

THE VALUE OF FSC® FOR

**RETAIL**







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# ENSURING BETTER OUTCOMES FOR FORESTS AND MARKETS

**FSC is the world's most trusted sustainable forest management solution. As the original pioneers of forest certification, FSC has over 25 years of experience in setting the gold standard for sustainable forest management.**

FSC's unique democratic standard-setting process enables forest owners, communities and businesses to jointly make decisions on issues impacting forests today and in the future. This ensures inclusivity in finding the best solutions.

Through our global standard, unrivalled stakeholder engagement and support from businesses and NGOs, we are the world's most credible solution for sustainable forest management; trusted to secure better outcomes for markets, communities and forests for today and future generations.





# FSC'S ASSURANCE OF RESPONSIBLE SOURCING

Consumers are worried about climate change. They are aware of the link between sustainable management and the preservation of forests – one of the world's most precious resources. The role of forests in mitigating climate change is also widely recognised. Consumers expect companies to be a part of the solution, and to sell products made with sustainable and responsibly sourced materials. As consumers' demand for responsible products grows, brands that drive sustainability forward are thriving too.

The FSC certification system can help to secure a long-term source of paper, wood, packaging and other forest products through sustainable management of forests. FSC can help businesses demonstrate their commitment to sustainability to their customers.

FSC can meet business needs to gain a competitive advantage in a sustainable way, while successfully adapting to major market shifts. FSC provides the highest assurance of supply chain integrity from forest to end-user, globally.

It's well known that consumer demand for sustainable products is growing – and so are brands with genuine sustainability claims. So when it comes to wood, paper and packaging, choose the products you can trust to meet high consumer expectations and strengthen brands: Products carrying the FSC label.

**When it comes to forest-based products, FSC certification is the most trusted sustainable choice.**



# THE VALUE OF FSC

## FSC-certified forests have environmental, economic and social benefits

As the world's most trusted sustainable forest management solution, FSC labelling tells customers that the materials used originate from sustainable and legal sources.



### Zero deforestation

Although trees are harvested, there is no net loss of forest over time



### Environmental protection

FSC certification requires biodiversity to be maintained, and high conservation value areas - including old growth forests - to be protected



### Indigenous Peoples' rights respected

FSC certification requires forest inhabitants to be consulted and engaged, and cultural rights to be maintained



### Fair wage and work environment for workers

FSC certification requires training, safety and decent wages for all workers

Therefore, an FSC-certified forest gives the assurance that all these factors have been considered. That assurance then extends to all the materials coming from this forest.

FSC is not only good for forest management, it is also good for businesses using materials from FSC-certified forests.

# FSC IS GLOBALLY CONSISTENT WHILE REMAINING LOCALLY RELEVANT

FSC develops policies and standards that are globally consistent – based on the same principles and criteria all around the world. These are adopted as national standards to meet local needs and allow FSC-certified companies to gain access to new international markets while keeping their sustainability claims locally valid.



# FSC CERTIFICATION

Organizations of different sizes can gain FSC certification, including groups of smaller businesses that can operate under one certificate.

## FSC Trademark promotional licence

Retailers and brand-owners that buy finished and FSC-labelled products, from an FSC-certified company may apply for a trademark promotional licence to use the FSC trademarks in promotional materials and marketing campaigns.

By signing an FSC trademark promotional licence agreement, companies can create their own unique point-of-sale materials, signaling their commitment to sustainable forest management. The licence can also help to enhance the transparency of supply chains and communicate corporate responsibility.

FSC also offers participants advice on the best ways to use and promote FSC-labelled products. This will allow you to connect with consumers who are environmentally conscious and can therefore enhance the way consumers perceive your brand. It will also help your company increase its market access for responsible forest products.

For more information on FSC's trademark programme, please check our webpage 'How to Use the FSC Logo': <https://fsc.org/en/details-page/use-our-logo>

## Forest management certification

FSC's forest management certification is awarded to organizations managing their forest operations in socially, environmentally and economically responsible ways. The management of both natural and plantation forests falls under forest management certification.

## Chain of custody certification

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, or re-labelling) must obtain chain of custody certification to apply an FSC label to their products and/or sell them with an FSC claim.





# BIG BRANDS TRUST FSC TO MEET THEIR SUSTAINABILITY GOALS

Across the globe, leading brands are choosing FSC. They know the FSC label signals that their products are sourced responsibly. It is not just the right thing to do for the planet. It is the right thing to do for their business.

H&M Group

***“We believe FSC to be the strongest certification system around to ensure responsible forest management and by using FSC certified material, we know that the wood in our products come from well managed forests that provide environmental, social and economic benefits. We are therefore committed to increase our use of FSC certified material in line with our company goal to use 100% recycled or other sustainably sourced materials in our products by 2030.”***

- Madelene Ericsson, Sustainability Business Expert, H&M

El Corte Inglés

***“FSC certification provides credibility and consistency to our sustainability strategy. FSC is also a tool for us for risk management and legal compliance. For example, it helps us in being complaint with the EU Timber Regulation (EUTR). At El Corte Inglés we believe that it is our responsibility to not only work with our suppliers but with the consumers as well to make them easily understand what a sustainable product is. That is why we created the movement for sustainability and FSC is one of the major certifications we are working with to make that possible.”***

- Delia Garcia, Head of Sustainability, El Corte Inglés

We work in close collaboration with various major brands to help them communicate their commitment to FSC certification, and to develop joint projects to increase awareness around sustainable forestry and its benefits.

## Licence holders trust FSC to meet their client demands

76% of FSC promotional licence holders surveyed are satisfied with FSC promotional licensing

89% of FSC promotional licence holders surveyed will renew their promotional licenses for the next term

71% of FSC promotional licence holders surveyed engaged with FSC as it meets their corporate social responsibility strategy



# FSC IS ENDORSED BY LEADING NGOS

FSC is governed by our members, who represent over 1,000 of the world's foremost environmental, social and economic experts. Each group of these experts has an equal say in the way we work and get regular opportunities to meet to exchange their points of view on our system.

This democratic governance is one of the primary reasons why world-leading environmental NGOs back our certification scheme. They know that when we say forests for all forever, we mean it.



FSC is a member of ISEAL Alliance, the global membership organization for credible sustainable standards. ISEAL full membership means that FSC has been independently evaluated against strong codes of good practice, which support measurable change through open, rigorous and accessible standards and certification systems.



***“WWF considers FSC to be the most credible and rigorous forest certification scheme currently available to ensure environmentally responsible, socially beneficial and economically viable management of forests.”***

- WWF, 'Responsible Sourcing of Forest Products: The Business Case for Retailers, 2017'<sup>1</sup>



***“The Sierra Club and most other environmental groups are united in support of the Forest Stewardship Council (FSC) as the highest standard for forest certification.”***

- Sierra Club, 'About Forest Certification' Our Wild America campaign<sup>2</sup>

<sup>1</sup> Published in April 2017 by WWF-World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland.

<sup>2</sup> <https://content.sierraclub.org/ourwildamerica/about-forest-certification>.





# CONSUMERS TRUST FSC TO PROTECT FORESTS

Consumers' expectations for sustainability and responsible sourcing are growing. So choose the wood, paper and packaging products you can trust to deliver better results for forests, consumers and businesses – today and for future generations.



8 in 10 surveyed consumers expect companies to ensure that the wood or paper products they sell are not contributing to deforestation.<sup>1</sup>



8 in 10 surveyed consumers who recognize the FSC label are likely to recommend FSC-certified products to friends and family.<sup>2</sup>



8 in 10 surveyed consumers who have purchased or recall purchasing FSC products say that an FSC label on a product has a positive effect on their purchasing decision.<sup>2</sup>



7 in 10 surveyed consumers expect information about sustainability on products to be certified by an independent organization.<sup>1</sup>

<sup>1</sup>GlobeScan FSC Consumer Insights Survey, 2017. Sample: 10,435 consumers in 13 countries

<sup>2</sup>GlobeScan Consumer Insights Survey, 2017. Sample 3,991 consumers in 13 countries

# FSC TOOLS TO COMMUNICATE SUSTAINABILITY

FSC has developed various tools to help businesses tell their consumers about their FSC commitment. These include ready-to-use or editable campaign assets, to help businesses create their own campaigns as well as campaign examples by other brands. These can be found on an online platform for certificate and license holders, the FSC Marketing and Communications Toolkit:  
<https://marketingtoolkit.fsc.org/>

**Show customers your products supports better results for forests, people and businesses.**





# STEPS TO BECOME FSC CERTIFIED

Become an FSC certificate holder to benefit from the most trusted sustainable forest management solution.



Find out more information on the relevance and benefits of FSC for the retail industry and how to contact us through this webpage: [fsc.org/retail](https://www.fsc.org/retail)











[fsc.org/retail](http://fsc.org/retail)