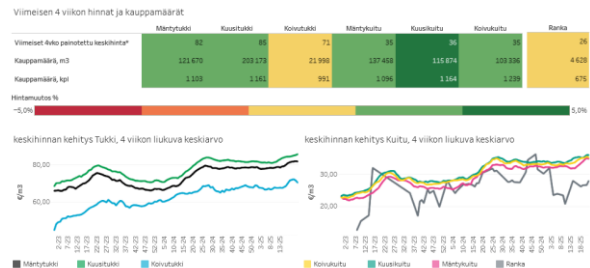
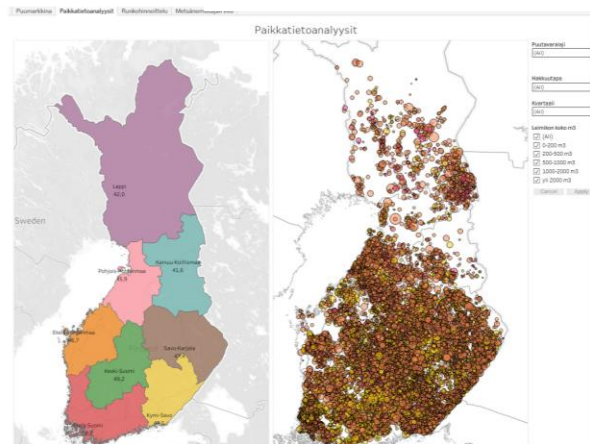
- Increasing profitability by stronger market access :
- Opening new income streams through carbon/nature markets
- Long-term business stability attracts investment
- Value-added biodiversity actions enhance PR and market appeal
- service development fueling rural enterprise growth

## Social

- Promoting fair and safe working conditions
- Engaging local communities proactively
- Facilitating transparent communication
- Respecting cultural and recreational values
- Supporting local livelihoods and rural development

# MTK's Existing Tools Are Usable When Developing tools beyond forest certification for example Nature Credits

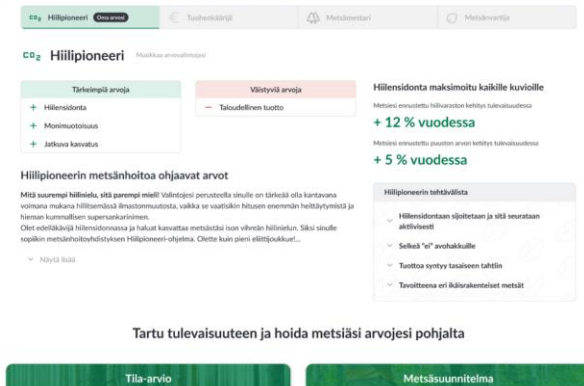
Our timber market information system is applicable also in nature credits.



We have the most used digital forest service (OmaMetsä) for forest owners – the only based on forest owners own needs, values and objectives.



Our Luontoarvot.fi marketplace takes its next steps this year.





Thank You!

