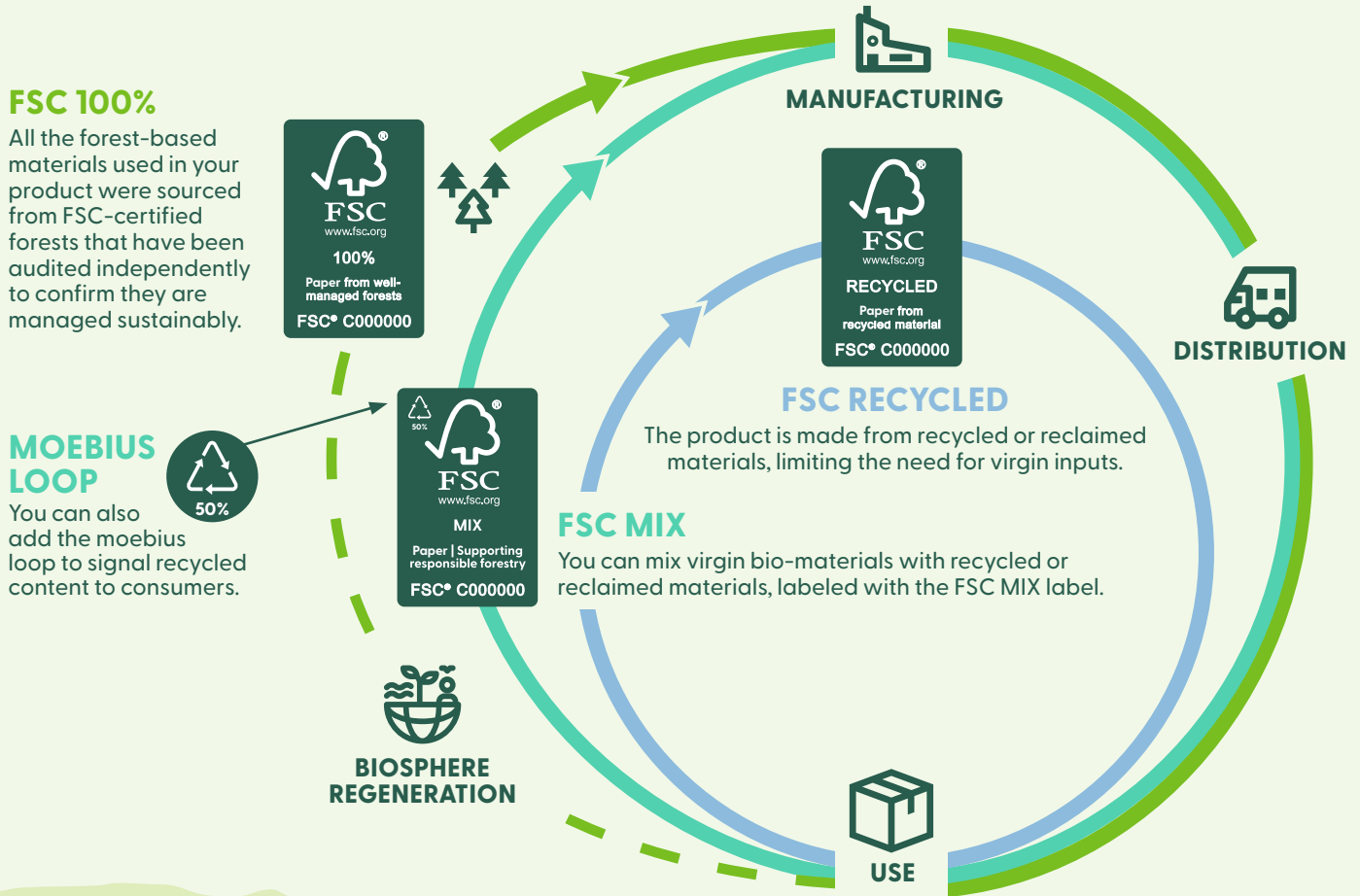


CIRCULARITY STARTS WITH RESPONSIBLE SOURCING

A circular economy model, which prioritizes reduced material use, reuse, and recycling, presents a pathway for reducing waste, mitigating environmental harm, and enhancing the sustainability of products and supply chains. Choosing recycled or reclaimed materials is not only crucial as a first step in transitioning from fossil-based to bio-based materials but also helps alleviate pressure on the world's forests.

SHIFT TO FSC-CERTIFIED FOREST MATERIALS AND ENTER THE BIO-ECONOMY



CONSUMER DEMAND FOR RECYCLED & RECYCLABLE PRODUCTS



consider a brand's use of sustainable materials as an important purchasing factor¹.



try to buy products packaged with renewable materials (like paper) instead of plastic².

CHOOSE FSC® AND TRANSITION TO BIO-BASED MATERIALS-SOURCING



FSC allows businesses to source materials from well managed forests, recycled or reclaimed materials, and controlled sources. FSC's 3 distinct labels are tailored for every stage of your sourcing journey.



For the last 30 years, FSC has set and enforced rigorous sustainability standards, trusted by global brands through our Chain of Custody certification.



As the world's most trusted and recognized mark for sustainable forestry, we ensure supply chain transparency and strict guidelines are adhered to – identifying, assessing, and managing risks to maintain FSC label compliance.

INTERESTED IN FINDING OUT MORE?

For more information on FSC Labels and how you can become an FSC Certificate Holder, you can visit us at [fsc.org/circularity](https://www.fsc.org/circularity)



CIRCULARITY STARTS WITH RESPONSIBLE SOURCING

A circular economy model, which prioritizes reduced material use, reuse, and recycling, presents a pathway for reducing waste, mitigating environmental harm, and enhancing the sustainability of products and supply chains. Choosing recycled or reclaimed materials is not only crucial as a first step in transitioning from fossil-based to bio-based materials but also helps alleviate pressure on the world's forests.

SHIFT TO FSC-CERTIFIED FOREST MATERIALS AND ENTER THE BIO-ECONOMY

FSC 100%

All the forest-based materials used in your product were sourced from FSC-certified forests that have been audited independently to confirm they are managed sustainably.



MOEBIUS LOOP

You can also add the moebius loop to signal recycled content to consumers.



FSC MIX

You can mix virgin bio-materials with recycled or reclaimed materials, labeled with the FSC MIX label.

FSC RECYCLED

The product is made from recycled or reclaimed materials, limiting the need for virgin inputs.



MANUFACTURING



DISTRIBUTION



USE

BIOSPHERE REGENERATION



CONSUMER DEMAND FOR RECYCLED & RECYCLABLE PRODUCTS



consider a brand's use of sustainable materials as an important purchasing factor¹.



try to buy products packaged with renewable materials (like paper) instead of plastic².

CHOOSE FSC® AND TRANSITION TO BIO-BASED MATERIALS-SOURCING



FSC allows businesses to source materials from well managed forests, recycled or reclaimed materials, and controlled sources. FSC's 3 distinct labels are tailored for every stage of your sourcing journey.



For the last 30 years, FSC has set and enforced rigorous sustainability standards, trusted by global brands through our Chain of Custody certification.



As the world's most trusted and recognized mark for sustainable forestry, we ensure supply chain transparency and strict guidelines are adhered to – identifying, assessing, and managing risks to maintain FSC label compliance.

INTERESTED IN FINDING OUT MORE?

For more information on FSC Labels and how you can become an FSC Certificate Holder, you can visit us at [fsc.org/circularity](https://www.fsc.org/circularity)

1) McKinsey, EU
2) Ipsos Global Consumer Survey for FSC, June 2023

