

CALL FOR CANDIDATES

Advisory Working Group (AWG) on a Marketing and Communications Approach for the FSC 100% Label

Objective:	Provide inputs to a marketing and communications approach for the promotion of the FSC 100% label.
Role:	The Working Group (WG) will provide its inputs to the activities proposed by the Marketing and Communications Unit (MCU).
Steering of the project:	The Marketing & Communications Unit at the Secretariat
When:	2 online conference calls planned on <ul style="list-style-type: none">▪ 24th September 2020, and▪ 12th October, 2020
Application deadline:	11th September, 2020

1. Background:

The FSC International Board of Directors approved the [controlled wood strategy](#) on 30 April 2019. This strategy provides a vision and overall aim for the future of FSC Mix and the controlled wood used in its production. One of the core objectives of this strategy is to increase the demand for products carrying the FSC 100% label. And the corresponding proposed action is to “promote the use of FSC 100% label in a way that elevates it in the marketplace without discrediting other FSC labels”. The marketing and communications team at the secretariat will be steering this project to develop a marketing and communications approach that will educate and inform the target audience about the value of choosing products with the FSC 100% label.

2. Scope of work for the Advisory Working Group (AWG):

Provide feedback and suggestions on the

- proposed marketing & communications approach, and
- series of key messages that can be used for campaigns & social media

MCU's endeavour will be to organize conference calls that will facilitate the sharing of ideas among the Members, in a workshop mode.



3. Selection criteria for Members of the Advisory Working Group:

- Relevant expertise in marketing, communications, labelling, branding and advertising
- Desire to seek and reach consensus on controversial issues, through the principle of shared values.
- Knowledge and experience of FSC's systems and procedures is desirable (but not essential for all members of the group).
- Ability to review and comment in English language.
- Gender and regional balance

4. Composition of the Advisory Working Group:

- FSC seeks to form a group of approximately 10 stakeholders (members and non-members) with expertise in marketing, communication, labelling, branding and advertising.
- FSC will strive to strike a balance to represent different interests within the FSC system.
- The choice of the experts will also be determined by their experience in assessing market impact, by their knowledge of the different stakeholder expectations within FSC and by their knowledge related to similar labelling schemes.

5. How will the Group work together and how much time commitment will it require:

a) **Facilitation**

The facilitation of the group and its coordination will be conducted by FSC International

b) **Discussion on proposals**

FSC will provide its proposal in advance to allow the group members to review it and then discuss their feedback in the Group during the proposed call. FSC will draft the final approach considering the feedback and inputs received from this Group.

c) **Conference calls**

FSC will schedule 2 conference calls of about 3 hours each on 24th September and 12th October, 2020.

d) **Time required in-between calls**

Preparation time of approx. 1-2 hours will be required from each group member in-between the calls to read and comment on documents and proposals provided by FSC.

e) **Agenda preparation and minutes**

FSC will prepare the agenda for each call and circulate it in advance before the call along with background documents. FSC will also summarize the feedback collected from the Members of the WG and circulate it to keep everyone informed.

f) **Non-disclosure agreement (NDA)**

Group members will have to sign an NDA with FSC International.

g) **What is expected from the Group Members**

- Read and become familiar with a summary of the FSC controlled wood strategy prior to the scheduled conference calls.
- Provide inputs and suggest solutions towards what is best for FSC as a whole.
- A commitment to invest the time indicated below for participation in the conference calls and in reviewing proposals to provide feedback.



6. Remuneration

FSC does not provide any remuneration for the work of the Advisory Working Group.

7. Terms of reference and timelines of the working group

- a) The working group is planned to be confirmed by **15th September, 2020**.
- b) The initial proposal on the marketing and communication approach along with the draft of some key messages will be shared via email by **16th September, 2020**.
- c) Group members will be requested to review this proposal and comment where necessary in the document itself and email it back to FSC. The group members may prepare a summary of their feedback and suggestions to share with the Advisory Working Group, during the online conference call on **24th September, 2020**.
- d) Considering any further feedback or comments received, a final draft will be prepared and presented during the second and final meeting of this Advisory Working Group on **12th October 2020**.
- e) The members of the WG will be informed via email about any feedback received from the November 2020 Board meeting on the proposal. This will be done within 2 weeks following the FSC International Board Meeting scheduled in November, 2020.

8. Contact for the application:

Please fill out the application form published on the FSC website and send to Subhadip Biswas at s.biswas@fsc.org