

THE VALUE OF FSC® FOR

PACKAGING



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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 inclusivity in finding the best solutions.

Through our global standard, unrivalled stakeholder engagement and support from businesses and NGOs, we are 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 OF RESPONSIBLE SOURCING

Paper and paperboard made with forest-fibres are popular packaging materials to protect goods and provide product information.

However, these materials can sometimes be the product of deforestation or poor forestry practices. In that case, they pose a threat not only to the world's forests but also to businesses and brand reputation.

Consumers are worried about climate change. They are aware of the link between sustainable management and the preservation of forests – one of the world's most precious resources. The role of forests in mitigating climate change is also widely recognised. Consumers expect companies to be a part of the solution, and to sell products made with sustainable and responsibly sourced materials. As consumers' demand for responsible products grows, brands that drive sustainability forward are thriving too.

The FSC certification system can help to secure a long-term source of paper and other forest products through sustainable management of forests. FSC can help businesses demonstrate their commitment to sustainability to their customers.

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 IS GLOBALLY CONSISTENT WHILE REMAINING LOCALLY RELEVANT

FSC develops policies and standards that are globally consistent – based on the same principles and criteria all around the world. These are adopted as national standards to meet local needs and allow FSC-certified companies to gain access to new international markets while keeping their sustainability claims locally valid.

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.

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.

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.



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.



“By opting for SIG carton packs with the FSC label, food and beverage manufacturers are emphasizing their environmental and social responsibility while also enabling consumers to choose an environmentally beneficial product.”

-Rolf Stangl, CEO, SIG Combibloc



“FSC is the only trustable guarantee used by L'Oréal on its products to inform consumers about the sustainable sourcing of paper/cardboard-based packaging.”

-Floriane Hédé, Sustainable Packaging & Development Engineer, L'Oréal



“Our goal is to make a positive contribution to the businesses, people and communities that make up our supply chain. As a company sourcing paperboard across the globe, we place our trust in FSC-certified forest management. Forests protect our climate and provide renewable and sustainable materials, and this is how we play our part in protecting and growing forests.”

-Mario Abreu, Vice President for Sustainability and Chairman of the Sustainability Forum, Tetra Pak

We work in close collaboration with various major brands to help them communicate their commitment to FSC certification, and to develop joint projects to increase awareness around sustainable forestry and its benefits.

Certificate holders trust FSC to meet their client demands



89% of certificate holders surveyed will renew their certificates for the next term



83% of certificate holders surveyed said that FSC helps them in creating a positive corporate image



78% of certificate holders surveyed cited 'meeting client demands' to be the most important benefit of FSC



75% of certificate holders surveyed are satisfied with FSC certification

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 also the only forest certification scheme to be member of ISEAL Alliance, the global membership association for credible sustainable standards. This recognition confirms our sustainability standards meet strong codes of good practice and promote measurable change through open, rigorous and accessible 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, 2017'¹



“The Sierra Club and most other environmental groups are united in support of the Forest Stewardship Council (FSC) as the highest standard for forest certification.”

- Sierra Club, 'About Forest Certification' Our Wild America campaign²

¹ Published in April 2017 by WWF-World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland.

² <https://content.sierraclub.org/ourwildamerica/about-forest-certification>.



CONSUMERS TRUST FSC TO PROTECT FORESTS

Consumers are increasingly aware of packaging waste in oceans and landfills. They expect change from the packaging industry, especially avoiding single-use packaging by looking for more sustainable solutions.

In this context, specifying FSC-certified materials and asking suppliers to apply an FSC label gives consumers the assurance that a business has chosen to source materials responsibly. A report published in 2017 by a Swedish pulp and paper manufacturer showed that globally, 3 in 4 consumers would agree to pay more for products with sustainable packaging.



8 in 10 surveyed consumers expect companies to ensure that the wood or paper products they sell are not contributing to deforestation.¹



8 in 10 surveyed consumers who recognize the FSC label are likely to recommend FSC-certified products to friends and family.²



8 in 10 surveyed consumers who have purchased or recall purchasing FSC products say that an FSC label on a product has a positive effect on their purchasing decision.²



7 in 10 surveyed consumers expect information about sustainability on products to be certified by an independent organization.¹

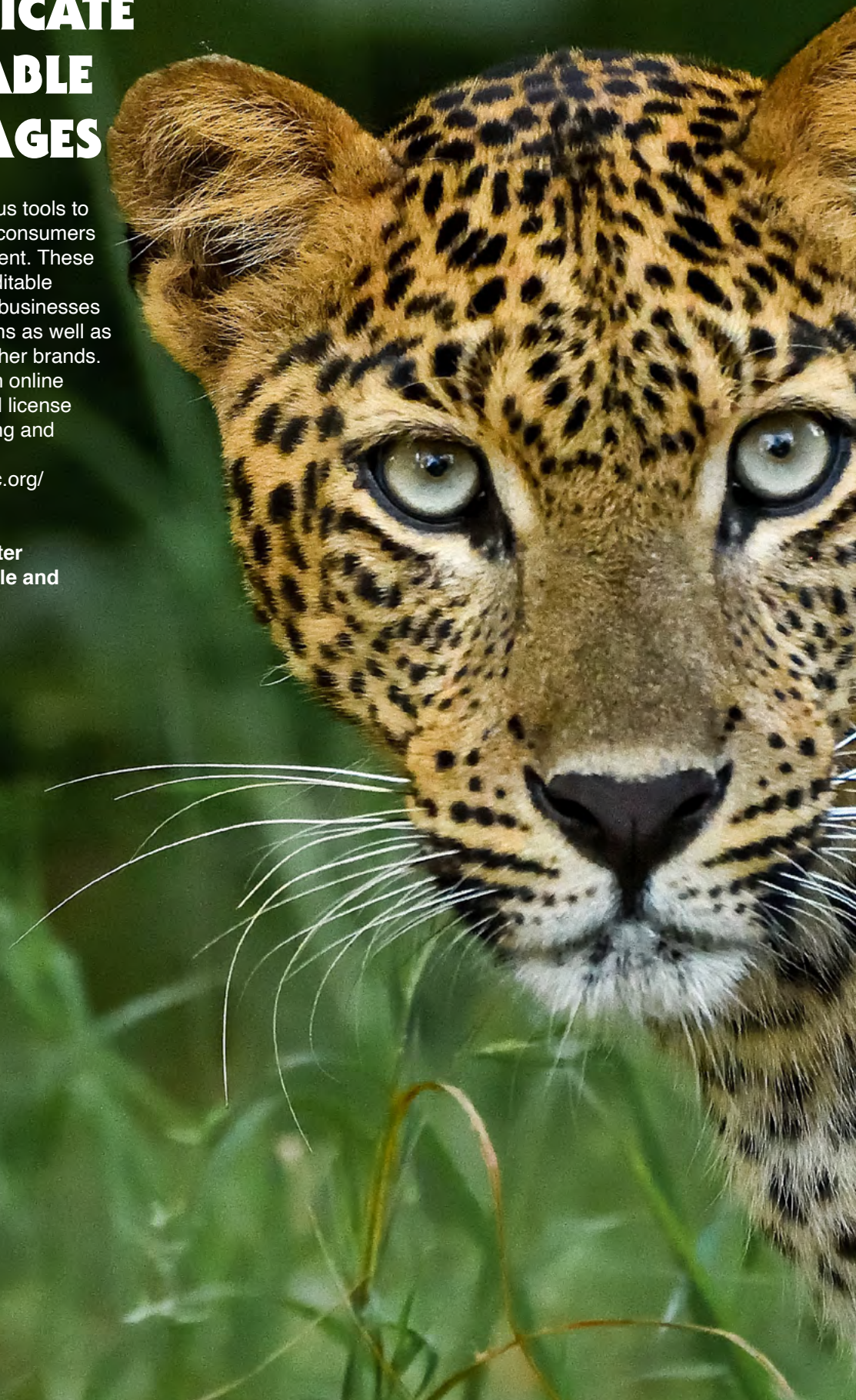
¹GlobeScan FSC Consumer Insights Survey, 2017. Sample: 10,435 consumers in 13 countries

²GlobeScan Consumer Insights Survey, 2017. Sample 3,991 consumers in 13 countries

FSC TOOLS TO COMMUNICATE SUSTAINABLE ADVANTAGES

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.



ENHANCE SUPPLY CHAIN CREDIBILITY

Packaging products available with FSC certification include wooden and composite pallets, solid timber and plywood packing cases and crates, cardboard and corrugated paper and paper bags, sleeves, boxes, cartons and labels. There are even certified cork closures for wine and champagne.

Specifying FSC-certified materials and asking packaging suppliers to apply an FSC label gives consumers an assurance that businesses have chosen to source responsibly. It can also enhance corporate social responsibility policies and increase credibility with financial stakeholders, governments and NGOs.



STEPS TO BECOME FSC CERTIFIED

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

- 1 Contact certification body
- 2 Submit application
- 3 Meet FSC requirements
- 4 On-site audit
- 5 Gain certification approval

Find out more information on the relevance and benefits of FSC for the packaging industry and how to contact us through this webpage: fsc.org/packaging



PACKAGE RESPONSIBLY WITH FSC®

Show customers your packaging supports better results for forests, people and businesses. Demand for packaging to be renewable and responsibly sourced has never been greater. Choose the FSC label.

WWW.FSC.ORG/PACKAGING





[fsc.org/packaging](https://www.fsc.org/packaging)