

THE VALUE OF FSC® FOR

# CONSTRUCTION







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# ENSURING BETTER OUTCOMES FOR FORESTS AND MARKETS

**FSC is the world's most trusted sustainable forest management solution. As the original pioneers of forest certification, FSC has over 25 years of experience in setting the gold standard for sustainable forest management.**

FSC's unique democratic standard-setting process enables forest owners, communities and businesses to jointly make decisions on issues impacting forests today and in the future. This ensures a highly inclusive approach to finding the best solutions.

Through its global standard, unrivalled stakeholder engagement and support from businesses and NGOs, FSC is the world's most credible solution for sustainable forest management; trusted to secure better outcomes for markets, communities and forests for today and future generations.





# FSC'S ASSURANCE ON RESPONSIBLE SOURCING

By using FSC-certified materials, businesses can meet their project needs and satisfy their customers' desire for sustainability, which gives them a distinct advantage.

FSC-certified timber is available in engineered forms for long spans, standard conventional uses, decorative finishes and even for tall buildings. The choice of wooden building products is vast, from dimensional lumber, cross laminated timber and plywood to flooring and hardwood panel. There is always an option to meet construction or design needs with FSC-certified wood as it is available in more than 400 product groups worldwide.

Additionally, FSC promotes the use of lesser-known timber species that are available in FSC-certified forests. There are more than 50,000 species of timber around the world. Yet, only a small portion of these are used commercially. These lesser-known alternatives can sometimes be of better quality or performance (strength, colour, durability) than well-known timber species.

**When it comes to forest-based products, FSC certification is the most trusted sustainable choice.**



# THE VALUE OF FSC

## FSC-certified forests have environmental, economic and social benefits

As the world's most trusted sustainable forest management solution, FSC labelling tells customers that the materials used originate from sustainable and legal sources.



### **Zero deforestation**

Although trees are harvested, there is no net loss of forest over time



### **Environmental protection**

FSC certification requires biodiversity to be maintained, and high conservation value areas - including old growth forests - to be protected



### **Indigenous Peoples' rights respected**

FSC certification requires forest inhabitants to be consulted and engaged, and cultural rights to be maintained



### **Fair wage and work environment for workers**

FSC certification requires training, safety and decent wages for all workers

Therefore, an FSC certified forest gives the assurance that all these factors have been considered. That assurance then extends to all the materials coming from this forest.

FSC is not only good for forest management, it is also good for businesses using materials from FSC certified forests.



# FSC CERTIFICATION

Organizations of different sizes can gain FSC certification, including groups of smaller businesses that can operate under one certificate.

## Forest management certification

FSC's forest management certification is awarded to organizations managing their forest operations in socially, environmentally and economically responsible ways. The management of both natural and plantation forests falls under forest management certification.

## FSC Trademark promotional licence

Brands that buy finished packaging, labelled as FSC, from an FSC-certified company may apply for a promotional licence to use the FSC trademarks in promotional materials and marketing campaigns.

## Project certification

FSC project certification provides third-party assurance for projects made of, or containing, forest-based materials from responsible sources. There are a range of FSC certification options for organizations of all sizes that manage projects, from small to large. There are also a number of options for different project types, for example, a single wooden boat, office building, a subdivision of houses, a civil engineering project, and event infrastructure (such as concert stages and seating).

## Chain of custody certification

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, or re-labelling) must obtain chain of custody certification to apply an FSC label to their products and/or sell them with an FSC claim.

# BIG BRANDS TRUST FSC TO MEET THEIR SUSTAINABILITY GOALS

Across the globe, leading brands are choosing FSC. They know the FSC label signals that their products are sourced responsibly. It is not just the right thing to do for the planet. It is the right thing to do for their business.

**arauco**

*“More than ever, buyers and end-users across the supply chain are looking at how manufacturers address environmental issues. FSC certification gives us a competitive advantage in the face of products that are not certified and helps level the playing field among other certified players.”*

-Russ Jordan, Vice President of Sales and Marketing ARAUCO North America

**JRA**  
GREEN BUILDING

*“JRA Green Building builds homes that reflect our business values related to healthy communities and sustainability. FSC certification helps us deliver these values through added carbon sequestration seen on FSC managed forestland and reduced chemical use. It turns the ‘do no harm’ mantra around by enabling our net zero homes to have positive impact.”*

-James Ray Arnold, Founder, JRA Green Building



*“As a distributor of forest products, we must make sure that the present supply needs of our customers are met. Using FSC-certified wood means we do not get our needs met at the expense of future generations getting their needs met.”*

-Diane Haugen, Owner, Certified Wood Products Inc.

## Certificate holders trust FSC to meet their client demands



Over half of surveyed FSC certificate holders that manufacture construction materials agree the FSC label adds value to their products.<sup>1</sup>



Over two thirds of surveyed FSC certificate holders that are construction contractors say they use FSC labelling because their clients demand it, or because it boosts demand.<sup>2</sup>

<sup>1</sup> Global Market Survey 2018. Global sample of 173 FSC chain of custody certificate holders who are construction materials manufacturers.

<sup>2</sup> Global Market Survey 2018. Global sample of 59 FSC chain of custody certificate holders who are construction contractors.



# FSC IS ENDORSED BY LEADING NGOS

FSC is governed by our members, who represent over 1,000 of the world's foremost environmental, social and economic experts. Each group of these experts has an equal say in the way we work and get regular opportunities to meet to exchange their points of view on our system.

This democratic governance is one of the primary reasons why world-leading environmental NGOs back our certification scheme. They know that when we say forests for all forever, we mean it.



FSC is a member of ISEAL Alliance, the global membership organization for credible sustainable standards. ISEAL full membership means that FSC has been independently evaluated against strong codes of good practice, which support measurable change through open, rigorous and accessible standards and certification systems.



***“WWF considers FSC to be the most credible and rigorous forest certification scheme currently available to ensure environmentally responsible, socially beneficial and economically viable management of forests.”***

- WWF, 'Responsible Sourcing of Forest Products: The Business Case for Retailers,'<sup>3</sup>



***“Wolf Ridge ELC sees that, whether Living Building Challenge (LBC), LEED, or other standards, the consumer and industry demand for appropriately and responsibly sourced products is growing. Clearly the future is more informed choices, with product and material transparency. FSC certification will supply the demand so many are asking of our wood fibre materials.”***

- Peter Smerud, Executive Director, Wolf Ridge Environmental Learning Center

<sup>3</sup> Published in April 2017 by WWF-World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland.



# FSC-CERTIFIED WOOD COMES WITH INHERENT SUSTAINABLE ADVANTAGES

Wood is a wonderful building material: beautiful to look at, easy to work with, renewable, recyclable, carbon-efficient, low-energy, and high-performing. One important element is the climate impact of wood compared to other materials - such as concrete and steel<sup>4</sup> - that dominate the global market in construction materials. Wood has excellent thermal insulation properties: five times better than concrete and 350 times better than steel and can therefore cut a building's heating and cooling costs. In addition, producing wood can be 24 times less energy-intensive than producing steel<sup>5</sup>. And because wood can often be recycled, there is good potential for extending the duration of its carbon sequestration capacity.

As the world's most trusted sustainable forest management solution, the FSC label assures you and your clients that the timber, and timber products you use, have legal and sustainable origins.

## MITIGATE SUPPLY CHAIN RISKS AND INCREASE COMPLIANCE

FSC is the only recognized forest products certification standard for both the leading global green building promotion schemes: Leadership in Energy and Environmental Design (LEED) and the Living Building Challenge. It is also recognized by the Building Research Establishment Environmental Assessment Method, the world's longest established sustainability assessment method for planning projects, infrastructure and buildings.

Around the world, many public procurement policies make certification a pre-requisite for selecting suppliers of construction materials, including the public procurement policies of the UK, Netherlands, Germany, Australia, Spain, and other countries. In these countries FSC certification is specifically mentioned as proof of compliance with public procurement requirements, to varying degrees. FSC certification also helps to implement the EU commitment to prevent the use of illegally harvested wood, as described in the EU Timber Regulation. Since 2016, new EU directives have increased the scope for green and sustainable public procurement.

FSC takes integrity issues seriously and investigates them thoroughly using certification audit data, manual transaction verification, fibre testing and other methods.

FSC is the sustainable forest management solution trusted by construction firms that want the competitive advantages of assured compliance and leadership.

<sup>4</sup> The Timber Industry Manifesto: Developed by Wood for Good. Available at [https://woodforgood.com/assets/Downloads/WFG\\_Manifesto\\_Booklet.pdf](https://woodforgood.com/assets/Downloads/WFG_Manifesto_Booklet.pdf) (accessed 03 February 2020).

<sup>5</sup> Confor, 2011. Written evidence submitted for UK Government Natural Environment White Paper 42. [online] Available at: <http://www.publications.parliament.uk/pa/cm201012/cmselect/cmenvfru/writev/whitepaper/m42.htm> [accessed 03 February 2020].





## **FSC TOOLS TO COMMUNICATE SUSTAINABILITY**

FSC has developed various tools to help businesses tell their consumers about their FSC commitment. These include ready-to-use or editable campaign assets, to help businesses create their own campaigns as well as campaign examples by other brands. These can be found on an online platform for certificate and license holders, the FSC Marketing and Communications Toolkit:  
<https://marketingtoolkit.fsc.org/>

**Show customers your  
packaging supports better  
results for forests, people and  
businesses.**



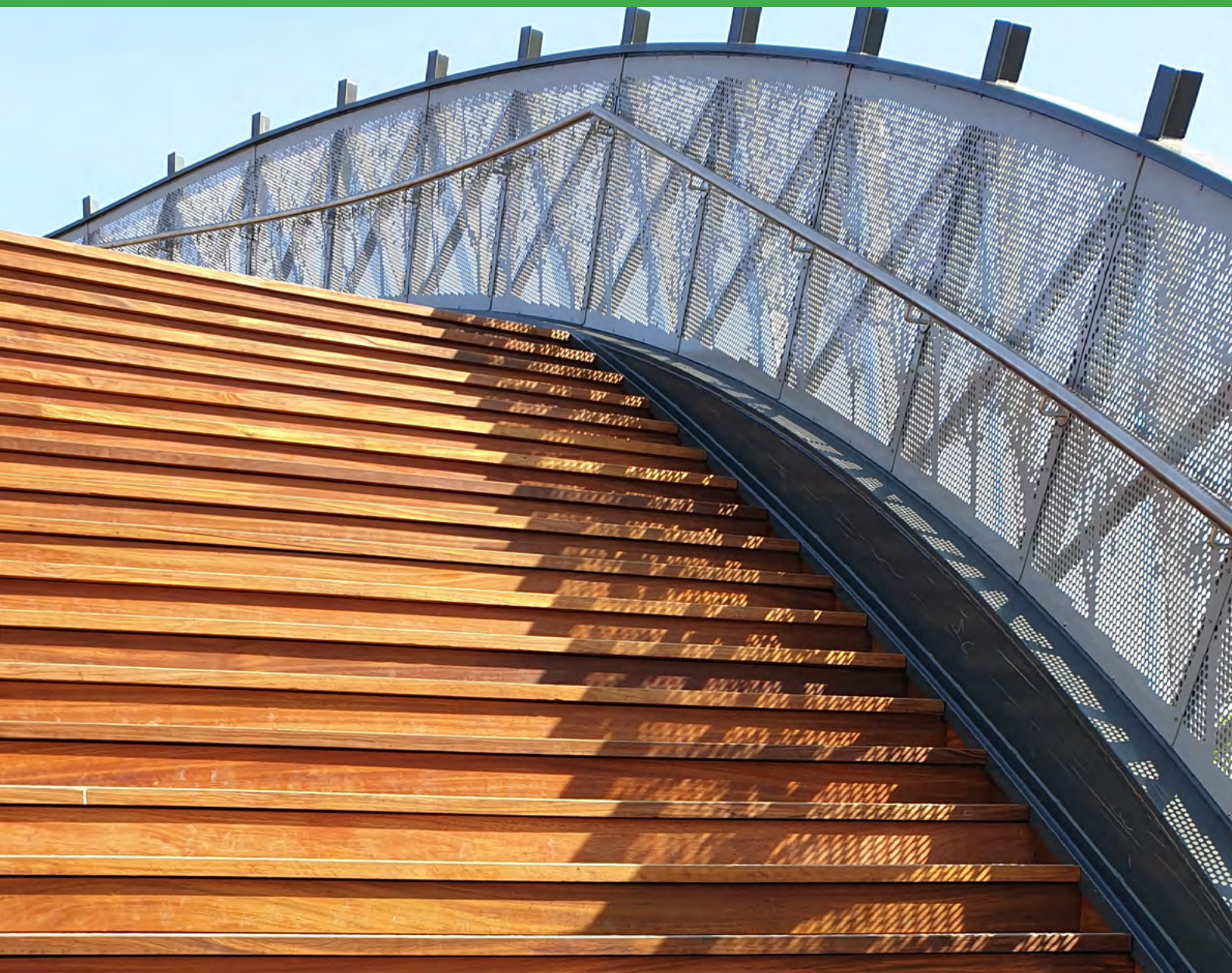
# STEPS TO BECOME FSC CERTIFIED

Become an FSC certificate holder to benefit from the most trusted sustainable forest management solution.



For construction projects, FSC project certification helps businesses align with LEED certification, the EU Timber Regulation and many other local regulations.

Find out more information on the relevance and benefits of FSC for the construction industry and how to contact us through this webpage: [fsc.org/construction](https://www.fsc.org/construction)











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