



Ethical sourcing – *the root of success*

“ Sustainability is becoming a business imperative; doing nothing is no longer an option. It is about securing your business for the future.”

PricewaterhouseCoopers¹

Going up...

Despite difficult economic conditions, worldwide demand for goods branded as “ethical” continues to grow. For example, in the UK...²



Demand...

Demand for sustainable timber and paper in the UK has grown even faster.



Forest Stewardship Council®

Much of the responsibly managed timber and paper used in Europe is certified by the Forest Stewardship Council (FSC®).

It's not just timber for building and paper products that can be certified...



An FSC logo means you can be confident you are not contributing to the destruction of the world's forests.

Illegal logging

Every two seconds, somewhere on Earth an area of forest the size of a football pitch is clear-cut by illegal loggers.³

Products of illegal timber trade can be found everywhere, from building sites to private homes.⁴



From forest to store with the FSC

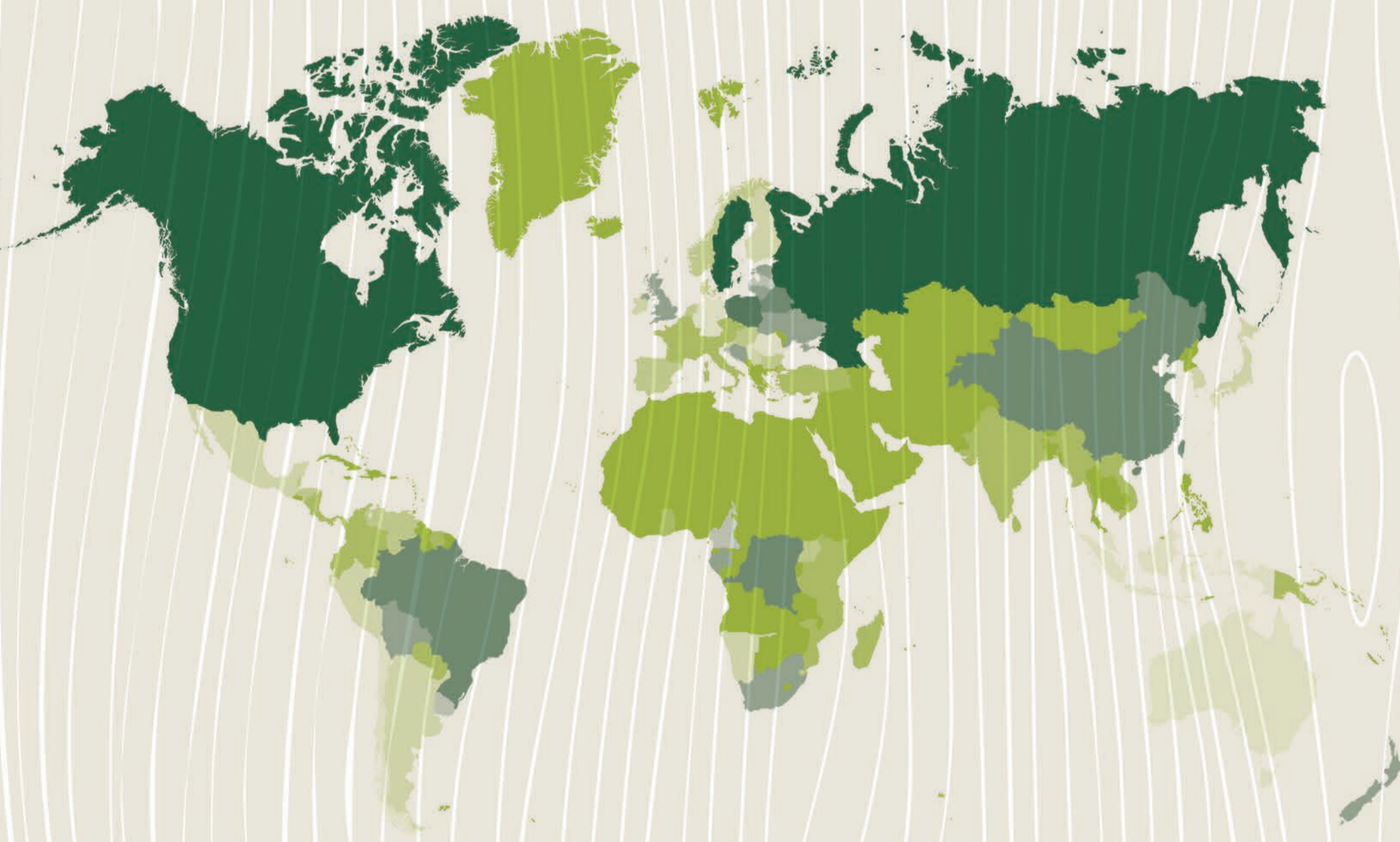


Benefits of FSC certification

Top three opportunities.⁵



150,000,000 hectares of forest worldwide are managed to FSC standards⁶



- > 10,000,000
- 7,500,000 – 9,999,999
- 5,000,000 – 7,499,999
- 2,500,000 – 4,999,999
- 1,000,000 – 2,499,999
- 750,000 – 999,999
- 500,000 – 749,999
- 250,000 – 499,999
- 100 – 249,999
- none

Meet the FSC

The world's leading forest certification organisation

International Founded 1993

Endorsed by WWF, Greenpeace, Oxfam, Fundecor and Altrapico

Non-governmental 800+ members

Non-profit Democratic

Forests in 79 countries

www.fsc.org

¹ PricewaterhouseCoopers: Sustainability - Are Consumers Buying it? 2008

² Ethical Consumerism Report 2011: The Co-operative Group

³ The World Bank: Justice for Forests - Improving Criminal Justice Efforts to Combat Illegal Logging, March 2012

⁴ FSC Website: About Us - www.fsc-uk.org/?page_id=5

⁵ FSC Business Value and Growth: Global Market Survey 2011

⁶ FSC: Facts and Figures on FSC growth and markets, February 2012