



20 by 2020

FSC is working towards having 20% of the global forest trade certified by FSC by 2020.

What is the Forest Stewardship Council?

The Forest Stewardship Council (FSC), is a global not-for-profit organization dedicated to promoting responsible forest management around the world. Founded in 1994 with a mission to stop global deforestation, the FSC's certification scheme ensures that forest products are responsibly managed and harvested. In a crowded marketplace, products that are certified and carry the FSC label present businesses and consumers with a responsible, ethical choice. FSC creates success by engaging the market at scale to create real impacts: conserving wildlife, alleviating climate change and improving the lives of workers and communities.

Our mission, vision and governance structure

Mission and vision:

FSC promotes the environmentally appropriate, socially beneficial and economically viable management of the world's forests while working to meet the rights and needs of the present generation without compromising those of future generations.

Governance:

FSC has a uniquely diverse, membership-based governance structure which embraces participation, democracy, equity and transparency. Through consensus-based multi-stakeholder processes, members and stakeholders from around the world work together to define essential social and environmental criteria for forest management.

FSC's three pillars



Social

caring for local people and society at large



Ecological

respecting biodiversity and ecological processes



Economic

ensuring responsibility and creating profitability

FSC's forest stewardship principles

FSC has defined 10 forest management principles which state how forests should be managed to meet the social, economic, ecological, cultural and spiritual needs of present and future generations. FSC certification helps bring these principles to life.



Compliance with laws and FSC principles



Assessment and environmental impact



Tenure and use rights and responsibilities



Management planning



Indigenous peoples' rights



Monitoring and assessment of management impact



Community relations and workers' rights



Maintenance of High Conservation Value forests (HCVFs)



Multiple benefits from the forest

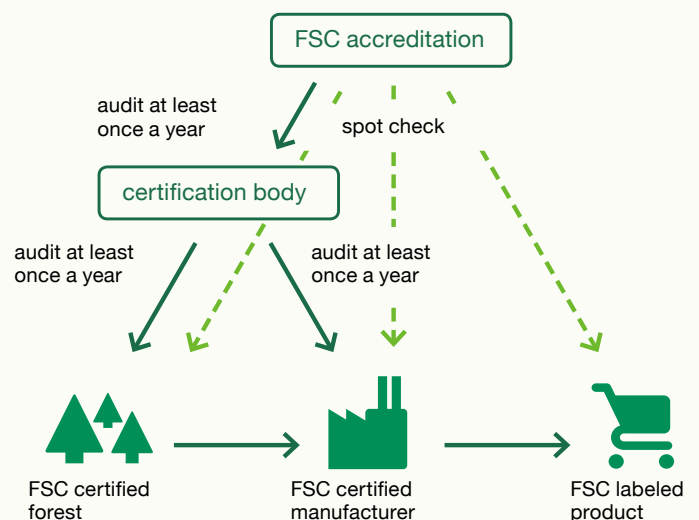


Responsible management of plantations

How certification works

FSC runs a global forest certification system with two key components: Forest Management (FM) and Chain of Custody (CoC). The certification process is carried out by independent certification bodies that assess forest managers and forest product companies against FSC standards.

To earn FSC certification and the right to use the FSC label, an organization must conform to all applicable FSC requirements. Managing forests in accordance with FSC principles and criteria means following exacting social and environmental guidelines, and often requires managers to adapt their existing management and operational practices. These changes mean that FSC has a direct, permanent, positive impact on the world's forests and on the people and everything living from, in, and around them.



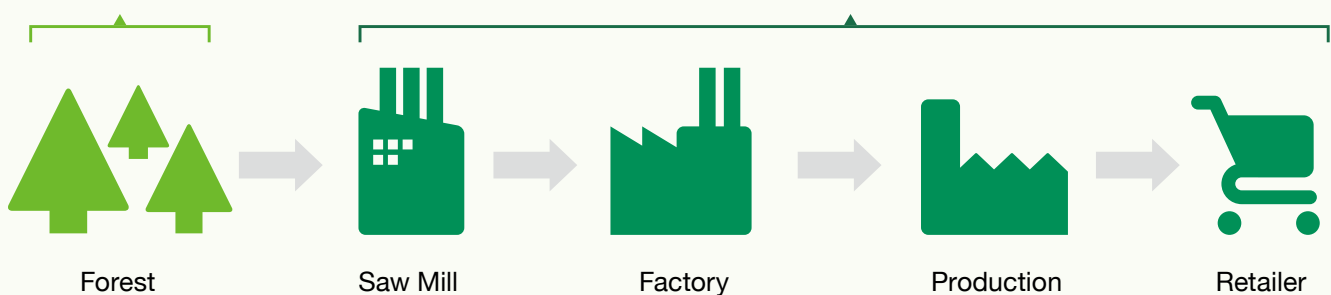
Types of FSC Certifications

Forest Management Certification

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

Chain of Custody Certification

Chain of Custody (CoC) certification applies to the individuals and companies that process, trade or manufacture FSC-certified wood or derived materials. It tracks the products from forest to shelf, keeping FSC-certified wood and products separate from uncertified materials and products, thus ensuring the value of certification right through the value chain to the customer.



Controlled Wood

Controlled Wood (CW) is material that can be mixed with certified material during the manufacture of FSC-mixed products. This has enabled manufacturers to manage low and fluctuating supplies of FSC certified forest products while also creating demand for FSC certified wood.

Only materials from FSC-accepted sources can be used as controlled wood. There are 5 categories of unacceptable material that cannot be mixed with FSC certified materials:

- illegally harvested wood
- wood harvested in violation of traditional and human rights
- wood harvested in forests in where High Conservation Values are threatened by management activities
- wood harvested in forests being converted to plantations or non-forest use
- wood from forests in which genetically modified trees are planted.

FSC-controlled materials are verified through FSC's Controlled Wood standards in both Forest Management and Chain of Custody certification.



FSC on-product labels



100%

Products containing material from FSC-certified forests that meet the environmental and social standards of FSC.



MIX

Products with material from FSC-certified forests, recycled material or other controlled sources.



Recycled

Products containing post-consumer material and may include some pre-consumer material.



FSC envisions a future in which people recognize that the health of humanity and forests are profoundly intertwined, and act on this understanding in their way of life.

The power of the label

The FSC logo and on-product labels have become a globally trusted mark for businesses and consumers looking for forest products that benefit people and the environment. The labels also provide on-going value for businesses.

The FSC label offers a credible link between responsible production and consumption, enabling the consumer to make socially and environmentally responsible purchasing decisions.

Increasingly, governments and other organizations are also specifying that FSC-certified products appear in their purchasing policies.

The increasing market demand for FSC-certified products has not only resulted in unprecedented growth for the organization, it has also had a positive effect on forests by driving demand for improved forestry practices.

Sales of consumer goods from brands with a demonstrated commitment to sustainability have grown more than **4%**, while those without have grown less than **1%**. Fully **66%** percent of consumers say they are willing to pay more for sustainable brands.

– Nielsen's Global Sustainability Report 2015

Forestry companies can earn on average an extra **US\$1.80** for every cubic metre of FSC-certified timber.

– WWF report: Profitability and Sustainability in Responsible Forestry: Economic impacts of FSC certification on forest operators 2015

81.5% of certificate holders say that the FSC label adds value to their products.

– FSC Global Market survey 2014