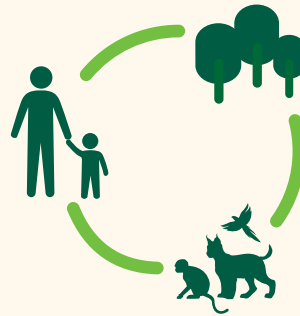


# FSC™ BENEFITING YOUR BUSINESS, AND THE WORLD'S FORESTS



## WHAT IS FSC?

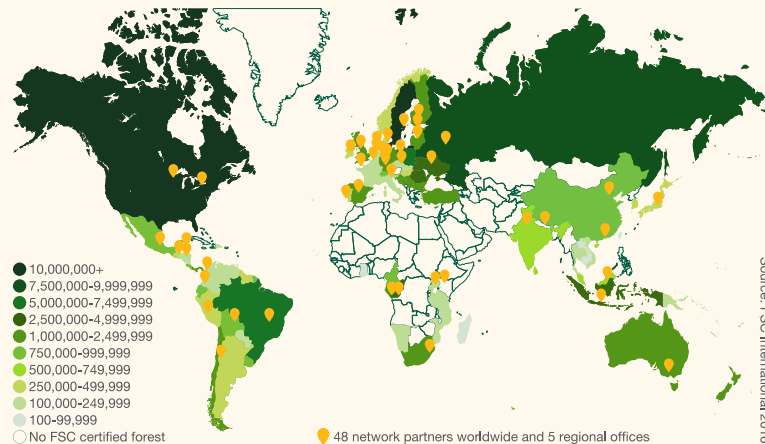
Forest Stewardship Council™(FSC), is a global, not-for-profit organization dedicated to promoting responsible forest management worldwide. Founded in 1994, our certification scheme ensures forests products are responsibly managed and harvested. The FSC label enables businesses and consumers to make informed choices about the forest products they buy, and by engaging the market at scale to create real impacts, such as conserving wildlife, alleviating climate change and improving the lives of workers and communities – so we can achieve “Forests For All Forever”.



## FSC GLOBAL IMPACT

# 195,000,000+

HECTARES OF FORESTS WORLDWIDE ARE MANAGED TO FSC STANDARDS



## 150,000+

SMALLHOLDERS WORLDWIDE

## 800+

FSC MEMBERS FROM SOCIAL, ENVIRONMENTAL AND ECONOMIC CHAMBERS TO HELP GOVERN THE WORLD'S FOREST DEMOCRATICALLY

## 31,000+

FSC CERTIFICATES IN 120 COUNTRIES

**STRONG GROWTH**  
IN ASIA PACIFIC REGION IN 2013-16

**108%+**  
FSC-CERTIFIED FOREST AREA IN VIET NAM

**73%+**  
FSC-CERTIFIED FOREST AREA IN INDONESIA

**46%+**  
FSC-CERTIFIED FOREST AREA IN MALAYSIA

**45%+**  
FSC COC CERTIFICATES IN CHINA

## HOW DO FSC CERTIFICATES BENEFIT YOU?



### WE ENHANCE YOUR BRAND IMAGE

FSC is respected and credible because we uphold the highest standards, so you can be assured that you are sourcing from responsibly-managed certified forests. 90% of FSC certificate holders agree that FSC certification helps create a positive corporate image.



### WE ADD VALUE TO YOUR PRODUCTS

According to Nielson's Global Sustainability Report 2015, sales of consumer goods from brands with a demonstrated commitment to sustainability have grown more than 4%, while those without grew less than 1%. 66% percent of consumers say they are willing to pay more for sustainable brands.



### WE GIVE YOU GREATER MARKET ACCESS

FSC is the preferred certification scheme for Fortune 500 companies including IKEA, TetraPak, and L'Oreal. [We have supported](#) many smallholders and local companies to cooperate with global corporates.



### WE THINK PARTNERSHIP

FSC operates in more than 120 markets. We provide [marketing toolkits](#) and [online databases](#) to certificate holders, and our network partners and regional offices offer support, from internal training to [bespoke campaigns](#).

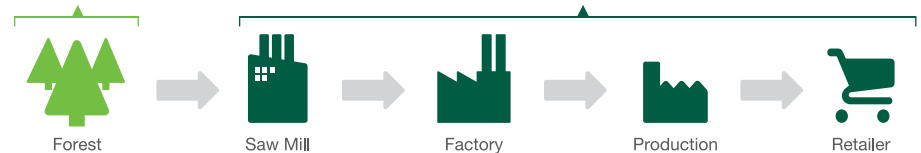
## TYPES OF FSC CERTIFICATIONS

### FOREST MANAGEMENT (FM) CERTIFICATION

shows that forest managers (or owners) are managing their forests in a responsible way. It sets the standards for responsible management of natural and plantation forests. Certification audits verify that the forest management is in compliance with these standards. FSC also offers streamlined certification procedures for [small and low-intensity managed forests \(SLIMFs\)](#) for small-scale producers.

### CHAIN OF CUSTODY (COC) CERTIFICATION

applies to those (mainly companies) who [process, trade or manufacture FSC-certified wood or derived materials](#). It tracks the products from forest to shelf, keeping FSC-certified wood while products separate from uncertified materials and products, thus ensuring the value of certification right through the value chain to the customer.



TALK TO US

✉ [asiapacific@fsc.org](mailto:asiapacific@fsc.org)

in [FSC Asia Pacific](#)

🖱 [fsc.org](http://fsc.org)

🐦 [FSC APAC](#)

f [FSCAsiaPacific](#)