



THIS WEBINAR WILL BEGIN SHORTLY

The Forest Stewardship Council® (FSC®) is the world's most credible sustainable forestry solution, trusted by NGOs, consumers, and businesses alike to help promote healthy and resilient forests, for all, forever.

**30**

years of existence

**170+**

million certified hectares of forest

**1,100+**

individuals and organizations make up our governing body across 90+ countries

**103**

locally-adapted forest stewardship standards

**52%**

of consumers globally recognize the FSC logo

**58%**

of the Top 50 Global Retailers hold an FSC Promotional Licence

**63K+**

certifications that verify sustainable sourcing

**#1**

most recognized, trusted, and rigorous forest certification system

# UNDERSTANDING REVISED FSC TRADEMARK STANDARD: WEBINAR FOR CERTIFICATE HOLDERS

## KEY CHANGES TO THE STANDARD AND SUPPORT ROADMAP

FSC-STD-50-001 V3-0

March 4, 2026



**Speaker:**  
**Santiago Morales**  
Trademark Manager



# TODAY'S AGENDA



**Transition Timeline**

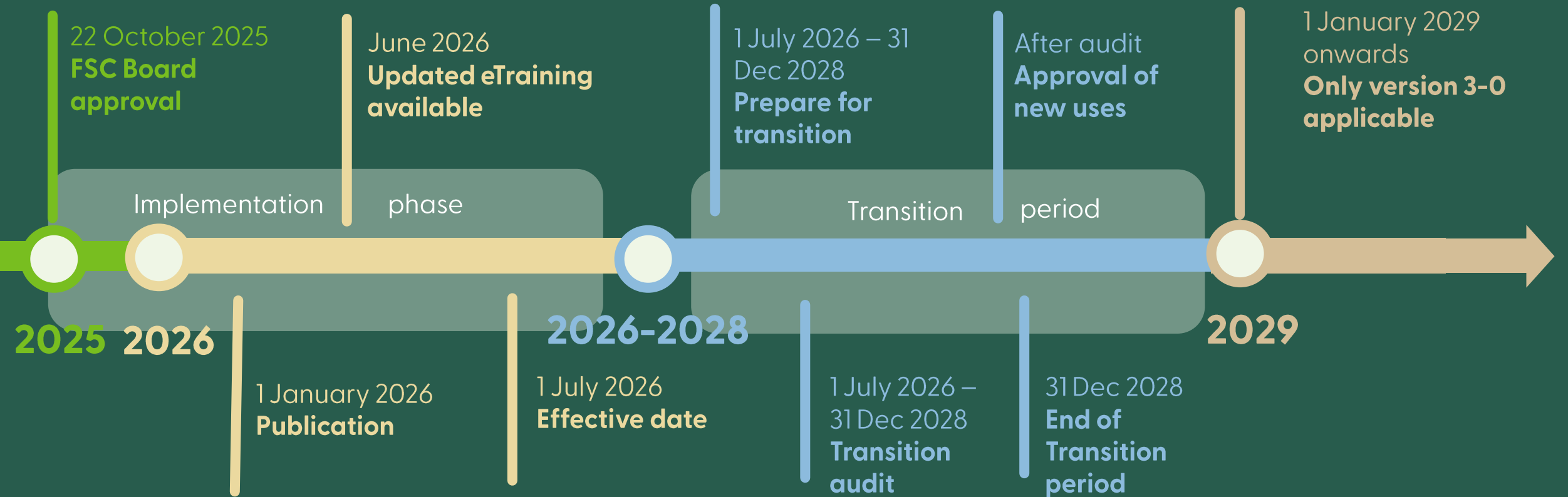
**Key changes:  
Labelling with FSC**

**Key changes:  
Promoting with FSC**

**Approvals**

**Q&A**

# TRANSITION TIMELINE



# LABEL YOUR PRODUCT



# THE FSC LABELS – NEW COMPULSORY ELEMENTS



Moebius loop

FSC logo\*

FSC website address\*

Label title\*

Product type\*

Label text

FSC licence code\*

\* Compulsory element

## FSC STANDARD LABEL

Include all new mandatory label elements:

1. The FSC logo
2. The fsc.org address
3. The FSC claim/ label title (100%, MIX or RECYCLED, in line with FSC-STD-40-004)
4. The product type
5. The FSC licence code

Optional elements, based on preference:

1. Moebius loop
2. Label text

**Clause 3.1 of FSC-STD-50-001 V3-0**

# THE FSC LABELS – NEW ALTERNATIVE LABEL FORMAT



## FSC QR LABEL

### Include all mandatory label elements:

1. The FSC logo and relevant product type → displayed on the QR label
2. The fsc.org address, FSC claim ( 100%, MIX or RECYCLED, in line with FSC-STD-40-004), label text and FSC licence code → displayed on the QR label landing page

**Clause 3.8 of FSC-STD-50-001 V3-0**

# FSC QR LABEL LANDING PAGE AS SECOND INFORMATION LAYER

## Information about the labelled product

1. The FSC standard label, with all label elements (the FSC logo, the fsc.org address, the FSC claim/ label title, the product type, the label text, the FSC licence code)
2. Text description of the FSC claim (100%, MIX, RECYCLED)
3. Video explanation of the FSC claim (100%, MIX, RECYCLED)
4. FSC website (fsc.org)

The screenshot shows a mobile-optimized landing page for an FSC-certified product. At the top, there is a navigation bar with the FSC logo, a 'BETA' tag, and links for 'Advanced Search', 'Saved', and 'English'. Below the navigation bar, a large green banner features a forest scene with a path. A circular badge indicates 'Scanned via QR Code Valid'. The main heading reads 'FSC-certified product' with the subtext 'The Forest Stewardship Council (FSC) promotes responsible forestry worldwide'. Below the banner, there are two tabs: 'About this product' (selected) and 'Company information'. The content is divided into four numbered sections: 1. A large FSC 100% label with the text 'Wood from well-managed forests' and 'FSC® C178787'. 2. A text block titled 'What does FSC 100% mean?' explaining the certification. 3. A video player showing a video titled 'Introducing the FSC 100% label'. 4. A button labeled 'Learn more at fsc.org'. At the bottom, four numbered callouts (1-4) point to the label, text explanation, video, and website link respectively.

1. FSC standard label

2. Label explanation

3. Label video

4. fsc.org address

# FSC QR LABEL LANDING PAGE AS SECOND INFORMATION LAYER

## Information about the company

1. Certificate holder identifiers (licence code, certificate code, certification status)
2. Address and data
3. Group members/ sites
4. Products
5. Documents

The screenshot displays the FSC QR label landing page. At the top, it shows the FSC logo and a 'Scanned via QR Code' notification. The main heading is 'FSC-certified product' with a sub-heading 'The Forest Stewardship Council (FSC) promotes responsible forestry worldwide.' Below this, there are two tabs: 'About this product' and 'Company information'. The 'Certificate details' section is highlighted, showing the following information:

Certificate details	
LICENCE CODE FSC-C178267	CERTIFICATE CODE SA-COC-008391
VALID Until May 24, 2027	
Address and data	Group members / sites
Products	Documents

The 'Main Address' section lists:

- CHANGZHOU QINGYUN COLOR PRINTING CO.LTD.
- ORGANIZATION LOCAL NAME: 常州市青云彩印有限公司
- ADDRESS: No.395 Xin'ye Road,ZhongLou district - -----  
Changzhou, Jiangsu - CHINA

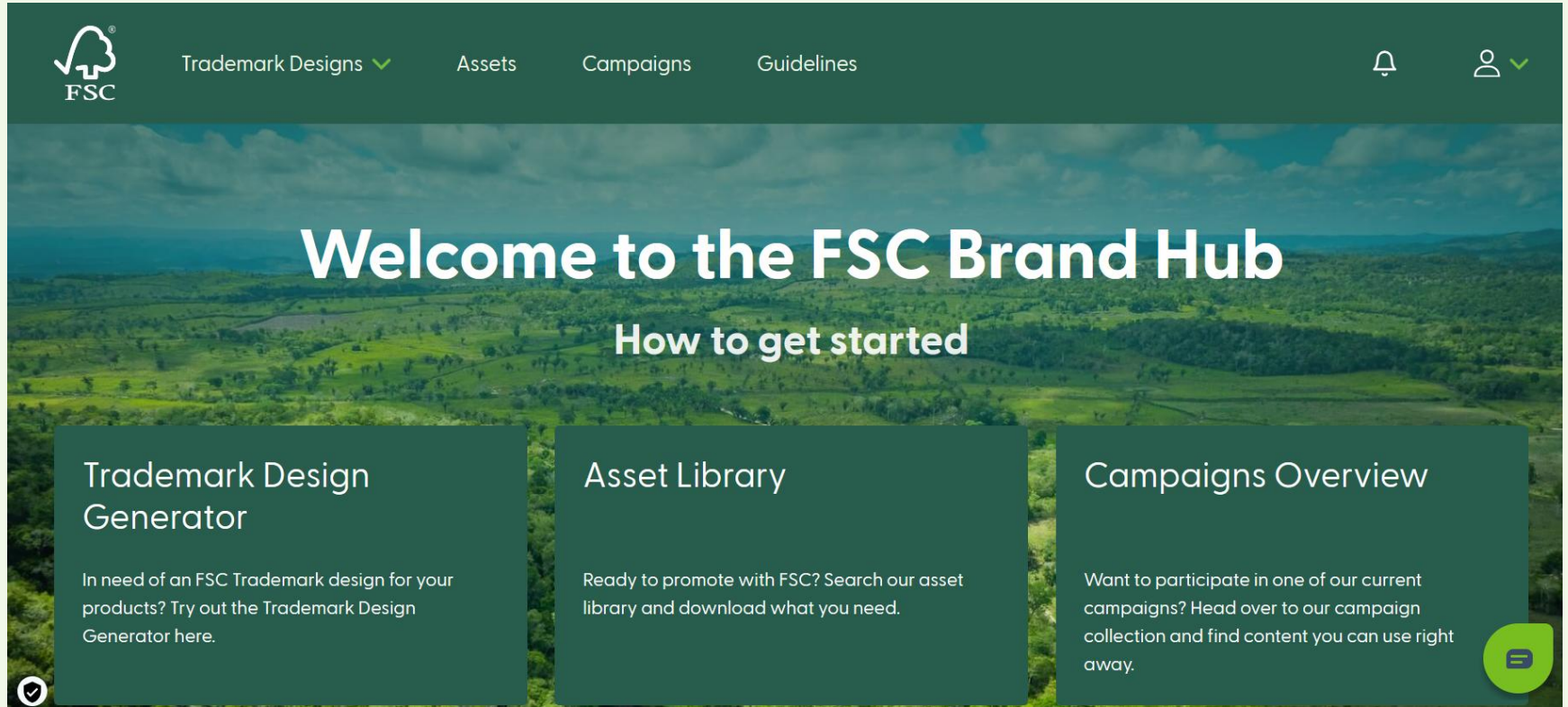
The 'Certificate Data' section lists:

- FIRST ISSUE DATE: May 25, 2022
- LAST STATUS UPDATE: June 24, 2025
- EXPIRY DATE: May 24, 2027
- STANDARDS ASSESSED: FSC-STD-40-004 V3-1
- FSC CONTROLLED WOOD DUE DILIGENCE SYSTEM: No
- SELLS CONTROLLED WOOD: No

Below the screenshot, five numbered callouts (1-5) are placed over the page content to correspond with the list items:

- 1. Certificate holder identifiers
- 2. Address and data
- 3. Group members/ sites
- 4. Products
- 5. Documents

# FSC BRAND HUB UPDATES



**January**  
Pop-up notifications  
FFAF removed from assets

**March**  
Trademark Portal  
phase out

**April**  
Labels with multiple  
product types

**July**  
QR labels

## Call for volunteers

Looking for volunteer testers for the new label designs  
When? April, exact date TBC

# MULTIPLE PRODUCT TYPES & THE FSC LABEL

## *Clause 3.2 of FSC-STD-50-001 V3-0*

The Organization may include up to three different product types within the FSC label if the product contains several types of FSC-certified material.

### USE CASE 1:

The example in the illustration shows a chair made of certified wood and certified rattan. In this situation, the product types 'Wood' and 'Rattan' can be displayed on the same label.



# MULTIPLE PRODUCT TYPES & THE FSC LABEL

## *Clause 3.2 of FSC-STD-50-001 V3-0*

The Organization may include up to three different product types within the FSC label if the product contains several types of FSC-certified material.

### USE CASE 2:

In this illustration, the relevant product types would be 'Paper', 'Wood' and 'Envelope'.





# FLEXIBLE GRAPHIC REQUIREMENTS



## REDUCED SIZE

8mm for portrait label  
5mm for landscape label

## REDUCED EXCLUSION ZONE

No overlap

## COLOUR VARIATION ALLOWED

# PHASE OUT OF THE SMALL AND COMMUNITY PRODUCERS LABEL



Decision to remove driven by low usage and insufficient accuracy

## Reasons

- Almost unused, with a low number of downloads on the Trademark Portal
- Not aligned with the latest SLIMF and Community Forest concepts
- Dilution of recognition of the three FSC labels

# PROMOTING WITH FSC-CERTIFIED PRODUCTS AND FSC CERTIFICATION



© FSC / All paper and wood products are certified



© FSC Germany / Stefan Lechner



© FSC / All paper and wood products are certified

# PROMOTING WITH THE STANDARD PROMOTIONAL PANEL DESIGN



FSC logo\*

FSC website address\*

FSC licence code\*

Ask about our FSC-certified  
[product/material]

Panel text\*

\* Compulsory element

**All mandatory elements  
for promotion are already  
included.**

*Clause 5.2 of FSC-STD-50-001 V3-0*

# PROMOTING WITHOUT THE STANDARD PROMOTIONAL PANEL DESIGN

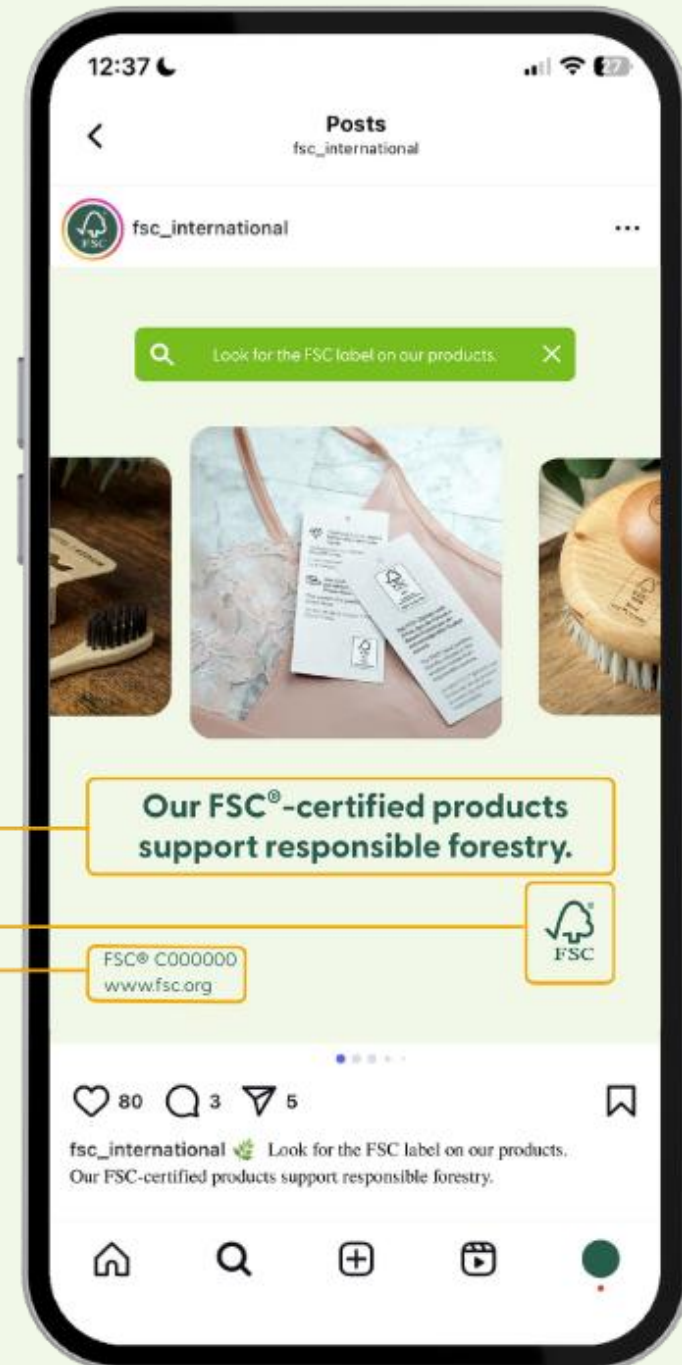
Include all mandatory elements for promotion separately:

1. The FSC trademark (FSC initials, FSC full name, FSC logo)
2. The FSC website address
3. The FSC licence code
4. The promotional statement

*Clause 5.4 of FSC-STD-50-001 V3-0*

*Clause 1.5 of FSC-STD-50-001 V3-0*

Promotional statement  
FSC trademark  
FSC licence code  
FSC website address



# HOW TO PROMOTE ON SOCIAL MEDIA



Promotional statement

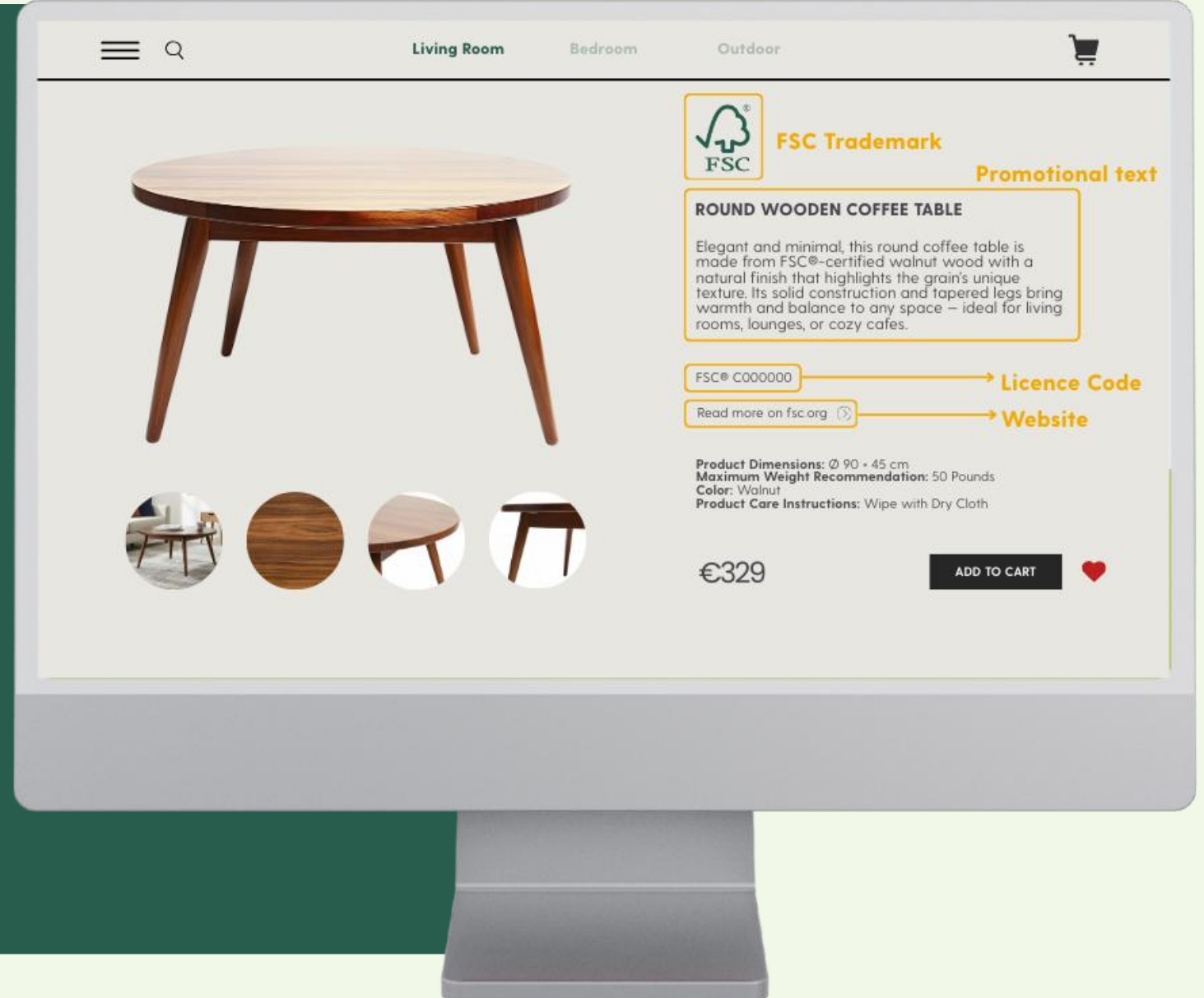
FSC trademark  
Licence code  
Website

**IF USING THE FSC LOGO AS AN IMAGE**  
You must also include the mandatory elements for promotion

**IF USING ONLY 'FSC' OR 'FOREST STEWARDSHIP COUNCIL' IN TEXT**  
You can include the mandatory elements for promotion in the post or via hyperlink to your website

# HOW TO PROMOTE ON E-COMMERCE

- Include the **mandatory elements for promotion** on the product listing page either by adding a promotional panel or by displaying them separately.
- If using the 'FSC' initials or 'Forest Stewardship Council' full name in the product listing title, include the term **'FSC-certified'**.



# FSC-STD-50-001A – NEW NORMATIVE DOCUMENT PROMOTIONAL STATEMENTS



Addendum helps ensure that all FSC-related statements are substantiated, correct, and verified.



- Statements are adaptable
- Must stay factual and accurate
- Should not be misleading

The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. [www.fsc.org](http://www.fsc.org)

# PHASE OUT OF THE FFAF MARK



Decision to remove driven by current anti-greenwashing regulations

## Reasons

- Generic claim
- Future environmental performance promise
- Special focus in the EU – Empowering Consumers Directive for the Green Transition.
- Additional analysis in the following jurisdictions: USA, AU, CN, CA, CO, UK, SG.

# GETTING APPROVAL FOR YOUR TRADEMARK USE



# TRADEMARK APPROVAL REQUIRED?



## **Clause 1.7 of FSC-STD-50-001 V3-0**

The Organization shall either have an **approved trademark use management system** in place or **submit all intended uses of FSC trademarks to its certification body** for approval prior to usage.

*NOTE: It is not required to obtain approval for **pre-approved generic formats** (e.g. templates) that apply to a range of products or promotional materials featuring variable designs (...)*

## **TERMS AND DEFINITIONS of FSC-STD-50-001 V3-0**

**All intended uses:** Refers to any planned new use of the FSC trademarks by The Organization. This includes use in any form or medium, including on-product and promotional materials, whether digital or physical, which was not previously approved by the certification body or through the trademark use management system. It does not refer to exact reproductions (reprints) of uses that have already been approved.

Is it an internal document that will only be seen by company staff?

Yes



No trademark approval needed



No

Is it an already approved artwork that you want to send for reprint?

Yes



No trademark approval needed



No

Is the artwork part of a series which has already received trademark approval?

Yes



No trademark approval needed



No

**Trademark approval is needed**, get in touch with your certification body or the designated trademark controller within your organization if using the Trademark Use Management System.

**IS TRADEMARK APPROVAL NEEDED?**

# DO CLIENTS NEED TO SUBMIT AN APPROVAL REQUEST AFTER TRANSITION?



Yes – Even conforming uses with both V2-1 and V3-0 must obtain approval from the CB after transition

# We invite you to attend our next events:

Revised FSC Trademark Standard: Labelling Requirements and Key Changes Explained

📅 25 March [9 AM CET / 5 PM CET]

Revised FSC Trademark Standard: Promoting with the FSC Trademarks and Promotional Statements – What Has Changed 📅 31 March [9 AM CET / 5 PM CET]

Revised FSC Trademark Standard: Trademark Use Approvals, Trademark Use Management System, and Transition Requirements 📅 8 April [9 AM CET / 5 PM CET]



# We are here to support you:



**E-training update**

July 2026



**Additional support**

[trademark@fsc.org](mailto:trademark@fsc.org)

**How did we do?  
Share your views:**



**How to reach us:**



**GENERAL FEEDBACK:**  
[trademark@fsc.org](mailto:trademark@fsc.org)

**Let's hear  
from you**

# Q & A

**QUESTIONS  
& ANSWERS**



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

# Thank you



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