



**FORESTS<sup>®</sup>  
FOR ALL  
FOREVER**

# PEOPLE, PLANET, PRODUCT

## *PROMOTIONAL LICENCE HOLDERS PROGRAM*

*A partnership for the eco-conscious retailer wanting to  
achieve their goals without harming the planet.*

THE FOREST STEWARDSHIP COUNCIL®  
AUSTRALIA & NEW ZEALAND  
552 VICTORIA ST, NORTH MELBOURNE, 3051

# TURN SUSTAINABILITY GOALS INTO REALITY

The Forest Stewardship Council Australia and New Zealand (FSC ANZ) provide a globally recognised system that enables your organisation to demonstrate its commitment to positive social and environmental change. Tell your sustainability story with the world's most trusted forest certification scheme by your side.

A partnership with FSC ANZ competitively enhances the reputation and credibility of your organisation's sustainability commitments. It also enables your organisation to stand out as an industry leader in responding to the risks of climate change. As a Promotional Licence Holder (PLH), your organisation can demonstrate its support for the protection of the world's forests from illegal logging and deforestation, along with the communities and wildlife that depend on them.

Become an industry leader by shifting the global forest trend toward sustainable use, conservation, restoration, and respect for all, through the use of a Promotional Licence.

*The bushfires of 2020 showed us, more than ever, how precious, and precarious our natural world is. COVID 19 has highlighted the deep interconnection between planetary health and human health. FSC is one way businesses and consumers can help transition to a society and economy that values nature, and stops taking it for granted.*

**Tim Cronin, Senior Manager of Species Conservation at WWF Australia**

# WHO WE ARE

**FSC is the world's most recognised and trusted forest management certification system.**

FSC's sustainable forestry standards translate into tangible actions that make a positive impact on the world's forests. Our certification system verifies the sustainable sourcing of forest products and ecosystem services at every step of the value chain, from forest to consumer.

Our unique governance structure sets us apart, balancing interests from our social, environmental, and economic chambers. Built upon the principles of participation, democracy, and equity, FSC provides a holistic approach to Corporate Social Responsibility for our partners.

By becoming a PLH with FSC, you are part of the amazing journey for change. This partnership demonstrates support for a system helping achieve 40 targets under 14 United Nations Sustainable Development Goals (SDGs). You can leverage your engagement with FSC in your CSR reporting or communication to highlight the positive change you create.

# TRUSTED BY CONSUMERS

Recent global consumer research conducted by GlobeScan for the Forest Stewardship Council reveals that awareness of and trust in FSC is on the rise, reflecting a trend toward conscious consumerism e.g. 76% of shoppers who are aware of FSC will choose an FSC-certified product over its non-certified equivalent.

Holding a Promotional Licence with FSC enhances the reputation and credibility of your organisation's sustainability story. With FSC, your business can demonstrate to consumers that your purchasing, sourcing, and packaging are socially and environmentally responsible.

*Read more about the findings from the GlobeScan research in the infographic provided at the end of the document.*

## FSC helps consumers take positive action



of shoppers who are aware of FSC will choose an FSC-certified product over its non-certified equivalent.



of those that know the label are willing to recommend FSC-certified products to friends and family.

### Over 7 in 10



of those consumers who recognise the label say that it motivates them to buy a product.

# GLOBALLY RECOGNISED & RESPECTED

Internationally recognised as the world's most trusted forest certification scheme, FSC's rigorous and globally consistent standards provide organisations and communities with a high level of confidence in our trademarks.



*The WWF Forest Certification Assessment Tool (CAT) has shown that FSC, with its robust system and balanced decision-making process, provides the most credible forest certification scheme at present.*

- WWF

The FSC Certification scheme is supported by the world's most respected environmental NGO's such as Greenpeace, WWF, and the Wilderness Society. It is the preferred certification scheme across leading retailers in Australia and New Zealand and is the most widely used by members of the Fortune 500. FSC is the only timber certification system currently recognised by the Green Building Council of Australia's Responsible Products Framework. FSC is also the only forest management certification scheme that is accepted by the Living Future Institute of Australia's Living Building Challenge.

FSC is the only forest certification scheme member of ISEAL Alliance, the global association for sustainability standards. We are also founding members of the Trusted Labels Group in Australia and New Zealand.





# TRANSPARENT & TRACEABLE SUPPLY CHAIN

**Purchasing and promoting FSC-certified products demonstrates your organisation's commitment to the responsible and ethical sourcing of wood, paper, and other forest products.**

As an FSC Promotional Licence Holder, you can communicate to your customers that your products have been sourced and manufactured through responsibly managed forests, ensuring sustainable and ethical procurement.

Prioritising FSC-certified suppliers helps businesses to minimise their own impacts whilst influencing their supply chains to do the same. When Promotional Licence Holders encourage and support their supply chains towards FSC certification, the whole supply chain benefits from the improvement of social and environmental practices that lift the bar for all.

A close-up photograph of a koala clinging to a tree branch. The koala is the central focus, with its grey, fluffy fur and large, dark eyes clearly visible. It is holding onto a thick, brown branch with its claws. The background is a soft-focus green forest, suggesting a natural habitat. The image is used as a background for a text overlay.

# SUSTAINABILITY & CLIMATE CHANGE

As climate change concerns rise among consumers, your organisation must be equipped with the tools to communicate your sustainability story and demonstrate how this transformation will be achieved.

Forests play an integral role in the fight against climate change. They are a stabilising force that regulate ecosystems, protect biodiversity, play a vital role in the carbon cycle, support livelihoods, and supply goods and services that can drive sustainable growth.

Demonstrate your commitment to environmental sustainability and the protection of the world's forests by partnering with FSC ANZ. Our rigorous standards address important environmental issues, including the maintenance of forest biodiversity, the protection of water catchments and habitat preservation for native wildlife. In Australia, this includes the protection of vulnerable species like the koala and rare and threatened species like the wedge-tailed eagle and their habitats as well as rare, threatened, or endangered ecosystems like old-growth forest.

# COMBATTING DEFORESTATION

**FSC prohibits illegal logging, forest degradation and deforestation.**

Concerns over global deforestation have been at FSC's core since our founding following the Earth Summit of 1992. Our strict standard requirements ensure that certified-forest managers maintain their forest cover and maintain, enhance, and preserve forest ecosystems for future generations. FSC certification is an important tool to secure the necessary protective measures to prevent degradation and conversion of natural forests to plantations or non-forest uses.

By supporting a market for sustainable forest products, your organisation is helping to combat deforestation. Contribute to the fight against illegal logging and report on your organisation's support of responsible forest management with FSC.





# EMPOWER INDIGENOUS COMMUNITIES

Your partnership with FSC ANZ supports and empowers Indigenous communities.

FSC standards strictly require consultation with local Indigenous peoples with the intention of protecting and maintaining their rights. Becoming a Promotional Licence Holder with FSC ANZ demonstrates your organisation's support for a system that empowers the voice of Indigenous peoples on the continued management and preservation of the world's forests.

## INDIGENOUS WORKING GROUP

FSC Australia convened the Indigenous Working Group (IWG) in 2015 to ensure that the spirit of FSC's commitment to responsible forest management is upheld and authentically implemented. The IWG is crucial to guiding and supporting FSC's work.

The Indigenous Working Group (IWG) is central to FSC Australia's engagement with Aboriginal and Torres Strait Islander Peoples. It has played an important role in the development of the National Standard and is responsible for pursuing opportunities for Indigenous Forest Enterprises seeking certification.

# SUPPORT LOCAL COMMUNITIES

A partnership with FSC supports the protection of forests and communities that rely upon them.

Local consultation is an essential part of the FSC certification process. FSC is committed to building strong relationships with regional forest communities through prioritising local employment, training, and business engagement wherever possible.

FSC requires certified forest managers to identify who is affected by forest management activities and identify, avoid and mitigate significant negative social, environmental and economic impacts of their management activities on affected communities. Certificate holders are also required to protect any sites of special cultural, ecological, economic, religious or spiritual significance for which local communities hold legal or customary rights.

# MODERN SLAVERY

Conformity with the ILO Core Labour Requirements is mandatory in FSC supply chains. This ensures that workers engaged in the production and distribution of FSC-certified products are treated fairly and respectfully and are provided with safe workplaces. The protections of workers' rights also help organisations sourcing FSC-certified products to meet the requirements of Australia's Modern Slavery Act 2018 regarding human trafficking, slavery, servitude, forced labour, debt bondage, forced marriage and child labour.

# SUPPORTING FSC THROUGH YOUR PROMOTIONAL LICENCE

1.

## **Investing in Technology:**

- Blockchain technology
- Maintaining system integrity

2.

## **Empowering Indigenous communities:**

- IWG Meetings
- IWG Engagement activities

3.

## **FSC Foundation:**

- FM & Ecosystem Services for Indigenous communities

4.

## **Ecosystem Services:**

- Developing a brokering service for companies interested in carbon credits.

5.

## **Marketing:**

- Case studies
- Social Media
- Articles
- Webinars

6.

## **Third Party Verification:**

- Living Future Institute
- Green Building Council of Australia
- Declare label

7.

## **Knowledge Leadership:**

- Participation in government negotiations on biodiversity, deforestation and illegal logging

8.

## **Standard Development:**

- National Standards
- Risk Frameworks
- Community Consultation

# LOOKING TO THE FUTURE

## PARTNERSHIP OPPORTUNITIES

FSC ANZ provides opportunities for Promotional Licence Holders to partner with us on key projects covering issues including ecosystem services, support for indigenous forestry and FSC timber in construction projects. Involvement in these projects further enables our Promotional Licence Holders to demonstrate their commitment to corporate social responsibility.

**Lead and empower change by demonstrating your organisation's social and environmental commitments.**

In partnering with FSC ANZ, your organisation is aligning with the world's most trusted forest certification system. A system that helps to mitigate climate change, protect and enhance biodiversity, combat deforestation and protect the rights of Indigenous Peoples and communities that rely upon forests.

# CONTACT US

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*I'm proud to be part of an organisation that promotes and supports FSC-certified products. We're making it easier for our customers to make choices that support responsible forest management solutions.*

Adam Farran, Sustainable Sourcing Specialist at Woolworths Group

*Our commitment to FSC-certified products and packaging is one more way of helping consumers to make choices that are good for both the planet and people. In partnering with FSC, we extend our support to responsible forest management and the local forest communities at the origin of our product.*

Good Goods Pty Ltd trading as Who Gives A Crap



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