



**FORESTS[™]
FOR ALL
FOREVER**

FSC[®] Global Market Survey

Report 2016

Forest Stewardship Council[®]

CONTENTS

Introduction from Kim Carstensen	2
Executive summary	3
Background	4
• Methodology	4
• Profile of respondents	5
FSC: the business value	7
• Growing the FSC business community	7
• Benefits of FSC certification	8
• Perceptions of FSC	10
• Marketing communications	11
Markets	12
• Sourcing and sales	12
• Preference in sourcing	16
• Sales to public buyers	17
• FSC's share in financial turnover	18
Client satisfaction	19
Evaluation of tools	20
Learn more about tools and platforms offered by FSC	22

Introduction from Kim Carstensen



It is a pleasure for me to present the results of our latest Global Market Survey. FSC conducts these surveys every two years to gain insight into certificate holders' needs and perceptions of FSC certification.

This time, more than 3,700 FSC certificate holders participated. I am happy to report that for the first time, retailers and brand owners also took part and shared their point of view as consumer-facing businesses.

The results of the survey paint a clear picture, presenting the benefits of FSC certification and describing FSC's position in the global market. This feedback helps us to improve the services we provide to our clients, and to enhance the business value of FSC certification. We also use this information to inspire more businesses to practice or support sustainable forest management.

As we prepare for FSC's 25th anniversary and work to increase FSC's share of global forest-based trade, the survey results are encouraging. For instance, nearly half of respondents think FSC is increasingly relevant in their sector, and more than 80 per cent are satisfied with their FSC certification. The majority plan to source and sell a larger or comparable share of their products as FSC-certified over the next two years, and 99 per cent of certificate holders who have completed future planning intend to renew their FSC certification. However, we recognize that there is still work to be done to increase awareness of the FSC profile, as

a majority of certificate holders perceive barriers for expanding the share of FSC in their sales. These barriers are mainly due to insufficient demand for and awareness of FSC.

With more than 34,000 certificates, a global reach, and robust certification criteria, FSC is the world's strongest forest certification system. We have established ourselves as a trustworthy certification system with criteria that ensures forest sustainability and good conditions for workers. At the same time, consumers are increasingly concerned about the environment and are demanding products from responsible and ethical sources. We are working to raise awareness of these environmental and social benefits, and to make the FSC label a widely recognised brand.

According to the responses to this survey, FSC is good for business. Benefits include meeting client demand, accessing markets, and communicating a business's commitment to sustainability.

If your business isn't FSC certified, you are missing out on the competitive edge that FSC certification provides. We hope more organizations will decide to improve their business, and the future of our planet, by joining FSC in our mission to preserve *Forests For All Forever*.

Kim Carstensen
FSC Director General

EXECUTIVE SUMMARY

Benefits of FSC

Meeting client demand continues to be the top reason for becoming and staying FSC certified. Other commonly perceived benefits include: FSC certification is a way to communicate a company's sustainability policy, a way to show a commitment to responsible forestry, it facilitates market access, and it gives a competitive advantage.

Signs of Growth

The vast majority of survey respondents plan to source and sell a larger or comparable share of their products as FSC certified over the next two years. About half of the respondents think that FSC is becoming increasingly relevant in their sector while 12 per cent consider the relevance to be diminishing.

At the same time, 40 per cent of certificate holders give preference to FSC when sourcing raw materials.

Satisfied clients

99 per cent of FSC-certificate holders that know their plans are planning to renew their FSC certificate. Over 80 per cent of clients are satisfied with FSC.

BACKGROUND

An FSC Global Market Survey is undertaken every two years to solicit the views of certificate holders and, in 2016, trademark service provider (TSP) clients. The results help FSC to better understand clients' views and provide information on FSC certification and FSC-certified products to the FSC community, stakeholders, and the market. The survey also helps FSC to identify areas where it can improve its efforts to provide the highest value for FSC certification.

Methodology

Survey. The research was carried out by the independent research institute UZBonn, based at the University of Bonn, Germany. The method was an online survey administered from 29 August to 29 September 2016.

Target audience. An invitation with a link to the survey was sent to all forest management (FM) certificate holders (n=15), forest management and chain of custody (FM/CoC) certificate holders (n=1,302), chain of custody (CoC) certificate holders (n=29,273), controlled wood (CW) verified operations (n=34), and TSP clients. The total population for the survey was 30,624 certificate holders and 641 TSP clients.

Languages. This survey was available in more languages than ever before. The certificate holder survey was conducted in 21 languages, and the TSP client survey, in 12 languages.

Analysis. In the analysis of the results, "I don't know" responses were treated as empty answers, if not otherwise indicated.

Incentives. As an incentive to encourage participation, respondents were given the opportunity to take part in a drawing of 10 free-of-charge advertisement spaces (banners) in FSC Marketplace.

Data protection. Participation in the survey was on a voluntary basis, and the data FSC received from UZBonn was anonymized, unless the respondent explicitly agreed to waive anonymity.

FSC-certified companies, retailers and non-manufacturers

Forest Management (FM) certification confirms that a specific forest area is being managed in line with the FSC Principles and Criteria. The certificate is issued to a forest manager or owner.

Forest Management/Chain of Custody (FM/CoC) certification applies to operations with FM certification that sell FSC-certified material to customers, providing assurance that the material is the product of certified forest management.

Chain of Custody (CoC) certification applies to manufacturers, processors, and traders of FSC-certified forest products. CoC certification verifies that FSC-certified material is identified or kept segregated from non-certified or non-controlled material throughout the production process.

FSC certificates are valid for five years.

Controlled wood (FM/CW) allows organizations to avoid categories of wood considered unacceptable to FSC. FSC Controlled Wood can only be mixed with FSC-certified wood in labelled FSC Mix products.

Trademark Service Provider (TSP) clients, such as retailers and brand owners, are organizations that have a trademark licence agreement with FSC, which grants them the right to use the FSC Trademarks and FSC support in creating promotional materials and marketing campaigns.



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PROFILE OF RESPONDENTS

FSC-certified companies

Response rate

Approximately 12 per cent of FSC certificate holders participated in the survey, with 3,713 respondents out of 30,624 certificate holders. A total of 94 per cent of respondents were CoC certificate holders, and 6 per cent FM/CoC certificate holders. The sample also included one FM certificate holder and eight CW/FM clients. Approximately 15 per cent of the CoC-certified respondents are traders. Some 85 per cent of the respondents hold single certificates, 13 per cent have multisite (CoC) certificates, and 2 per cent have group certificates. The response rate reflects the current ratio of forest management and CoC certificate holders.

By region

The survey respondents are based in 92 different countries, whereas FSC had certificate holders in 121 countries at the time of the survey (figure 1). Some 50 per cent of responses came from eight countries with large numbers of FSC certificate holders: Italy, the United States, Japan, Germany, United Kingdom, China, Brazil, and the Netherlands.

By company size

Based on sales of forest products, 64 per cent of all FSC CoC certificate holders at the time of the survey were medium-sized companies, 32 per cent were small companies, and 4 per cent large companies. Of the CoC-certified respondents, 72 per cent were from medium-sized companies, 20 per cent from small companies and 8 per cent from large companies.

Retailers and non-manufacturers¹

Response rate

The response rate for the TSP client survey was 14 per cent, as there were 91 responses out of 641 TSP clients contacted.

By region

While there are TSP clients in 57 different countries, TSP clients based in 27 countries took part in the survey. The majority of TSP clients (78 per cent) and TSP client respondents (76 per cent) are based in Europe. Approximately 17 per cent of TSP respondents are based in Asia – more than 14 per cent in Japan.

By sector

Whereas certificate holders are forest owners or managers, processors and traders, TSP clients operate further downstream, at the consumer-facing end of the supply chain. TSP clients include retailers, holding companies, FSC members, NGOs, and investment companies, all of which want to promote FSC.

Just over a half of the respondents with trademark licence agreements are retailers, traders, importers, or resellers (figure 2). Consultant or training companies and non-profit organizations constitute other large groups of respondents.

FSC certificate holders worldwide

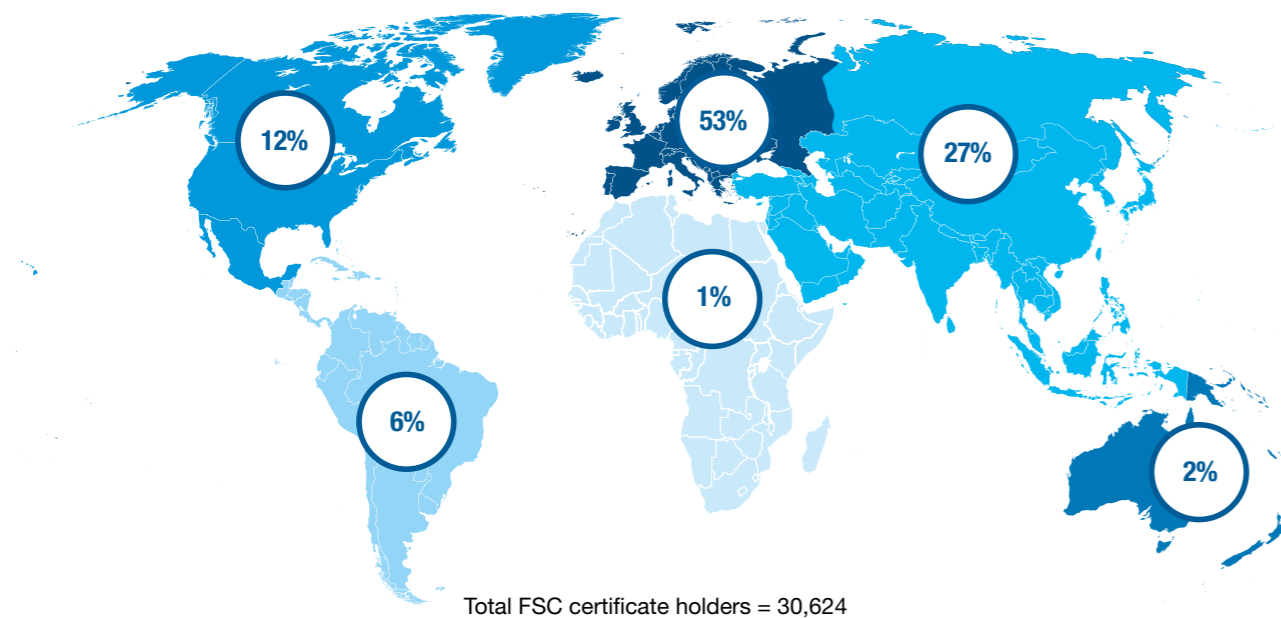
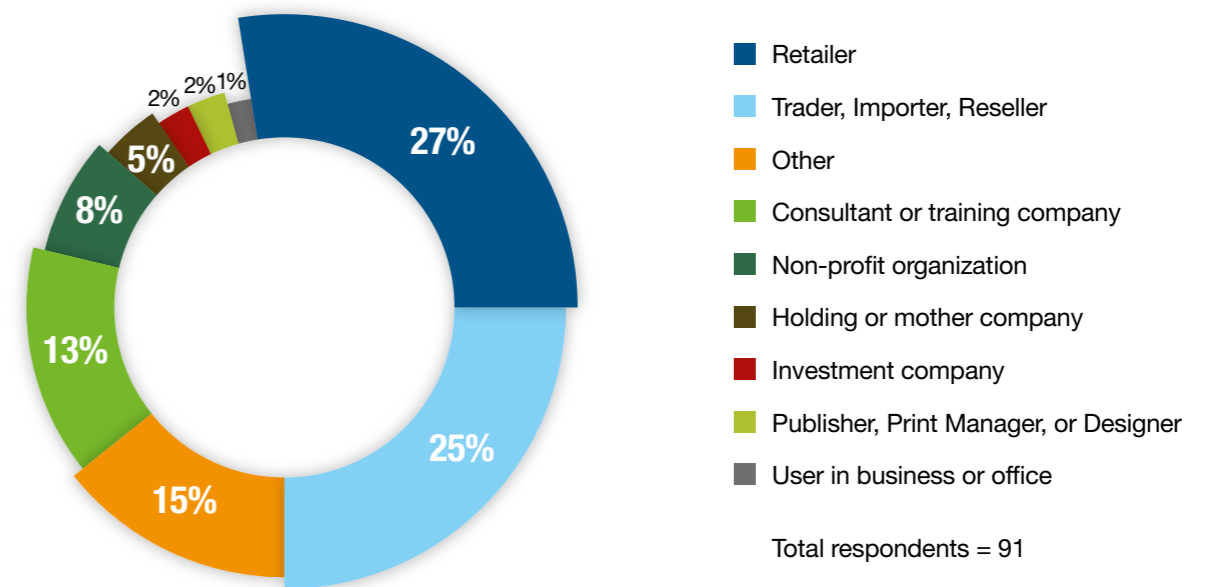


Figure 1. FSC certificate holders worldwide

Sector of respondents - TSP Clients



Q2. Which of the following [organization types] describes your company the best?

Figure 2. Sector of respondents

¹ These results refer to trademark service licence holders or "TSP clients".

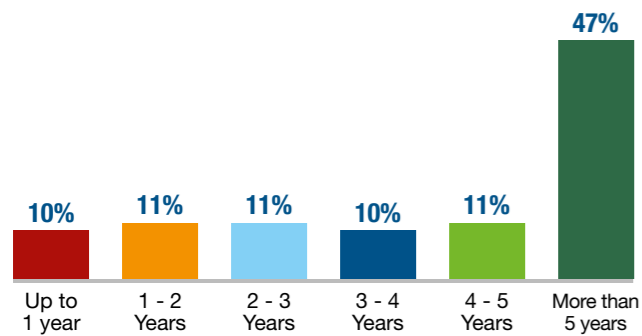
FSC: THE BUSINESS VALUE

GROWING THE FSC BUSINESS COMMUNITY

FSC-certified companies

Approximately 10 per cent of respondents had been certified for less than one year at the time of the survey (figure 3). Some 43 per cent had been certified 1-5 years, and about 47 per cent for more than five years. Two thirds of North American certificate holders have been FSC certified more than five years. The largest share of new certificate holders is in Asia, where 28 per cent of respondents have been certified for less than two years.

Length of time respondents have been certified



Q1. How long has your company been FSC certified?
Total respondents = 3,673

Figure 3. Certificate holders according to how long they have been certified

87% plan to renew their FSC certificate, 12% have not decided yet and 1% plan not to renew their FSC certificate.

88% of TSP clients plan to renew their trademark licence agreement and 12% have not decided yet.

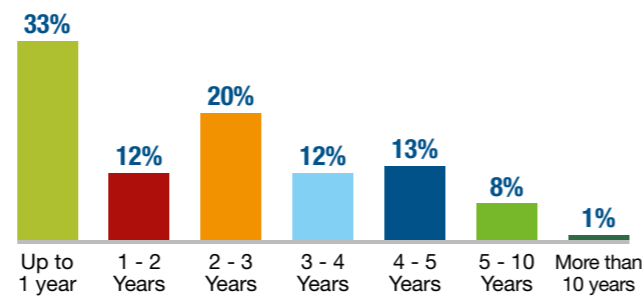
Respondents that have been FSC certified for more than a year were asked about their plans for their FSC certificate. A large majority responded that they plan to renew their certificate for the next term. Among all respondents, 87 per cent indicated that they plan to renew their certificate. When the sample is limited to those certificate holders that have made a decision on the future of their certificate, 99 per cent want to stay FSC certified.

Retailers and non-manufacturers

One third of TSP client respondents were new clients, nearly one-third have had a trademark licence agreement for 1-3 years and one-third for more than 3 years (figure 4).

A large majority – 88 per cent – of TSP clients planned to renew their agreements for the next term. Some 12 per cent had not yet decided on the future of their agreement. None of the TSP clients indicated that they don't plan to renew their agreement.

Length of time respondents have had an FSC trademark licence



Q1. How long has your company had an FSC trademark licence?
Total respondents = 91

Figure 4. TSP clients according to how long they have had an FSC trademark licence

BENEFITS OF FSC CERTIFICATION

FSC-certified companies

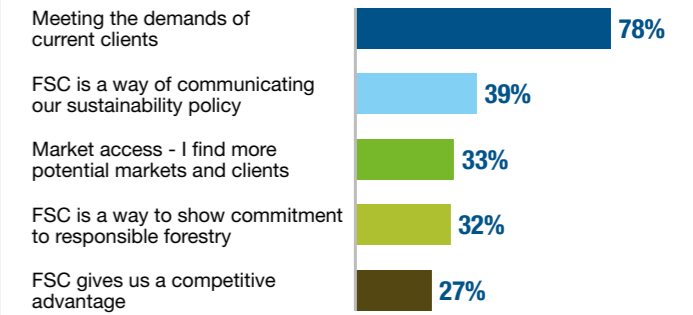
The primary reasons respondents gave for becoming FSC certified were: client demand, competitive advantage, and improved market access. The main benefit of being FSC certified that respondents cited is meeting the client demand for products from responsible sources (figure 5). Other commonly perceived benefits of FSC certification are: it's a way to communicate the company's sustainability policy, it's a way to show commitment to responsible forestry, it facilitates market access, and it gives a competitive advantage.

Meeting client demand is the #1 reason for becoming and staying FSC certified.

Whereas the perceived benefits are both market and communication related, the reasons given for not planning to stay FSC certified were either related to the cost of certification, lack of a price premium, or inadequate demand for FSC-certified products.

Nearly half of the over 3,400 respondents see FSC as increasingly relevant in their sector (figure 6). A total of 40 per cent do not perceive a change in relevance, and 12 per cent think that FSC is becoming less relevant in their sector. There are differences in relevance of FSC according to respondents' sector or region. In North America, 67 per cent perceive an increase or no change in relevance. The majority of respondents in Africa, Asia, and Latin America perceive FSC as increasing in relevance.

Five most common benefits of FSC certification

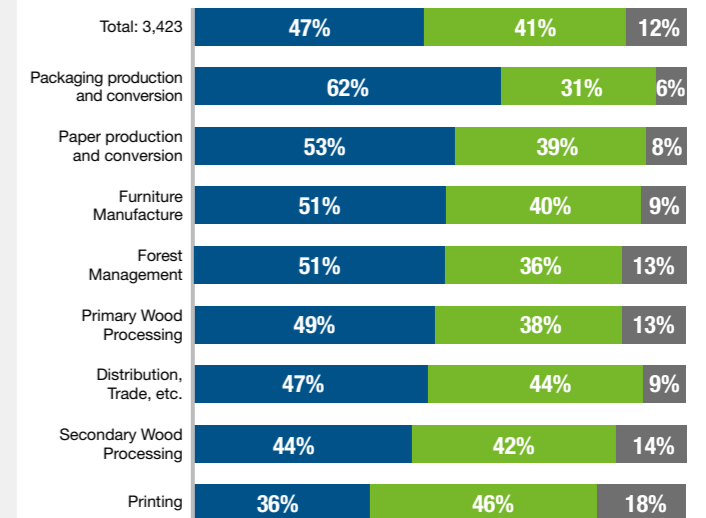


Q6. [certificate holders that have been certified for more than a year] What are the most important benefits for you from being FSC certified? Please indicate up to three benefits in order of importance, 1 being the most important benefit.

Total respondents = 2,434, multiple responses possible

Figure 5. Benefits of being FSC certified

Relevance of FSC



Q7. In your opinion, how relevant is FSC certification in your sector?
● Increasingly relevant
● No change in relevance
● Less and less relevant

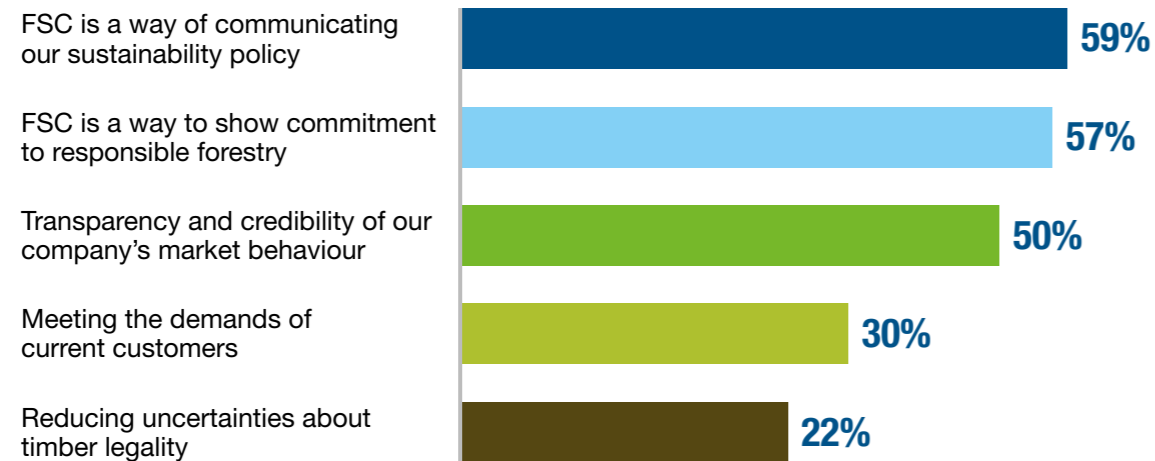
Figure 6. Relevance of FSC

Retailers and non-manufacturers

The TSP clients that had signed their first trademark licence agreement with FSC during the year prior to taking the survey engaged with FSC because: it is in line with their CSR strategy, it allows them to know that material comes from responsibly managed forests, and/or they can use FSC in their public relations or stakeholder communication.

A majority of the 54 respondents that have had the trademark licence agreement for more than one year perceived the greatest benefits to be: using FSC to communicate their organization's sustainability policy and show its commitment to responsible forestry (figure 7). Half of the respondents mentioned transparency and credibility of the company's market behaviour as important benefits.

Five most important benefits from having trademark licence and promoting FSC-certified products



Q6. What are the most important benefits for you from holding an FSC trademark licence and promoting FSC-certified products?
Total respondents = 54, multiple responses possible

Figure 7. Benefits of engaging with FSC

Perceptions of FSC

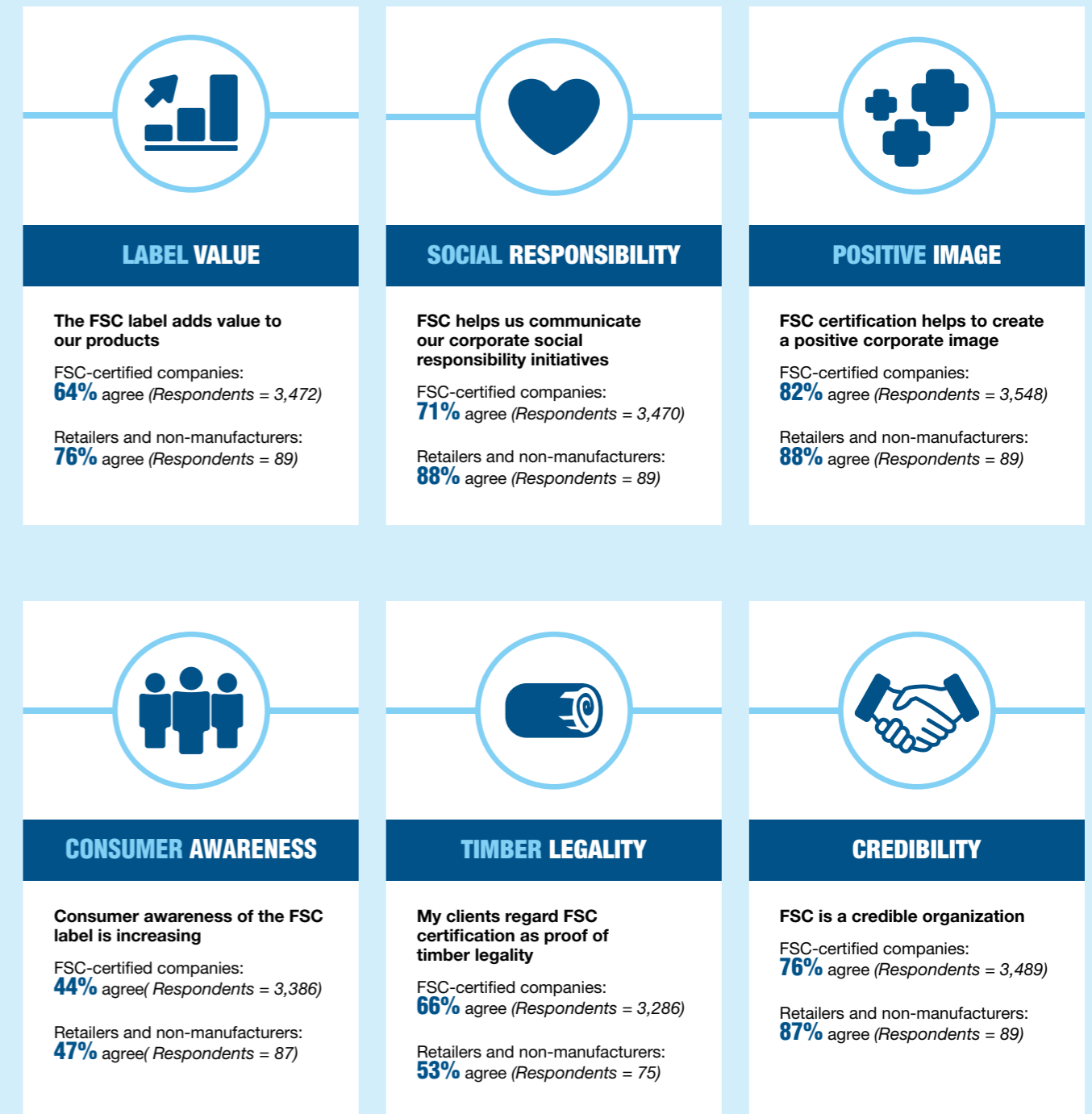


Figure 8. Views of FSC. Question: Please indicate the extent to which you agree with following statements.
Options: I strongly agree, I agree, neither agree nor disagree, I disagree, I strongly disagree.
Share of those that chose "I strongly agree" or "I agree".

MARKETING COMMUNICATIONS

FSC-certified companies

A majority of FSC certificate holders communicate about FSC. The most common channels they use are: their own websites, print materials, and on-product labelling (figure 9).

71% of certificate holders mention FSC in their corporate website.

Communication channels used to communicate about FSC

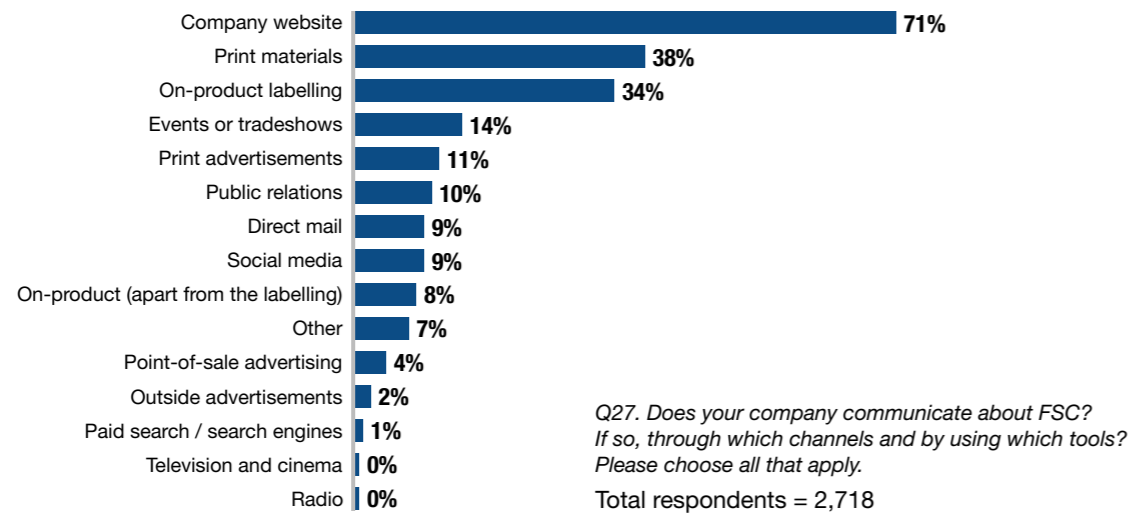


Figure 9. Most common communication channels

Retailers and non-manufacturers

Given that the purpose of the FSC trademark licence is to allow the use of FSC trademarks in communication and promotion, it is hardly a surprise that nearly all TSP clients (97 per cent) communicate about FSC. The most common channels for that communication are websites, print materials, and social media (figure 10).

Most common communication channels

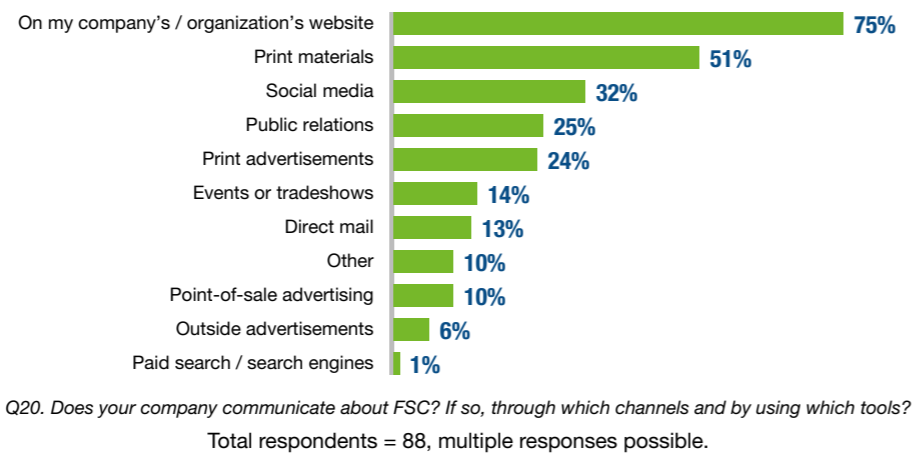


Figure 10. Most common communication channels

MARKETS

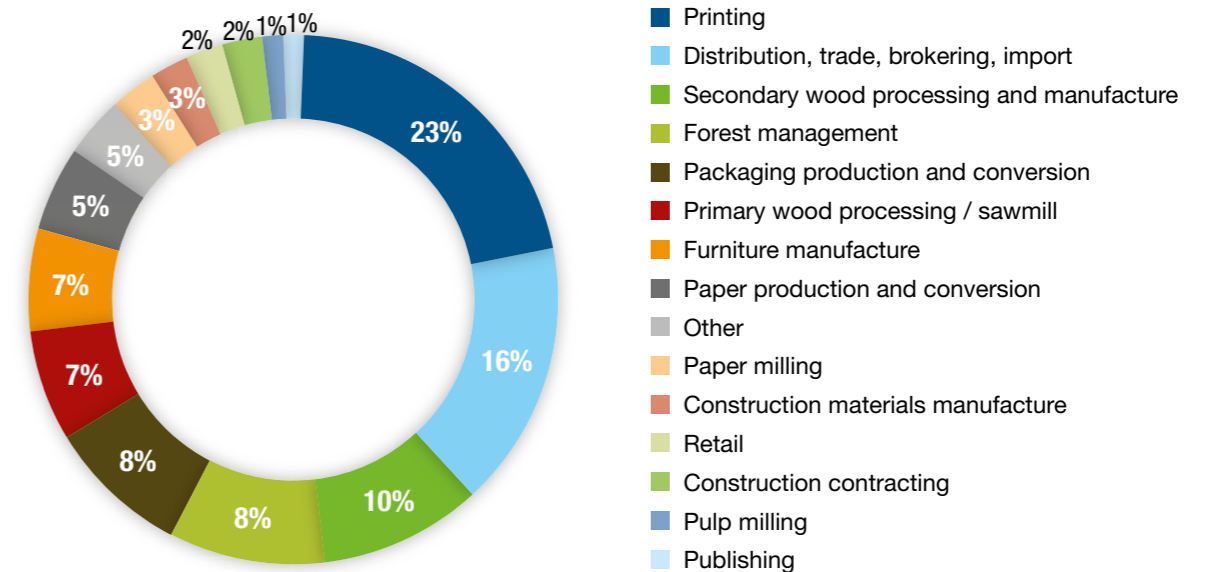
SOURCING AND SALES

FSC-certified companies

The FSC-certified products most commonly sourced or sold by FSC certificate holders are paper and paper-based products, as is reflected by the sectors in which FSC certificate holders operate. One third of respondents are primarily active in printing, pulp or paper milling, production or conversion (figures 11 and 12), whereas 8 per cent are primarily active in packaging production and conversion. The survey's scope was limited to the products that are sourced for production purposes. Products purchased for the company's own use were not covered.

In addition to paper-based materials and products, materials at the beginning of the supply chain – rough, solid or treated wood – are bought and sold by many certificate holders. A total of 7 per cent of respondents are mainly active in primary wood processing, and 10 per cent in secondary wood processing.

Primary sectors of all respondents



Q 2. Regarding your FSC-certified products, in which of the following sectors is your company active?
Total respondents = 3,532

Figure 11. Sectors of respondents

Most commonly bought and sold FSC-certified products and materials

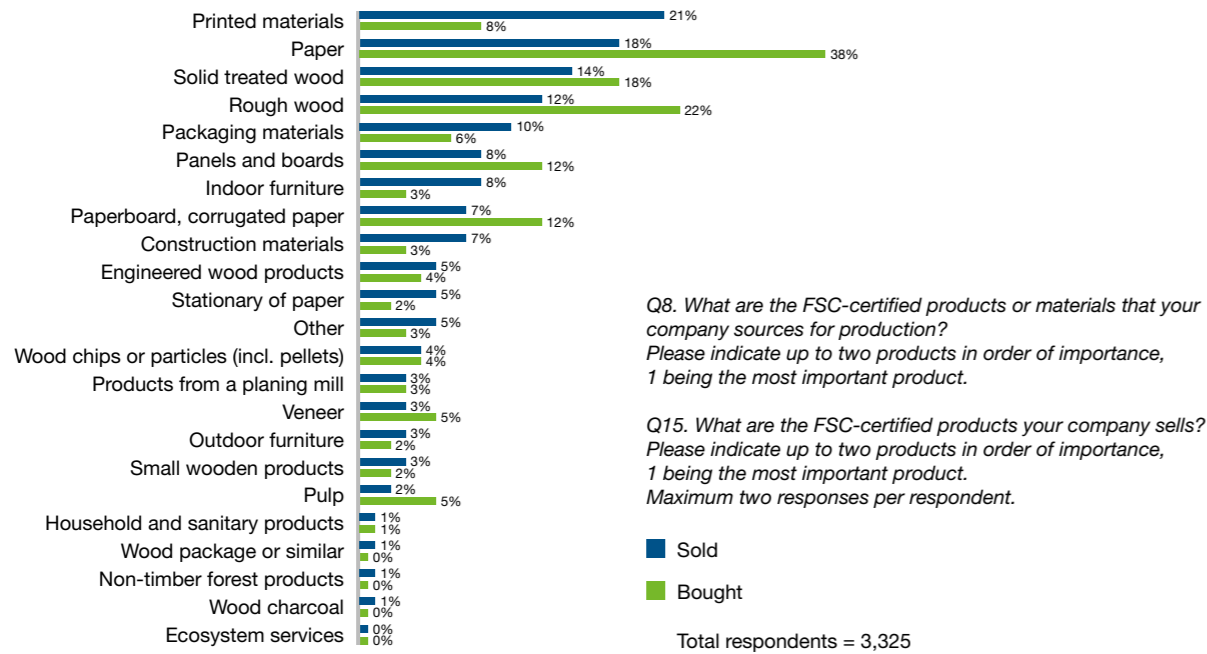
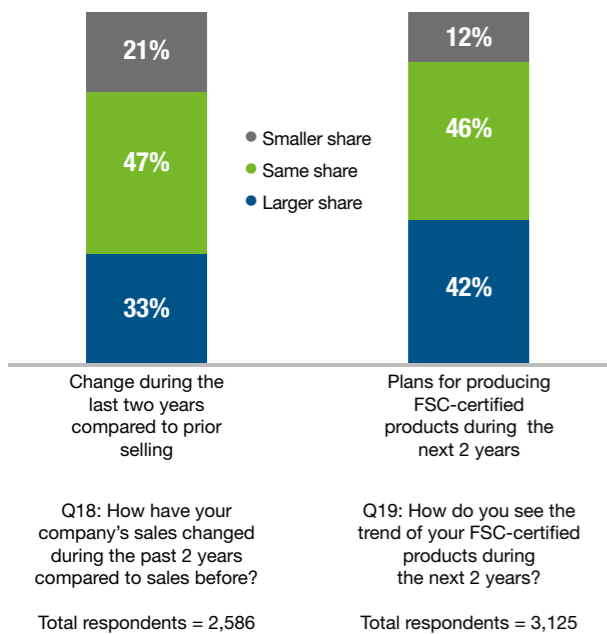


Figure 12. Most commonly bought and sold FSC-certified products

Selling FSC-certified products



Sourcing FSC-certified products

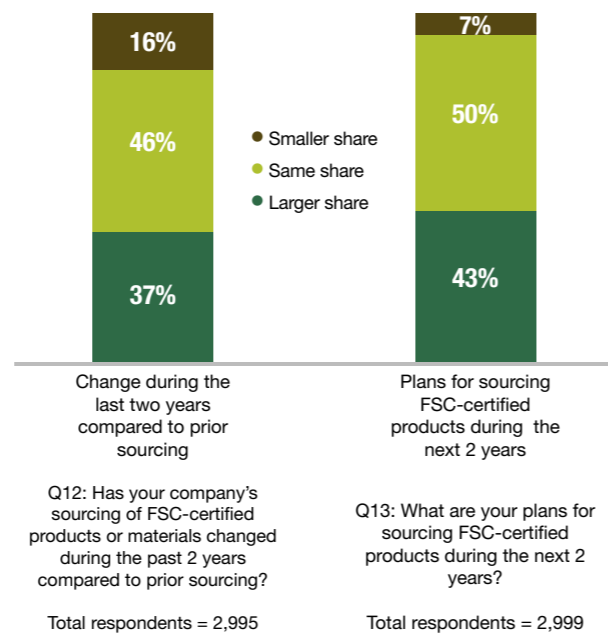


Figure 13. Sourcing and Sales

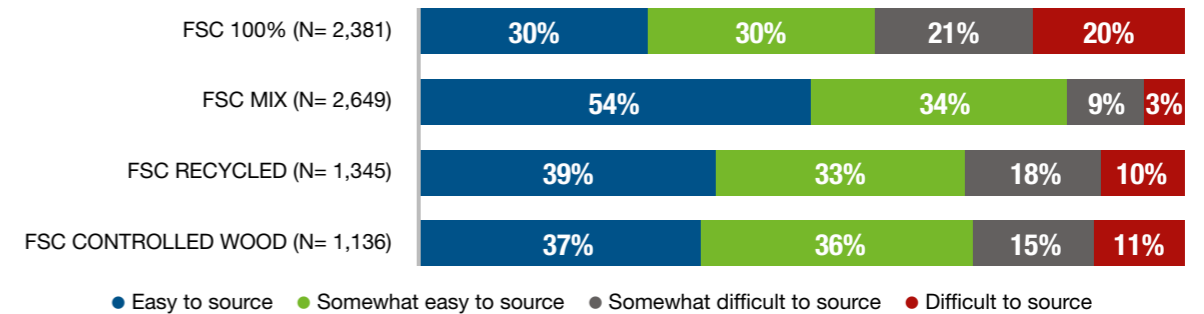
The responses to questions about sourcing and sales of FSC-certified products indicate that a vast majority of the respondents plan to source and sell a larger or the same share of their products as FSC certified during the next two years than now (figure 13). Sourcing FSC-certified products and materials is generally considered easy or somewhat easy (figure 14). FSC Mix products are considered easy or somewhat easy to source by 88 per cent of the respondents that source FSC Mix products. FSC 100% products appear to be a bit more challenging to source, given that only 60 per cent find them to be easy or somewhat easy to source.

More than 50 per cent of respondents find demand for FSC Mix to be adequate, whereas 41 per cent of respondents consider demand for FSC 100%

to be adequate. For all categories, a large share of respondents state that demand is lower than they would like it to be. At the same time, some respondents report higher demand than they can meet (figure 15).

A majority – 69 per cent – of certificate holders perceive barriers for expanding the share of FSC in their sales. For FM/CoC and CoC-certified companies, the main barrier is the lack of demand for FSC-certified products. For CoC-certified companies, economic reasons and lack of awareness of FSC on the part of clients are other significant barriers. FM/CoC certified companies also cited economic reasons as one of the main barriers, together with the complexity of FSC standards.

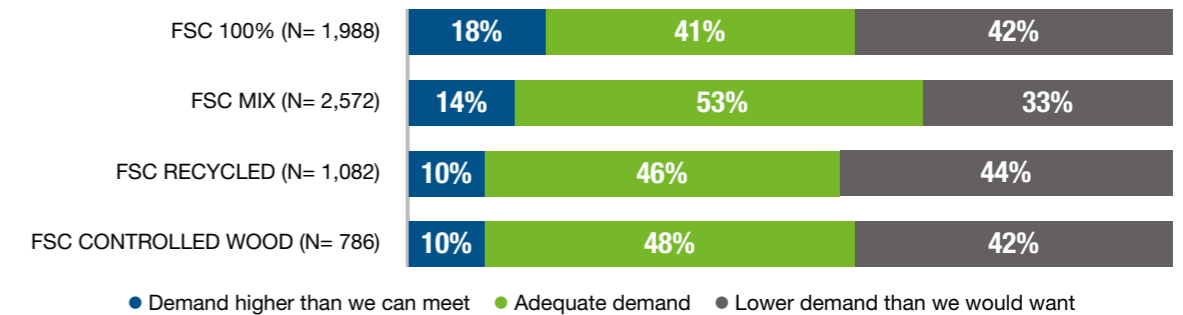
Perceptions of sourcing FSC-certified products



Q10. Please mark below the answer that best applies to your company's experience with sourcing FSC-certified products for production.

Figure 14. Sourcing products with FSC claims.

Perceptions of sales of FSC-certified products



Q17. Please mark below the answer that best applies to your company selling FSC-certified products.

Figure 15. Selling products with FSC claims.

Retailers and non-manufacturers

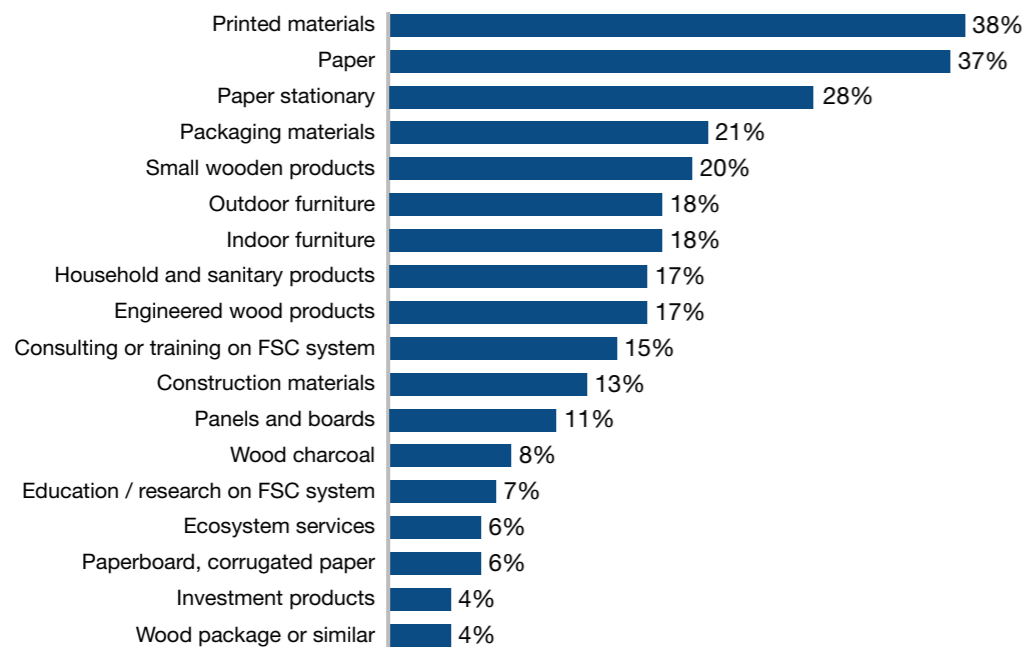
Paper-based products are the most common FSC-certified products for TSP clients; printed materials, paper, paper stationary, and packaging materials are categories sold or used by more than 20 per cent of respondents (figure 16). About 15 per cent of respondents offer consulting or training services about FSC.

The respondents generally perceive the future of FSC-certified products to be promising - some 62 per cent see promotion of FSC-certified products increasingly relevant, while 36 per cent don't perceive a change in relevance. Only 2 per cent think that promoting FSC-certified products is becoming less important for them.

TSP respondents anticipate that more of their products will be FSC certified in the future. Some 62 per cent stated that a larger share of their products will be FSC-certified during the next two years, while 33 per cent expect the share to remain the same.

Some 74 per cent of TSP clients believe that there are barriers for expanding the sale of FSC-certified products. The most common reasons cited were economic (profitability, lack of price premium) and lack of awareness of FSC on the part of customers.

Most commonly used or sold FSC-certified products or services by respondents



Q13. What are the FSC-certified products or services your company sells/uses?
Indicate up to 5 main products in order of importance with one being the most important product or service.
Total respondents = 71, multiple responses possible

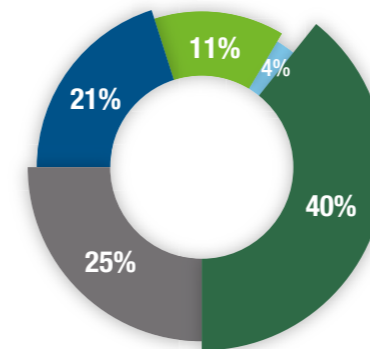
Figure 16. Most commonly sold and used FSC-certified products and services

PREFERENCE IN SOURCING

FSC-certified companies

Some 40 per cent of respondents give preference to FSC when sourcing (figure 17), while another 21 per cent give preference to all certified materials over non-certified. Only 4 per cent of respondents give preference to another certification scheme, whereas nearly 25 per cent of respondents don't give preference to any scheme.

Preference in sourcing - Certificate holders



- Yes, we give preference to FSC
- We give preference to all certified products over non-certified
- We give preference to some other scheme
- We give preference based on our own criteria for sustainable sourcing
- No preference

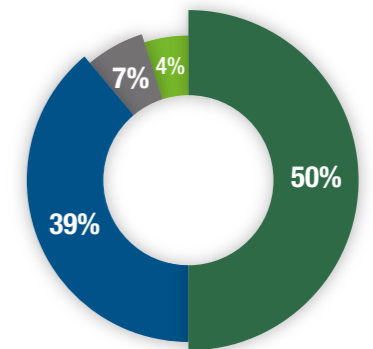
Q14. In terms of sourcing, does your company show a preference for FSC-certified products?
Total respondents = 3,278

Figure 17. Preference for FSC.

Retailers and non-manufacturers

Around half of respondents give preference to FSC-certified products, and 39 per cent give preference to all certified products over non-certified (figure 18).

Preference in sourcing - TSP clients



- Yes, we give preference to FSC
- We assign preference to all certified products over non-certified
- We assign preference based on our own criteria for sustainable sourcing
- No preference

Q17. In terms of sourcing, does your company display a preference for FSC-certified products?
Total respondents = 44

Figure 18. Preference for FSC.

40% of certificate holders give preference to FSC when sourcing.
50% of retailers and non-manufacturers give preference to FSC when sourcing.

SALES TO PUBLIC BUYERS

Public procurement is widely recognized as an increasingly relevant market driver for green and sustainable products. Public buyers are more and more inclined to include solid environmental and social criteria in their purchasing policies, and with public spending representing between 15 and 30 per cent of global GDP, green public procurement is a compelling motivation for companies to increase their commitment to sustainability and to expand their offer of green products.

In this context, responses from FSC certificate holders show that complying with the criteria of public procurers can be a key motivation for obtaining FSC certification: 18 per cent of respondents indicated that FSC certification enabled them to exploit opportunities in public contracting. The link between FSC certification and these opportunities is clearly stronger and more evident in sectors such as construction contracting and construction

materials, as confirmed by 36 and 29 per cent of respondents respectively in these two groups.

As further confirmation of the importance of public procurement for FSC-certified organizations, more than 35 per cent of the respondents among companies that confirmed selling to public entities estimate that

sales to public buyers represent more than 20 per cent of their total FSC-certified sales (figure 19).

18% of respondents indicated that FSC certification enabled them to exploit opportunities in public contracting.

Share of FSC-certified product sales to public authorities

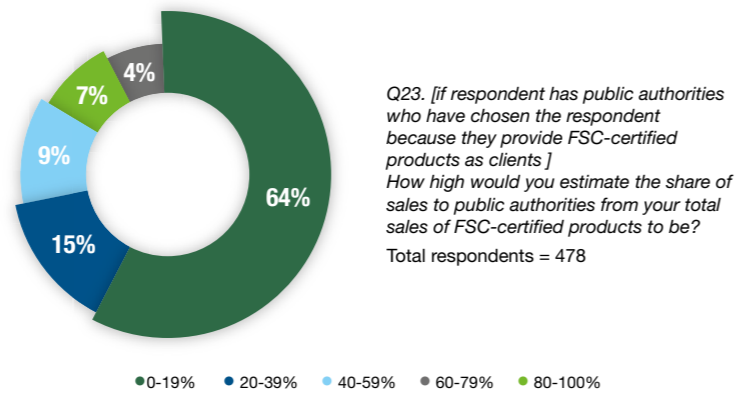


Figure 19. Sales to public authorities

FSC AND ECOLABELS: STILL MUCH TO BE GAINED

The survey shows that only 6 per cent of the respondents use one or more of the leading ecolabels for their products. Ecolabels, in particular those that are part of the Global Ecolabelling Network, set environmental requirements for products from cradle-to-grave or cradle-to-cradle. Sustainable forest management is increasingly a pre-condition for ecolabels on products such as furniture, wooden flooring, windows and doors, and paper products. Forest certification is the most commonly accepted

evidence, usually FSC and PEFC, though in some instances FSC only.

Combining an ecolabel with an FSC label shows that not only the forests that provide the raw materials are well managed, but also that the environmental impact of subsequent production processes is minimized in terms of energy, chemical, and water use; and that the production process has taken reduced impacts during use and end-of-use into account.

FSC'S SHARE IN FINANCIAL TURNOVER

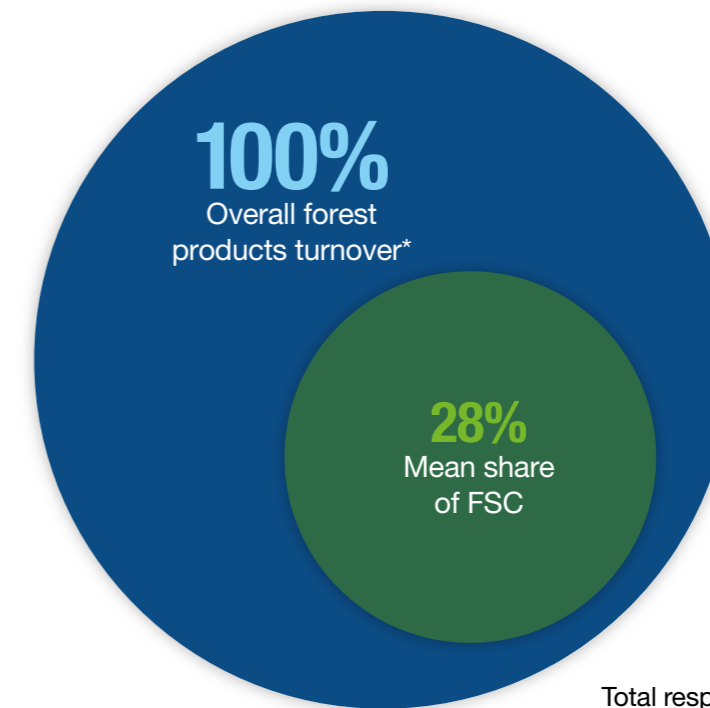
FSC's Global Strategic Plan calls for FSC to reach 20 per cent market share of global forest-based trade by 2020. The objective includes all forest product and ecosystem service industries, and will serve as an indicator of the success of the entire strategic plan. One of the six indicators to measure FSC's global market share is the "FSC share of its certificate holders' financial turnover from forest products".

The share of FSC can be anything between 0 and 100 per cent of the turnover among FSC certificate holders. According to the responses of CoC certificate holders, 10 per cent of their turnover of forest products typically comes from

sales of FSC-certified products and materials. For FM/CoC certificate holders, the FSC share is higher – typically 60 per cent of turnover. The forest management certificate holders operate at the beginning of the supply chain, where the share of FSC in sales tends to be higher than in the processing or retail sectors.

If we examine the respondents according to the size of their turnover, the mean share of FSC is 28 per cent of the overall forest products turnover. This financial turnover weighted average reflects the mean share in a market that consists of different sized FSC certificate holders (figure 20).

FSC-certified products account for 28% of the FSC certificate holders' forest product sales



*According to the responses of CoC certificate holders

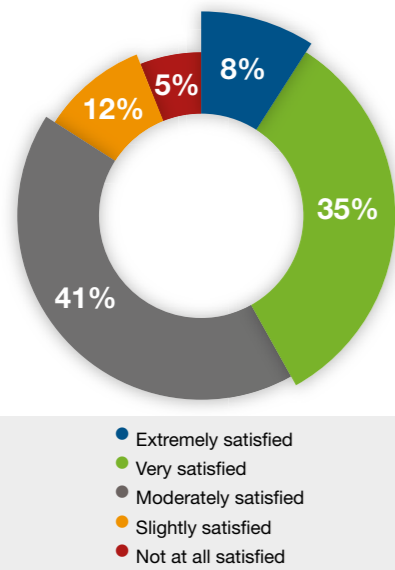
Figure 20. FSC's share of financial turnover.

CLIENT SATISFACTION

FSC-certified companies

Generally, FSC certificate holders are satisfied with their FSC certification (figure 21). A total of 8 per cent are extremely satisfied, 35 per cent are very satisfied and 41 per cent are moderately satisfied, whereas 12 per cent are slightly satisfied and 5 per cent not at all satisfied. Based on these responses, 83 per cent of FSC certificate holders are at least moderately satisfied with their certification.

Satisfaction - certificate holders



Q34. How satisfied are you with your FSC certification?
Total respondents = 3,541

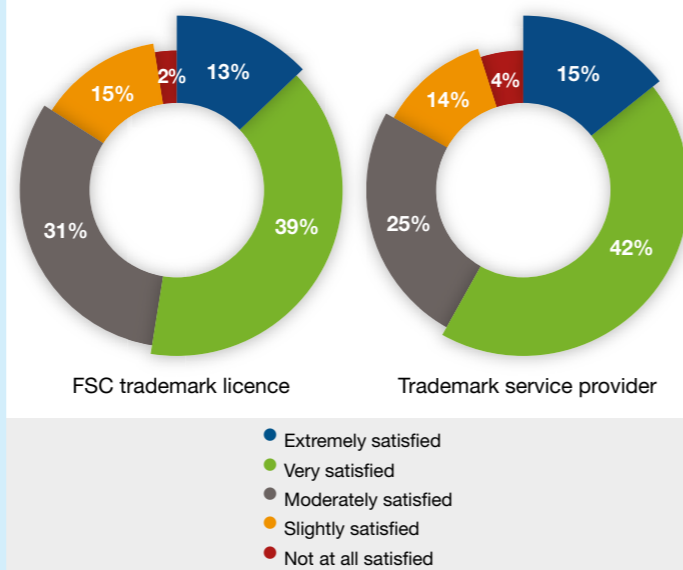
Figure 21 Client satisfaction.

83% of FSC certificate holders are satisfied with their certification.

Retailers and non-manufacturers

In terms of trademark service provider (TSP) satisfaction, over 82 per cent of respondents are at least moderately satisfied, and 57 per cent of respondents are very or extremely satisfied (figure 22). Approximately 52 per cent are very or extremely satisfied with their trademark licence, and over 82 per cent are at least moderately satisfied.

Satisfaction - TSP clients



Q25. a. How satisfied are you with the FSC trademark licence?
b. How satisfied are you with the FSC trademark service provider?
Total respondents = 85 and 79

Figure 22 Client satisfaction, TSP clients.

82% of TSP clients are satisfied with their trademark licence.

EVALUATION OF TOOLS

FSC-certified companies

Regarding FSC tools, respondents are most familiar with Public search (info.fsc.org), the FSC Trademark Portal, and the FSC International website. These are also among the most important tools for

respondents, together with the Quick Guide on trademark use and online training course on trademark use (table 1).

TOOL OR PLATFORM	Number of respondents	Share of respondents that...			
		are quite or extremely familiar with the tool	find the tool important or very important	use the tool often or all the time	rate the tool good or very good in quality
Public search (Info.fsc.org)	650	66%	75%	53%	75%
FSC International website	578	43%	62%	31%	65%
FSC Trademark Portal	389	56%	66%	28%	70%
FSC Marketplace	368	26%	46%	15%	59%
Quick Guide to Trademark use	307	45%	63%	27%	65%
FSC eTraining Platform	281	17%	60%	11%	56%
Online training course on trademark use	228	19%	66%	10%	55%

Figure 23. Evaluation of tools. Questions: a. How familiar are you with the following tools? b. How important is [this tool] for your business? c. How often do you use [the tool]? d. How would you rate the quality of [the tool]?

Most familiar and important website platforms for certificate holders:
Public search and trademark platforms.

Retailers and non-manufacturers

The best known FSC International web platforms among TSP clients are the FSC International Facebook page, the FSC Friday campaign, and the FSC International website, with over half of respondents reporting that they are extremely or quite familiar with them. TSP clients consider most FSC tools to be important or very important. The most important tools for TSP clients are the FSC International website, Public search and the FSC trademark portal, including certificate status watch.

Most familiar and important website platforms for TSP clients:
FSC International website, Facebook page, certificate status watch and Public search.



Learn more about tools and platforms offered by FSC

Training and trademark

36. [FSC eTraining Platform](#)
37. [Online training course on trademark use](#)
38. [FSC Trademark Portal](#)
39. [Quick Guide on Trademark use](#)

Certification and supply chain

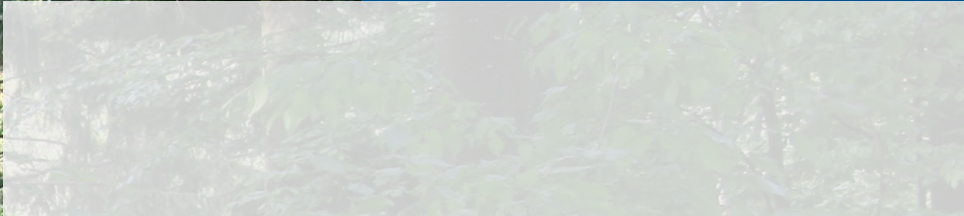
40. [Public search \(Info.fsc.org\)](#)
41. [Online Claims Platform](#)
42. [Global Forest Registry](#)
43. [FSC information on timber legality](#)
 - a. [Advice Note 40-004-10 "Access to information required by timber legality legislations"](#)
 - b. [The "EU Timber Regulation Implementation Guide for Companies trading FSC-Certified Materials in the European Union"](#)

Markets and campaigns

44. [FSC Marketplace](#)
45. [Benefits for business website](#)
46. [SCLO/Made with heart](#)
47. [Marketing Toolkit](#)
48. [Market Info Pack 2015 and 2016-2017](#)

Communication

49. [FSC International website and newsroom](#)
51. [FSC Friday Campaign](#)
52. [FSC International Facebook page](#)
53. [FSC International Twitter account](#)
54. [FSC International YouTube channel](#)



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