

THE VALUE OF FSC® FOR

TEXTILES



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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 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 OF RESPONSIBLE SOURCING

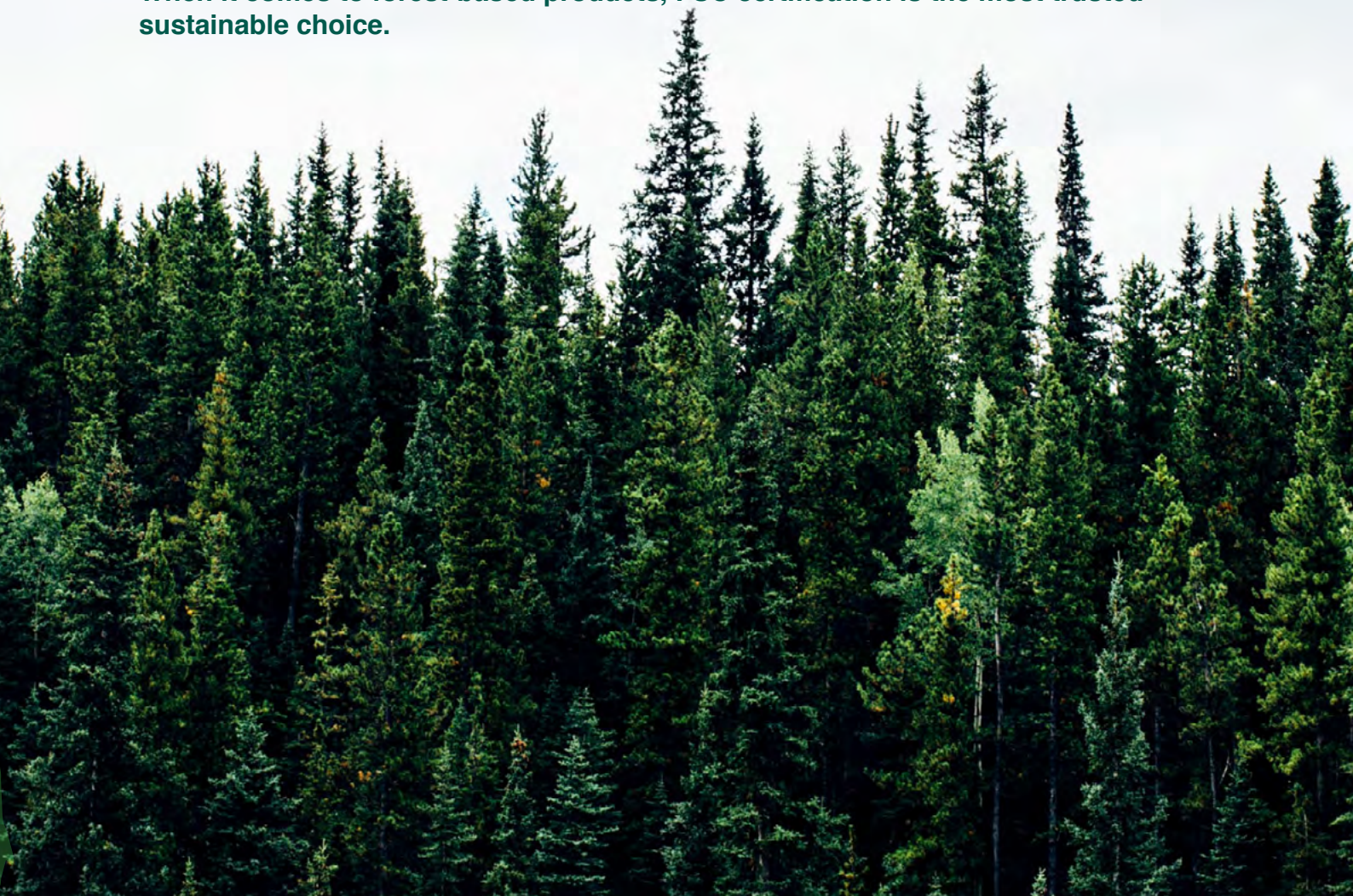
Forest-based textiles, such as rayon, viscose, modal or lyocell are increasingly being used in the fashion industry. If cellulose fibres come from well-managed forests they can be more environmentally friendly than synthetic fibres, such as nylon or polyester, or even natural fibres, such as cotton.

Though tree-based fibres constitute less than seven per cent of the global fibre market, their production volume has more than doubled since 1990, and the demand for them is forecasted to grow in the coming years. This growth is driven by the increasing demand for renewable and sustainable raw materials in the production of textiles. However, these materials can sometimes be sourced from high risk areas where deforestation or poor forestry practices are common. In this case, they pose a threat not only to the world's forests, but also carry reputational risks for brands and businesses.

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 part of the solution, and to sell products made with sustainable and responsibly sourced materials. As consumer 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 tree-based fibres through sustainable forest management. FSC also provides an assurance of supply chain integrity from forest to end-user. FSC has been working to develop certified textile supply chains that enable manufacturers to sell clothing and other products with the FSC label.

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

Companies that buy finished products, 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.

Group certification

Chain-of-custody group certification is a tool available to help small businesses become FSC certified. Companies can join existing group certificates, as a more cost-effective option than becoming certified on their own.



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.

S É Z A N E

“Putting the FSC label on garments enables us to demonstrate our commitment, be transparent about the attributes of the materials, and also makes our customers reflect and ask the right questions.”

Elleore Bomstein, CSR Manager, Sézane

H&M Group

“We believe FSC to be the strongest certification system around to ensure responsible forest management..”

Madelene Ericsson, Sustainability Business Expert, H&M

El Corte Inglés

“At El Corte Inglés we believe that it is our responsibility to not only work with our suppliers but with the consumers as well to make them easily understand what a sustainable product is. That is why we created the movement for sustainability and FSC is one of the major certifications we are working with to make that possible.”

Delia Garcia, Head of Sustainability, El Corte Inglés

With more than 75,000 organizations holding FSC chain of custody certification, FSC is the leading sustainable forest management solution.

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 gets 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, 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



“Canopy is proud to spearhead the fastest moving environmental initiative in the apparel sector in partnership with more than 214 iconic fashion brands to end the use of endangered forests in their clothes. We're excited that brands are giving preference to FSC certified materials, and that this is translating into more mills gaining certification, and ultimately more forests being certified to FSC forest management standards.”

- Nicole Rycroft – Founder and Executive Director, Canopy

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

The fashion industry is one of the major polluting industries of the world. Consumers are increasingly turning to more eco-friendly options, and expect companies to adopt more sustainable practices.



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 licence holders, the FSC Marketing and Communications Toolkit: <https://marketingtoolkit.fsc.org/>

Show customers your fabric 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.



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



DESIGN RESPONSIBLY WITH FSC®

Show customers your
textiles support better
outcomes for forests,
people and businesses.
Demand for fibres
to be renewable and
responsibly sourced has
never been greater.

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