Delivering Sustainability in Forestry and Forest Products

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Our Mission

The Forest Stewardship Council® (FSC®) shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.
Environmentally Appropriate
Socially Beneficial
Economically Viable
FSC® certification is your assurance that wood, paper and other forest products have been responsibly sourced from well-managed forests and/or recycled materials.
Chain of Custody

Forest Management Certification → Chain of Custody Certification → Trademark Licence
Where are we now?

Over 190 Million hectares of forest certified to FSC standards

FSC certified forests in 82 countries around the world

Over 30,000 FSC Chain of Custody certificates

48% of people in the UK recognize the FSC logo
We’re democratically governed, and over 800 social, economic and environmental members help us to set the right policies to protect the world’s forests.
2. WE HAVE THE HIGHEST STANDARDS

We set higher standards than any other forest certification scheme, which gives users the best assurance that certified forests are being managed responsibly.
3. **WE’RE RESPECTED AND CREDIBLE**

We are the preferred certification scheme for business and the one most widely used by members of the Fortune 500.
4. OUR IMPACT IS FAR-REACHING

Operating in over 100 markets, we issue more certificates globally than any other forest certification scheme.
5. **WE HAVE A POSITIVE IMPACT**

Of any existing forest certification scheme, we provide the highest level of protection for endangered species and natural forests.
6. WE HAVE INFLUENTIAL SUPPORT

Our membership includes the world’s largest and most respected environmental NGO’s such as Greenpeace and WWF, both of which are vocal in their support of FSC over others.
7. **WE’RE TRANSPARENT**

Our processes and the decisions we make are open to public review and our product claims are independently audited.
Wherever we operate in the world, our standards are based on the same principles and criteria.
9. **WE THINK LOCAL**

Every FSC forest certification process is open to local consultation so the people who live there can always have their say.
10. WE’RE RECOGNISED

FSC is the only forest certification scheme member of ISEAL Alliance, the global association for sustainability standards.
But something was missing…

• Our messaging did not elicit an emotional response from the receiver

• What is in it for the consumer? The “feel-good factor” needed to come across
80% of consumers strongly or slightly agree that companies should be responsible for fixing the problem.

55% Being green is too expensive.
42% The government should address the problem.
28% I am too busy.
21% Family rejects eco-friendly products.

51% I don’t know how to do more.
29% Eco-friendly products don’t work as well.
25% First comes economic security.
50% of consumers fully trust certification seals or labels on products packaging.

- 44% Awards and recognition by independent third party sources
- 43% Friends, family, or co-workers
- 34% Consumer reviews, ratings, blogs, or message boards
- 34% CSR or sustainability reports
- 32% Government information or reports
- 31% Statements made on product packaging

20% of consumers fully trust company advertising.

- 26% Media reports
- 22% Company website or a company's Facebook page

Certification seals are the most trusted source of information on a product's level of environmental and social responsibility.
Building influence

57% of the consumers find FSC to be extremely, very or somewhat influential by seeing the FSC Logo alone;

80% of the respondents find the FSC to be extremely, very or somewhat influential by seeing the FSC Logo along with a factual description about what we do.

As consumers learn more about the FSC, the logo becomes more “worth paying attention to” as an information source.
• A clear, simple campaign to complement the logo

• One main message to communicate - the FSC logo itself is not enough for consumers to fully understand the meaning of FSC

• Messaging that highlights that conservation of forests is needed for future generations
GREAT BOOKS CAN CHANGE THE WORLD.
BOOKS PRINTED ON FSC® CERTIFIED PAPER DO.

Our forests give us many things, including books to inspire us.

FSC® helps take care of forests and the people and wildlife who call them home. So you can keep your life full of forest products while keeping our forests full of life.

Choose FSC.

www.fsc.org
Because this is FSC® certified timber, it’s not just the decking he’s taking care of.

Our forests give us many things, including decking for our gardens. FSC helps look after forests and the plants and wildlife we call them home. So you can keep your life full of forest products while keeping our forests full of life.

Choose FSC.

www.fsc.org
But...

Forest governance and economic systems in many parts of the world provide greater incentives for deforestation, forest degradation and related social inequities than they do for responsible forest management.
And so...

Our Global Strategic Plan 2015-2020 declares that:

“we need to be bolder, stronger and measurably more effective”

To this end, we’re working to:

• Strengthen the FSC framework & governance
• Increase the market value of FSC
• Transform the way we work