If you meet all relevant Sustainability Framework requirements, you can use the Preferred by Nature Hummingbird Seal to communicate your compliance through off-product claims, e.g. on your website or in promotional materials. If you go a step further and additionally meet all relevant criteria of the Preferred by Nature Carbon Footprint Management Standard (CFM) for the product intended for the Seal use and compensate for climate impacts, you can make claims and use the Seal both on- and off-product.

**Why Sustainability Framework?**

- All critical sustainability aspects in one robust framework that ensure a high level of compliance
- A strong seal to communicate your sustainability efforts and commitments
- Strong due diligence system that can help you to identify and mitigate your risks
- A tool to demonstrate carbon footprint compensation
- Fit for all – big and small
- Adapted to any geographical location
- Complementing other certification systems, e.g. Forest Stewardship Council™ (FSC™), Programme for the Endorsement of Forest Certification™ (PEFC™) etc.
- Aligned with the EUDR requirements

**Share that you care**

If you meet all relevant Sustainability Framework requirements, you can use the Preferred by Nature Hummingbird Seal to communicate your compliance through off-product claims, e.g. on your website or in promotional materials. If you go a step further and additionally meet all relevant criteria of the Preferred by Nature Carbon Footprint Management Standard (CFM) for the product intended for the Seal use and compensate for climate impacts, you can make claims and use the Seal both on- and off-product.

**Already certified? Let’s fix the gaps!**

Already certified under other schemes? We have something for you to cover the missing gaps. We offer Sustainability Framework verification as an add-on to existing certifications, integrating missing aspects into your regular audits and maximising efficiency & cost savings. Additional areas can be verified simultaneously with other certification scheme audits, so you will not have to be audited twice for the same issues.

Learn more about the Sustainability Framework

Do a self-check: Standard

Contact us to discuss further steps.

If you are ready for an audit, let’s agree on the details.

If you comply, you can make claims.
Searching for a partner with global experience and local presence?

Timber has been a pioneer commodity for Preferred by Nature since 1994.

Aside from forest sector certification and legality verification with almost 4,000 clients in 79 countries, we engage in forest-related projects, including nature management planning, protected area establishments, wood sample collections, isotope testing, etc.

By working closely with forestry schemes and governments, we strengthen their systems for responsible forestry, while addressing the increased deforestation and climate change-related issues.

With 300+ staff located in 40+ countries and backed by a global network of experts, we have the know-how and capacity to carry out 5,000+ audits per year.

We work with small businesses, large corporations, communities, Indigenous People, state forests and environmental NGOs - all of them are equally important to us.

Get in touch with us for a discussion on your needs, and we'll see where we can go from there.

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