FASH 0P





Contents

02 We stand for forests

16 Value of the FSC label

04 FSC certification

18 FSC specification

06 Fashion for forests

20 Fashion+

08 Fashion matters

22 Using the FSC trademarks

10 FSC can support your business

23 Supporting sustainable development

12 Forests in fashion

24 Next steps

14 Manufacturers

Explanatory Notes

This document is intended to be used as an introduction to the Forest Stewardship Council® (FSC®) for organisations in the fashion sector who are FSC certified and for those who are considering becoming FSC certified, specifying FSC-certified products or working on behalf of an FSC-certified organisation.

For advice and guidance on the FSC system and standards, please contact FSC UK.

https://uk.fsc.org 01686 413916 info@fsc-uk.org

FSC®F000231







WE STAND FOR FORESTS

FSC works to take care of the world's forests for future generations – to help ensure we have *Forests For All Forever*. We support this through a global forest certification system that awards forest management and chain of custody certificates. In practice, this means that when a product or packaging bears the FSC label, customers are assured that the forest-based materials have been responsibly sourced.

The FSC forest management standards are developed through broad stakeholder engagement and set requirements for responsible forest management. Responsible forest management, as promoted by FSC, maintains and enhances

biodiversity and ecological processes. It aims to protect the rights of workers, communities, and Indigenous Peoples while respecting the economic viability of forest management operations. By offering credible, simple ways for more people to make ethical choices, we are helping societies recognise the value of forests for a sustainable future.

OUR VISION

The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.



OUR MISSION

Forests For All Forever – FSC shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

HOW WE DO IT

FSC provides an internationally recognised global certification scheme that helps ensure socially, economically, and environmentally responsible management of the world's forests. We operate as a multi-stakeholder organisation and have been doing so since 1994. FSC UK is a registered charity working to promote FSC in the UK.



2



FSC CERTIFICATION

Forest management certification

Our forest management certification is awarded to organisations that manage their forest operations in socially, environmentally and economically responsible ways. As part of the certification process, an organisation's current management undergoes an in-depth review to check for any areas of non-conformity with FSC's standards. A certificate holder's compliance is checked by independent, FSC-accredited certification bodies conducting regular audits.

The management of both natural and plantation forests falls under forest management certification. We also offer streamlined certification procedures for small or low-intensity managed forests for small-scale producers.

Chain of custody certification

Chain of custody certification applies to manufacturers, processors and traders of FSC-certified forest products. It ensures that FSC materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified. Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest-based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

Promotional trademark licence

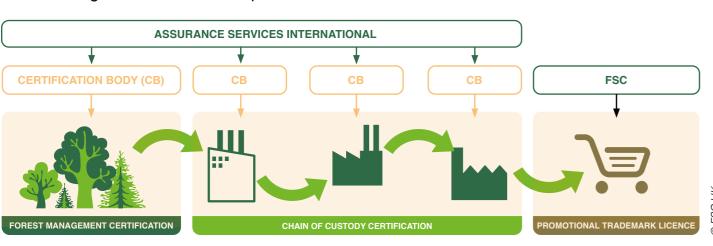
Organisations that do not need chain of custody certification may be eligible for an FSC promotional trademark licence to authorise them to use our registered trademarks in promotional materials.

Principles for responsible forest management

Our 10 Principles include complying with relevant laws, respecting the rights of workers and Indigenous Peoples, improving community relations, protecting workers' health and safety, minimising negative environmental impacts, maintaining high conservation values, and implementing ecologically and socially appropriate forest management and restoration techniques.

Each Principle is supported by several criteria that provide a way of determining whether the principle has been met in practice.









FASHION FOR FORESTS

Standing out is an important aspect of fashion, but so is standing up – for people and the planet.

Fashion is one of the largest industries in the world and it shows no signs of slowing down. The industry generated €1.5 trillion in annual revenue in 2016, which is expected to reach €2 trillion by 2030.¹ Global apparel consumption is predicted to rise from approximately 56 million tonnes in 2017, to 92.5 million tonnes in 2030.¹ In an attempt to make the sector more environmentally friendly and ensure this growth is sustainable, cellulose fibres are becoming more popular. Forest-based textiles such as viscose, cellulose acetate, lyocell and modal can be a more sustainable alternative to nylon, polyester, and cotton. Although they make

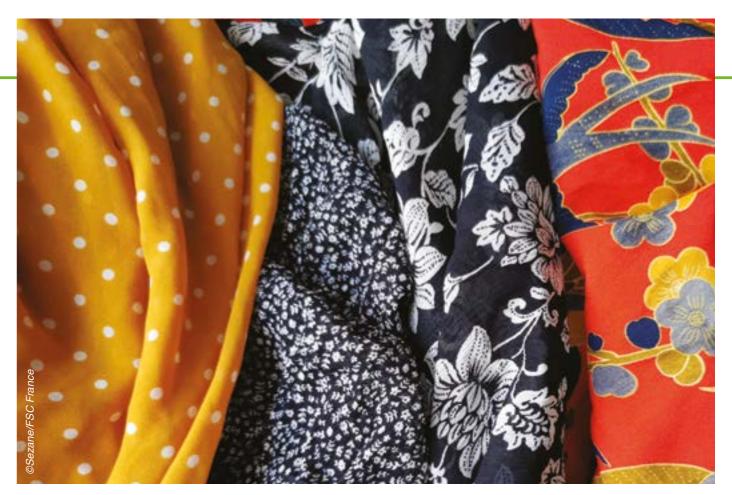
up less than 7% of the global fibre market, the production volume of these forest-based materials more than doubled from 3 million tonnes in 1990, to 6.7 million tonnes in 2018, and their use is expected to increase.² To keep up with this demand, more than 150 million trees are logged every year.3 This can potentially contribute to the deforestation of ancient and endangered forests and habitat loss if not sourced from well-managed forests.4 The industry's dependence on forests doesn't stop at fibres. In 2017, over 11 million tonnes of natural rubber was harvested⁵ and consumption is expected to reach 19 million tonnes by 2025.6 Rubber plantations can be a cause of forest degradation and deforestation if not managed responsibly.



"In autumn 2019, Masai became the first Danish fashion brand to achieve the FSC CoC-certification, and in August 2020 our first FSC-certified garments will reach the stores. It's important to us that our sustainability measures are a natural extension of our business, and with more than 60% of our collections being made of wood-based materials, such as viscose, the responsible and sustainable profile of these materials is a key focus area for us. We're looking into the entire product lifecycle and starting all the way back at the source, the forests, it made sense for us to join FSC to assure responsible sourcing and traceability in our chain."

Sidse Jensen, CSR and Sustainability Manager, Masai Clothing Company





Fashion supply chains are extremely complex, making it challenging to determine whether materials are responsibly sourced. As the world's most trusted sustainable forest management solution, FSC can provide businesses and consumers with the assurance of supply chain integrity from forest to consumer. The FSC certification system can help to secure a long-term source of forest-based materials from forests managed with consideration for people, wildlife and the environment.

Sourcing forest-based materials responsibly not only helps to protect the planet's forests and those who depend on them, but can also secure brand reputation and improve market access. Consumer demand for sustainable products is growing: one in three consumers consider the environmental and social impacts when buying clothes,⁷ and 80% of consumers who have purchased, or recall a purchase of FSC products say that an FSC label on a product has a positive effect on their purchasing decision.⁸ FSC can help you to meet this demand and demonstrate your commitment to responsible forest management.

In an industry where styles change by the season, make sure that your commitment to sustainability is here to stay so that we can ensure that we have *Forests For All Forever*.

6

¹ Global Fashion Agenda & The Boston Consulting Group, 2017, Pulse of the Fashion Industry

² Textile Exchange, Preferred Fiber & Materials Market Report 2019

³ Canopy, 2019, CanopyStyle 5-year anniversary report

⁴ Ellen MacArthur Foundation, 2017, A new textiles economy: Redesigning fashion's future

⁵ FAOSTAT http://www.fao.org/faostat/en/#data/QC/visualize

⁶ Thomas et al. 2015, Conservation Letters, Increasing Demand for Natural Rubber Necessitates a Robust Sustainability Initiative to Mitigate Impacts on Tropical Biodiversity

⁷ Fashion Revolution, November 2018, Consumer Survey Report: A baseline survey on EU consumer attitudes to sustainability and supply chain transparency in the fashion industry

⁸ GlobeScan Consumer Insights Survey, 2017. Sample 3,991 consumers in 13 countries

FASHION MATTERS

Clothing represents more than **60%** of the total textiles used and is expected to remain the largest application.¹

When buying clothes, more than one in three consumers surveyed across the five largest EU markets said that they consider social (38%) and environmental impacts (37%).3

The fashion industry is projected to use **35%** more land for fibre production by 2030— an extra **115 million hectares**.4

World production of all apparel and textile fibres reached approximately **100 million tonnes** in 2018, and natural fibres accounted for **29%** of the total, down from **41%** in 2008. Cellulosic fibre production accounted for **6%** of the total in 2018, synthetic filament accounted for **45%**, and synthetic staple **20%**.²

The majority of people think it is important for fashion brands to reduce their long-term impacts on the world by addressing global poverty (84%), climate change (85%), environmental protection (88%) and gender inequality (77%).3

The garment industry is reportedly the world's third biggest manufacturing industry after the automotive and technology industries.5

Global manmade cellulosic fibre (MMCF) production increased from **5.9 million tonnes** in 2014 to **6.7 million tonnes** in 2018.6

Viscose is the most important MMCF with a market share of around **79%** of all MMCFs and a production volume of around **5.3 million tonnes** in 2018.6

Acetate has a market share of around 14% of all MMCFs with a production of around 0.95 million tonnes in 2018 but it is mainly used for non-textile applications.⁶

Lyocell was the third most used MMCF type after viscose and acetate in 2018. It had a market share of around 4% of all MMCFs in 2018 with a production volume of roughly 0.26 million tonnes. The compound annual growth rate of lyocell from 2017 to 2022 is estimated at around 15%. This means that lyocell is expected to grow faster than other MMCFs.6



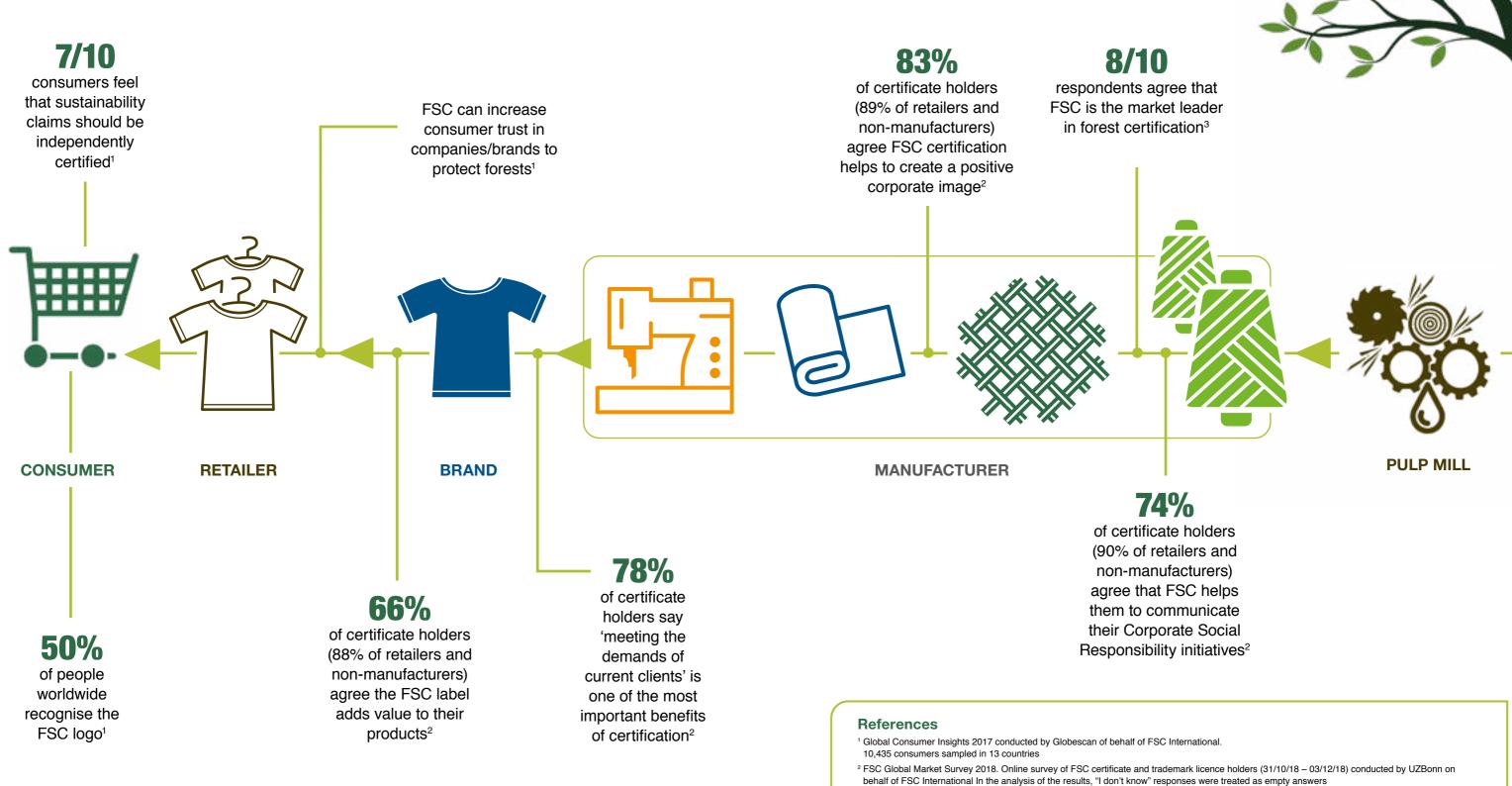
- ² Discover Natural Fibres Initiative, 2019, Natural Fibres and the World Economy
- ³ Fashion Revolution, 2018, Consumer survey report: A baseline survey on EU consumer attitudes to sustainability and supply chain transparency in the fashion industry
- 4 Global Fashion Agenda & The Boston Consulting Group, 2017, Pulse of the Fashion Industry
- ⁵ House of Commons, 2019, Fixing Fashion: Clothing consumption and sustainability
- 6 Textile Exchange, Preferred Fiber and Materials Market Report 2019





10

FSC CAN SUPPORT YOUR BUSINESS



11

(at a 95% confidence level)

³ Differentiating the FSC brand B2B segmentation and brand positioning research, 2016, conducted by B2B International on behalf of FSC International. 332 external respondents in 13 markets plus 71 internal interviews. The confidence interval is +/-5.4% of all FSC members and licence holders



FORESTS IN FASHION

Forests produce more than just the archetypal forest materials: wood and paper. FSC certification can apply to textiles, bamboo, rubber, cork, rattan and more.

Manmade cellulosic fibres made with forestbased cellulose can be FSC certified. These include viscose, lyocell, modal and cellulose



acetate. Most manmade cellulosic fibres (MMCFs) take the form of viscose, also known as rayon. Wood or bamboo cellulose must be chemically treated to produce viscose. Some producers have developed more eco-friendly processes which use less chemicals and water during production. A life cycle analysis of MMCFs concluded that due to the wide variability in impacts associated with sourcing, "it is critical to understand not just the type of material [...], but also the source of material".1

Natural rubber comes from the sap of the rubber tree (*Hevea brasiliensis*), native to the Amazon Basin. Unlike synthetic rubber, which is a petroleum product, natural rubber is a renewable resource. Natural rubber can be used to produce many products including soles. As a key global commodity, best practices are crucial for ensuring a sustainable supply in the long term.

Bamboo is a fast-growing, hollow grass. Although it is frequently promoted as a highly sustainable material, uncertified bamboo production may negatively impact local ecosystems. Where bamboo occurs within the matrix of an FSC-certified natural forest or plantation it may be FSC certified and labelled. Bamboo can be used to create a range of products including, but not limited to, yarn and textiles.

Rattan is a climbing or trailing palm that grows in the tropical regions of Africa, Asia and Australasia. There are around 600 species of rattan, some of which can reach up to 100 metres. Rattan relies on healthy forests for its

survival and is under threat due to deforestation and degradation. Rattan is fast-growing, light and durable and can be used for food, shelter and handicrafts, although it is used mainly for furniture.

Cork is harvested primarily from *Quercus suber*, commonly called the cork oak, a medium-sized, evergreen oak tree. The tree forms a thick, rugged bark which can be harvested every 7 to 10 years to produce cork. Although more traditionally used to produce wine closures, cork can also be used in bags, shoes and accessories.

Mixing materials

FSC-certified products that contain neutral materials (e.g. cotton fibre, synthetic rubber) that cannot be distinguished from FSC-certified ingredients, and may be misinterpreted as

CApcor

being FSC certified, can only be claimed and labelled as FSC Mix (the other FSC labels are FSC 100% and FSC Recycled). This does not apply to inorganic materials that have a different function in the product in relation to the certified ingredient (e.g. glass, plastic, metal) or to products where the FSC-certified ingredient is distinguishable from other ingredients.



13

¹SCS Global Services, 2017, Life Cycle Assessment Comparing Ten Sources of Manmade Cellulose Fiber



MANUFACTURERS

FSC chain of custody certification ensures that FSC-certified materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified.

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest-based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim in sales documents. Organisations that do not take legal ownership of FSC-certified products (e.g. logistics companies, sales agents) do not normally need chain of custody certification.

An FSC-certified organisation may outsource activities within the scope of its certificate to FSC certified and/or non-FSC-certified

contractors provided that all FSC chain of custody requirements are met. An outsourcing agreement must be held with each contractor and the FSC-certified organisation must maintain legal ownership of all materials during outsourcing.

BENEFITS OF FSC CERTIFICATION

- Enhance public image
- Meet customer expectations
- Improve market access
- Use the FSC trademarks and supplementary marketing assets
- Meet Corporate Social Responsibility commitments.

Group certification

Chain of custody group certification is a tool available to help small businesses become FSC certified. Companies can join existing group certificates, which can be a simpler, faster and more cost-effective option than becoming certified on their own.







VALUE OF THE FSC LABEL

FSC labels have been appearing on forest products for more than 20 years. In this time, public awareness of environmental and social issues has increased, as has awareness of the FSC logo – the little tree with a tick, that means so much to so many.

The FSC label can only be applied to eligible products by organisations holding FSC certification.

For inspiration and tools to develop purpose-centred campaigns, visit the FSC Marketing and Communications Toolkit https://marketingtoolkit.fsc.org This Toolkit is freely available to FSC certificate and licence holders and was launched in line with the FSC *Forests For All Forever* brandmark and associated suite of assets. A growing range of marketing and communications information, campaigns and tools can now be found within the Toolkit.





FSC logo: Also referred to as the 'checkmark and tree' logo.

Registered trademark symbol: Will either be [®] or [™] depending on the registration status of the country/countries where the products are to be distributed.

FSC website address: For further information about FSC.

Label title: 100%, MIX or RECYCLED.

Product Type: Describes the certified material or content to which the label relates.

Label text: Set text used to describe the FSC label title.

FSC licence code: The identification code issued to FSC-certified organisations that are licensed to use the FSC trademarks. This code can be used to identify the organisation which applied the label. A certified organisation can request that their FSC-certified supplier apply an FSC label which features their own FSC licence code.





FSC SPECIFICATION

Using an FSC-certified supplier

Products can be labelled and sold as FSC certified if they are produced under a valid chain of custody certificate.

If your supplier is FSC certified and sourcing the FSC-certified products on your behalf, they will be able to issue an FSC claim for the products they are producing for you.

To ensure your products are FSC certified you should use an FSC-certified supplier and specify FSC-certified products from the outset.

To search for and verify FSC certificates you can use the FSC Public Search database. https://info.fsc.org/certificate.php

Why is FSC specification important?

Specifying FSC-certified materials gives your customers the assurance that your business has chosen to source responsibly. It can also enhance your Corporate Social Responsibility policy and increase credibility with stakeholders, governments, NGOs and the general public. An FSC-certified supplier can issue an invoice which will include the FSC claim(s) and their FSC certificate code. This is your assurance that you have purchased FSC-certified products.

Sourcing and risk mitigation

The integrity of FSC supply chains is core to everything we do. As FSC grows and the number of chain of custody certificate holders increases, so does the potential risk of non-compliance. We take this seriously and investigate thoroughly using certification audit data, manual transaction verification, fibre testing and other methods.





FASHION+

FSC certification can apply to a vast array of forest products. Whether fitting out new premises, specifying forest-based materials in products, choosing forest-based packaging or producing marketing materials, there is often an FSC-certified solution available. Ensuring that responsible sourcing practices are employed throughout the business can help to reflect the company's ethos and its appreciation of the importance of protecting forests.

Packaging and swing tickets

Paper and paperboard made with forest fibres are a popular choice for packaging and labelling materials. Paper-based packaging can protect goods, provide product information and be both biodegradable and easily recyclable.

Forests can also provide fibre to make cellulosebased plastics and films. Paper and cardboard packaging ranks highest with consumers for sustainability attributes including: home compostable (72%), better for the environment (62%) and easier to recycle (57%).1

Bags, till rolls and point of sale marketing

Many shoppers now bring their own reusable bags, however, an increasing number of shops opt for those made from paper when required to provide bags for their customers. Consumers rank paper bags highest for environmental factors such as: recyclability (52%), compostability (47%) and made with renewable materials (43%).1

For printed materials to carry an FSC label they must be produced under a valid FSC chain of custody certificate. In-house printers can seek their own certification. Companies using external printers can select those with certification already in place and specify FSC-certified and labelled products when ordering.

Each year, 300 billion paper receipts are produced, consuming 25 million trees.2 In 2009, Marks and Spencer became the first major UK retailer to print all their receipts on FSC-certified paper. Receipts bearing the FSC label are now commonplace in the UK.

From wobblers to barkers to the more elaborate point of sale displays, many in-store marketing materials use forest-based components, predominantly paper and card. Their impact can be substantial when the full quantity of such materials is calculated.

Brochures, catalogues and postal marketing

When produced using FSC-certified materials and under a valid FSC certificate, printed brochures, catalogues, leaflets, flyers and direct mail can carry an FSC label.

Using the FSC trademarks to promote FSCcertified products (e.g. garments) within such promotional materials can be authorised via FSC certification or an FSC promotional trademark licence.

Construction and fit-out

The fashion industry can be

² Parcel Hero, 2018, Stamping Out Receipts

FSC project certification:

Permanent or temporary structures or individual decorative objects can be FSC project certified if the organisation managing the project holds FSC project certification.

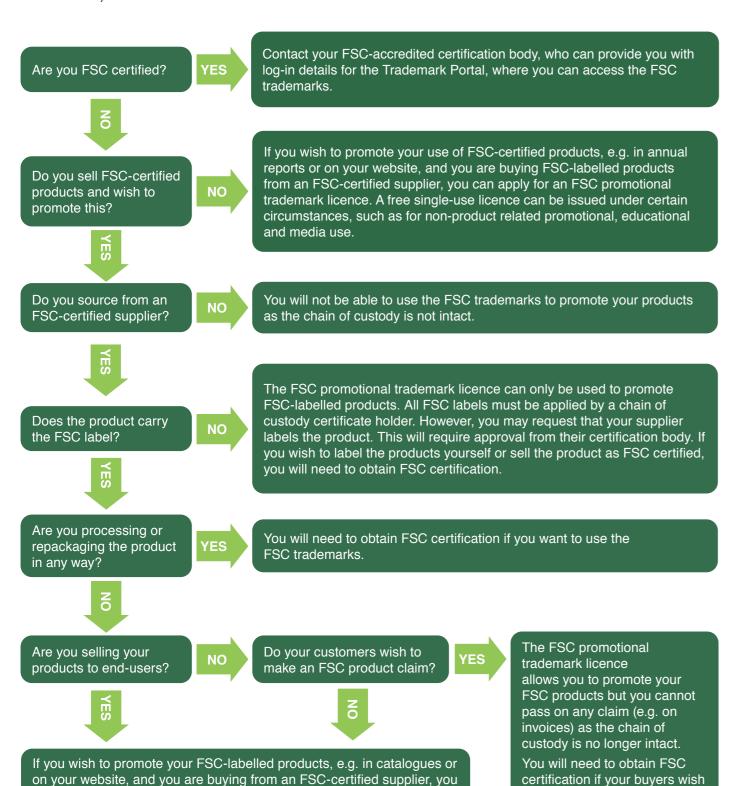




USING THE FSC TRADEMARKS

can apply for an FSC promotional trademark licence.

The name Forest Stewardship Council, the abbreviation FSC and the FSC logo are all registered trademarks, and there are strict controls on their use.



SUPPORTING SUSTAINABLE DEVELOPMENT

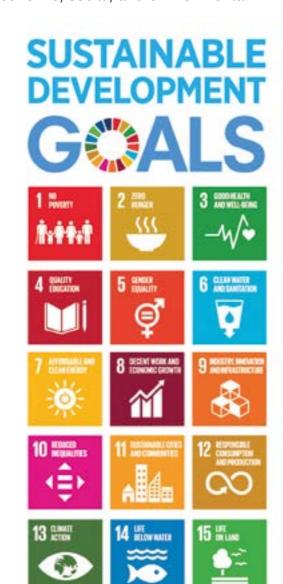
FSC has taken a leadership role in supporting and promoting the United Nations Sustainable Development Goals (SDGs). Our certification, standards, and practices can be a robust and effective tool to help a variety of organisations contribute to the goals. Launched in 2015, these 17 goals contain 169 targets covering the three dimensions of sustainable development: economic, social, and environmental.

FSC is a particularly relevant partner for stakeholders implementing the SDGs, which we actively helped formulate. Our work addresses deforestation and forest degradation and strengthens the contributions forests make to sustainable development. It also helps mitigate climate change, protect biodiversity, supply raw materials for a 'low ecological footprint' economy, and support the livelihoods of hundreds of millions of people worldwide.

> FSC's work and comprehensive forest management standards contribute to achieving 40 targets under 14 sustainable development goals.

FSC fully supports the Modern Slavery Act, passed by the UK Government in 2015, and SDG 8, which includes a call to eradicate forced labour, modern slavery, human trafficking, and child labour. There is an extensive due diligence process to ensure that these activities are not part of the production process of FSC-certified products. FSC-certified companies and others trading FSC-certified products can refer to the FSC standards to help demonstrate compliance.

The Together We Are FSC (https:// marketingtoolkit.fsc.org/togetherwearefsc) campaign supports anyone working within the field of Corporate Social Responsibility to better understand how FSC helps their business work towards the SDGs and safeguard our planet for future generations.



GOALS

22 23

to make an FSC claim.



NEXT STEPS

24

Show customers your products support better outcomes for forests, people and businesses.

For FSC chain of custody certification:

Step 1 Contact FSC-accredited certification bodies (and/or small business group schemes if appropriate) to request quotes.

Step 2 Submit a certification application to the FSC certification body of your choice.

Step 3 Ensure that an appropriate chain of custody management system is in place, in line with the requirements of FSC-STD-40-004.

Step 4 Undergo an on-site audit by your chosen certification body.

Step 5 Gain certification and receive an FSC certificate code (XXX-COC-000000) and an FSC trademark licence code (FSC®C000000).

To find out about promoting FSC-certified products:

Brands and retailers who buy finished products, labelled as FSC, from an FSC-certified company, may apply for a promotional trademark licence to use the FSC trademarks in promotional materials and marketing campaigns. To find out more, contact FSC UK.

To search for and verify FSC certificates:

Use the FSC Public Search database: https://info.fsc.org

For guidance, support and training:

- http://uk.fsc.org
- info@fsc-uk.org

"At Clarks, working to lighten our footprint and protect forests is an integral part of our Made to Last sustainability programme. Naturally, this led us to look at using FSC certified materials within our shoes, starting with FSC rubber in the crepe soles. Launching our first collection of products this Autumn, we can't wait to share the benefits of FSC certified materials with our consumers."





The Billiard Room
Town Hall
Great Oak Street
Llanidloes
Powys
SY18 6BN
01686 413916

https://info.fsc.org