



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

REVISED FSC TRADEMARK STANDARD

PROMOTING WITH THE FSC TRADEMARKS AND PROMOTIONAL STATEMENTS – WHAT HAS CHANGED?

FSC-STD-50-001 V3-0

March 31, 2026



Speaker:
Santiago Morales
Trademark Manager



TODAY'S AGENDA



Promotion with and without Promotional Panel

Promotional use requirements and best practices

Promotion on social media & ecommerce

Promotional statements

Q&A

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*

All mandatory elements for promotion are already included.

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

Various texts available on FSC Brand Hub

* Compulsory element

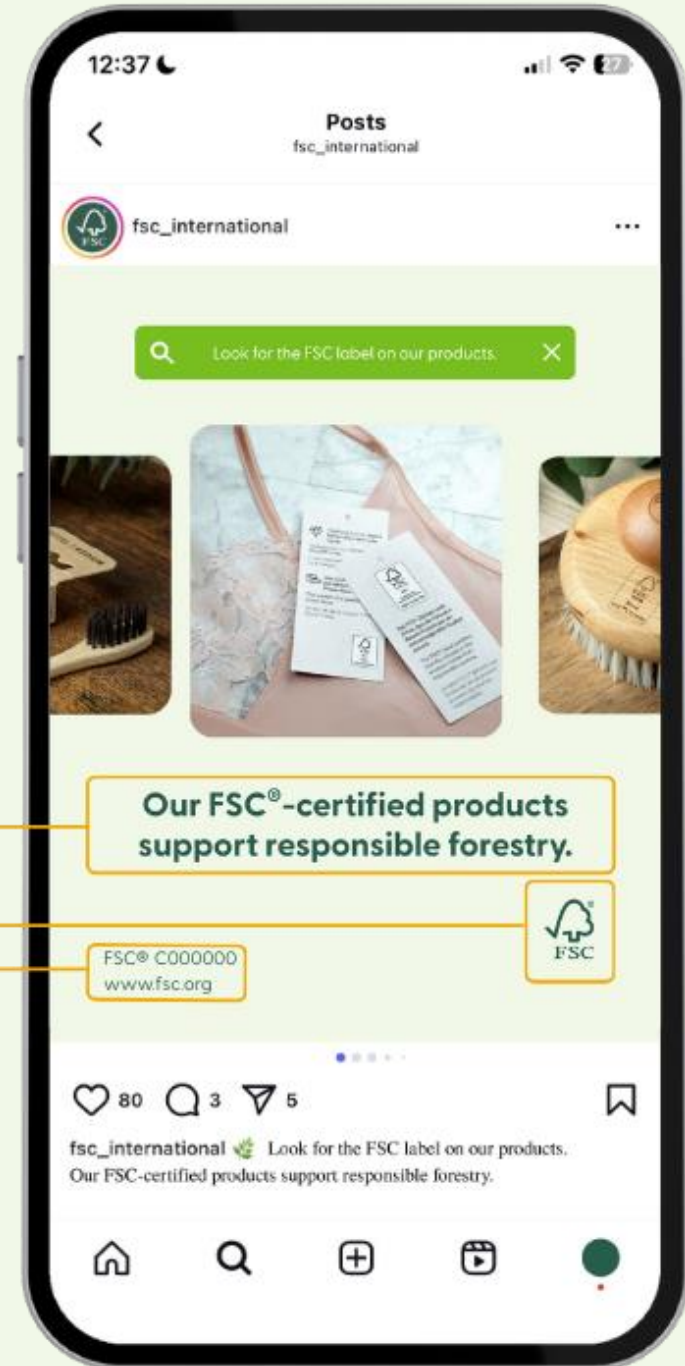
PROMOTING WITHOUT THE STANDARD PROMOTIONAL PANEL DESIGN

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

PRODUCT CATALOGUES

Clause 6.1 of FSC-STD-50-001 V3-0

The Organization shall identify the FSC-certified products when listing both FSC-certified and uncertified products in the same promotional material.

NOTE: The Organization may indicate that certain products are available as FSC-certified upon request, provided that they are available under valid certification and it is made clear that they will only be supplied as FSC-certified if requested by the customer.

BEST PRACTICE FOR PRODUCT CATALOGUES (PRINT AND ONLINE)

Add the promotional panel design or an FSC trademark next to the product or in the product description, as **identifier**.

1. FSC international
2. Promotional statement
3. Licence code
4. Website



PROMOTIONAL ITEMS NOT FOR SALE

Clause 6.2 of FSC-STD-50-001 V3-0

The Organization should only distribute promotional items not-for-sale with the FSC trademarks made wholly or partly of forest-based materials if they meet the applicable labelling requirements as specified in <FSC-STD-40-004 Chain of Custody Certification>.

WHEN SOURCING PROMOTIONAL ITEMS NOT FOR SALE:

- Look out for FSC-certified suppliers
- Prefer FSC-certified and labelled items
- Avoid misrepresenting the items as certified if there is no certified option available



HOW TO PROMOTE ON SOCIAL MEDIA



Promotional
statement

FSC trademark
Licence code
Website

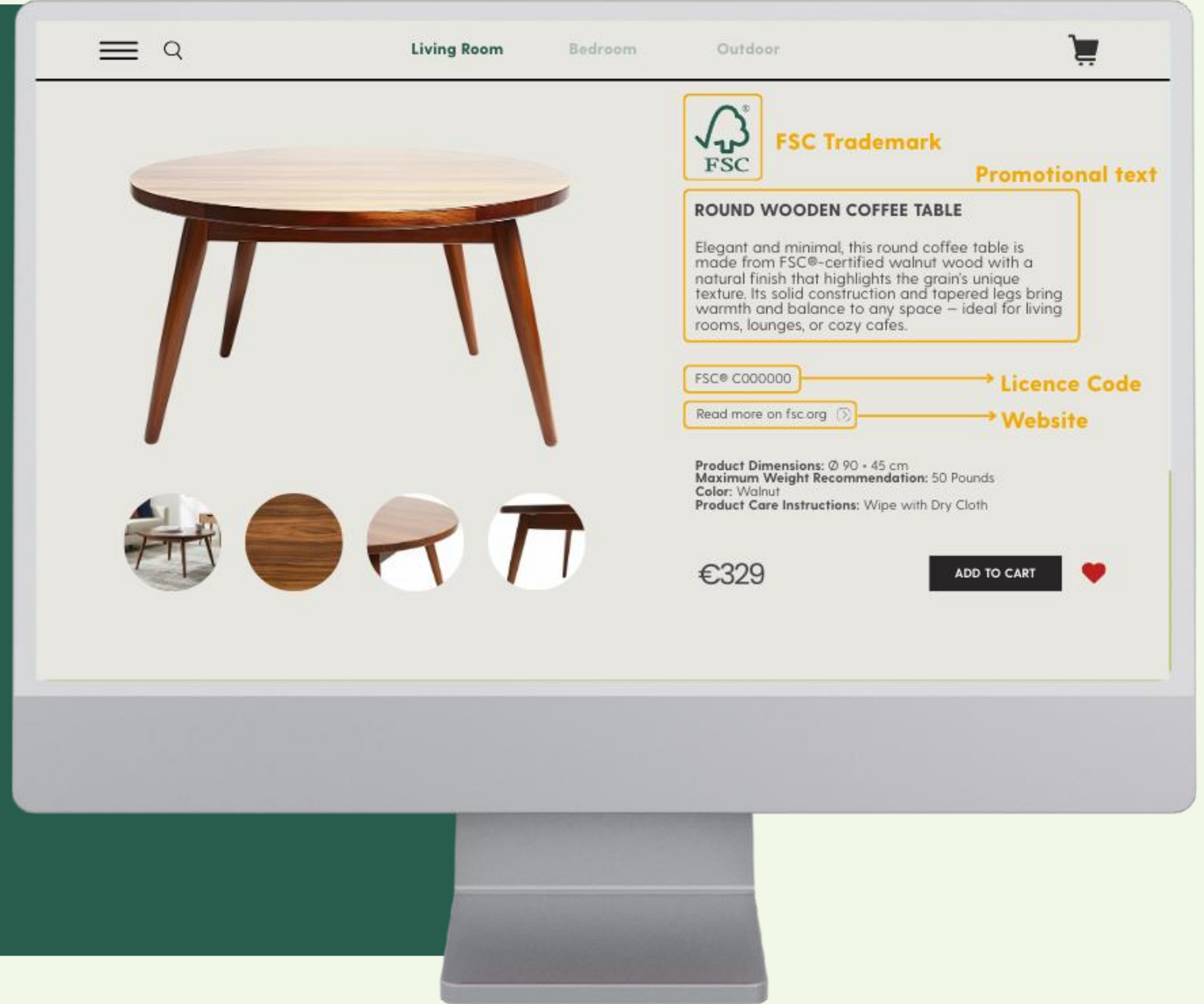
IF USING THE FSC LOGO AS AN IMAGE
You must also include the mandatory elements for promotion

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**'.



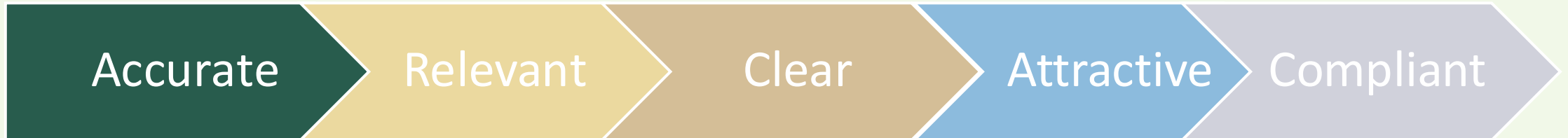
Round Wooden Coffee Table, Brand name, 2m x 2m, Pine Wood, FSC-Certified.

FSC Round Wooden Coffee Table, Brand name, 2m x 2m, Pine Wood,

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

WHAT TO KEEP IN MIND WHEN MODIFYING STATEMENTS

To ensure that statements are used correctly, always ensure that the statements maintain their:

1. **Accuracy and Substantiation**
2. **Clarity and Specificity**
3. **Relevance**

WHAT TO KEEP IN MIND WHEN MODIFYING STATEMENTS

ACCURACY AND SUBSTANTIATION

- Statements must reflect what FSC certification actually verifies
- Avoid overstatements (e.g., absolute environmental benefits). Claims must be substantiated by the FSC certification
- No implications beyond:
 - certified material sourcing
 - verified supply chain

FSC Chain of Custody Certification means that [Organization]'s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry.

FSC Certification means that your product is good for the environment.

CLARITY AND SPECIFICITY

- Avoid generic terms like: “eco-friendly”, “ecological”, “green”
- Use specific, understandable language
- Ensure the consumer can clearly understand: what is certified what the claim refers to

This [product] is made of FSC-certified [forest-based material]. The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to make this [product], as confirmed through independent evaluations. The FSC forestry standards help safeguard biodiversity.

This FSC product is eco-friendly and made from green materials, supporting sustainability and helping the environment.

WHAT TO KEEP IN MIND WHEN MODIFYING STATEMENTS

RELEVANCE

- Claims should be directly relevant to the product or organization
- Avoid generic sustainability messaging not linked to FSC certification
- Ensure the claim reflects real, applicable attributes

*FSC Chain of Custody Certification means that [Organization]’s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. **Relevant to CoC.***

*FSC certification is a proven solution to tackle the climate crisis. FSC-certified forests in Africa that measure carbon on average realize a 17% increase in carbon stocks over a management cycle. **Not relevant to CoC.***

DON'Ts

- Do not alter the meaning of approved FSC statements
- Claims should not omit material information that would change how they are understood
- Avoid “half-truths” (e.g., highlighting benefits without limitations)
- Avoid talking in absolutes
- Avoid making guarantees or promises
- Avoid implying that FSC-certified products are: superior to all alternatives, “better” unless explicitly substantiated
- No implicit comparative claims without evidence

Practical Recommendations.

- When possible, prefer the addendum statements
- Mind the difference between sustainable products vs. sustainable sourcing
- Be careful about Recyclable v. Recyclability

HOW TO COMBINE PROMOTIONAL STATEMENTS



Choose 1st statement

This [product] is made of FSC-certified [forest-based material].

[Forest-based material] in this [product] comes from FSC-certified forests.

All the [forest-based material] in this [product] comes from FSC-certified forests

AND choose a 2nd statement

Using the FSC 100% label shows that the [product] [is/are] made using only [forest-based material] from FSC-certified forests. This is confirmed through independent, third-party evaluations.

The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to make this [product], as confirmed through independent evaluations.

AND choose a 3rd statement or combine

The FSC forestry standards restrict conversion.

The FSC forestry standards prohibit all conversion that could damage areas with High Conservation Values.

The FSC forestry standards help safeguard biodiversity.

The FSC forestry standards require fair wages and safe working conditions.

Only use if present: The FSC forestry standards uphold the rights of Indigenous Peoples

RESULT

This product is made of FSC®-certified wood. Using the FSC 100% label shows that this table is made using only materials from FSC-certified forests and is confirmed through independent third-party evaluations. The FSC forestry standards restrict conversion and help safeguard biodiversity. To find out more, visit www.fsc.org.

HOW TO SHORTEN STATEMENTS

Full form statement

Our FSC Forest Management Certification means that [forest name] is audited against FSC's standards for responsible forest management, which restrict deforestation, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. Conformity is checked through independent, third-party evaluations with public summary reports.
www.fsc.org

Concise statement

Our FSC Forest Management Certification means that [forest name] **conforms** to FSC's standards for responsible forest management, ~~which restrict deforestation, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. Conformity is checked through independent, third party evaluations with public summary reports.~~ www.fsc.org

HOW TO REPLACE “[]” PLACEHOLDERS

The placeholder brackets “[]” are included to explain the type of language required and not the exact wording to be used in a promotional statement

Wording indication placeholder

Replacement

[product]

The name of the product being described, e.g. table, chair, notebook etc.

[forest-based material]

The FSC-certified material used, e.g. wood, paper, pulp, natural rubber etc.

[forest name]

The name of the FSC-certified forest. It may also be replaced with “our” in contexts where the forest name is already used in the text.

HOW TO REPLACE “[]” PLACEHOLDERS

The placeholder brackets “[]” are included to explain the type of language required and not the exact wording to be used in a promotional statement

Wording indication placeholder

[Organization]

Example

FSC Chain of Custody Certification means that [Organization]’s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. www.fsc.org

Replacement

The name of your company or organization. It may also be replaced with “our” in contexts where the company name is already used in the text.

FSC Chain of Custody Certification means that our forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. www.fsc.org

HOW TO REPLACE “[]” PLACEHOLDERS

The placeholder brackets “[]” are included to mark a choice between possible options.

Choice indication placeholder

[and/ or]

[reclaimed/ recycled]

Example

This [product] is made of FSC-certified, [and/or] recycled, [and/or] other controlled materials. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion.
www.fsc.org

Replacement

Choose based on the option which most accurately describes your product. If unsure, choose the most general option (usually “or”).

Most general option

This [product] is made of FSC-certified or recycled or other controlled materials. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion.
www.fsc.org

We invite you to attend our next events:

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

How did we do?
Share your views:



How to reach us:



GENERAL FEEDBACK:
trademark@fsc.org

Let's hear
from you

Q
&
A

QUESTIONS
& ANSWERS

Thank you



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