Introduction from Kim Carstensen

It is a pleasure for me to present the results of our latest Global Market Survey. FSC conducts these surveys every two years to gain insight into certificate holders’ needs and perceptions of FSC certification.

This time, more than 3,700 FSC certificate holders participated. I am happy to report that for the first time, retailers and brand owners also took part and shared their point of view as consumer-facing businesses.

The results of the survey paint a clear picture, presenting the benefits of FSC certification and describing FSC’s position in the global market. This feedback helps us to improve the services we provide to our clients, and to enhance the business value of FSC certification. We also use this information to inspire more businesses to practice or support sustainable forest management.

As we prepare for FSC’s 25th anniversary and work to increase FSC’s share of global forest-based trade, the survey results are encouraging. For instance, nearly half of respondents think FSC is increasingly relevant in their sector, and more than 80 per cent are satisfied with their FSC certification.

The majority plan to source and sell a larger share of their products as FSC-certified over the next two years, and 99 per cent of certificate holders who have completed future planning intend to renew their FSC certification.

However, we recognize that there is still work to be done to increase awareness of the FSC profile, as a majority of certificate holders perceive barriers for expanding the share of FSC in their sales. These barriers are mainly due to insufficient demand for and awareness of FSC.

With more than 34,000 certificates, a global reach, and robust certification criteria, FSC is the world’s strongest forest certification system. We have established ourselves as a trustworthy certification system with criteria that ensures forest sustainability and good conditions for workers.

At the same time, consumers are increasingly concerned about the environment and are demanding products from responsible and ethical sources. We are working to raise awareness of these environmental and social benefits, and to make the FSC label a widely recognised brand.

According to the responses to this survey, FSC is good for business. Benefits include meeting client demand, accessing markets, and communicating a business’s commitment to sustainability.

If your business isn’t FSC certified, you are missing out on the competitive edge that FSC certification provides. We hope more organizations will decide to improve their business, and the future of our planet, by joining FSC in our mission to preserve Forests For All Forever.
Benefits of FSC
Meeting client demand continues to be the top reason for becoming and staying FSC certified. Other commonly perceived benefits include: FSC certification is a way to communicate a company’s sustainability policy, a way to show a commitment to responsible forestry, it facilitates market access, and it gives a competitive advantage.

Satisfied clients
99 per cent of FSC-certificate holders that know their plans are planning to renew their FSC certificate. Over 80 per cent of clients are satisfied with FSC.

An FSC Global Market Survey is undertaken every two years to solicit the views of certificate holders and, in 2016, trademark service provider (TSP) clients. The results help FSC to better understand clients’ views and provide information on FSC certification and FSC-certified products to the FSC community, stakeholders, and the market. The survey also helps FSC to identify areas where it can improve its efforts to provide the highest value for FSC certification.

Methodology
Survey. The research was carried out by the independent research institute UZBonn, based at the University of Bonn, Germany. The method was an online survey administered from 29 August to 29 September 2016.

Target audience. An invitation with a link to the survey was sent to all forest management (FM) certificate holders (n=15), forest management and chain of custody (FM/CoC) certificate holders (n=1,302), chain of custody (CoC) certificate holders (n=29,273), controlled wood (CW) verified operations (n=34), and TSP clients. The total population for the survey was 30,624 certificate holders and 641 TSP clients.

Languages. This survey was available in more languages than ever before. The certificate holder survey was conducted in 21 languages, and the TSP client survey, in 12 languages.

Analysis. In the analysis of the results, “I don’t know” responses were treated as empty answers, if not otherwise indicated.

Incentives. As an incentive to encourage participation, respondents were given the opportunity to take part in a drawing of 10 free-of-charge advertisement spaces (banners) in FSC Marketplace.

Data protection. Participation in the survey was on a voluntary basis, and the data FSC received from UZBonn was anonymized, unless the respondent explicitly agreed to waive anonymity.

FSC-certified companies, retailers and non-manufacturers
Forest Management (FM) certification confirms that a specific forest area is being managed in line with the FSC Principles and Criteria. The certificate is issued to a forest manager or owner.

Forest Management/Chain of Custody (FM/CoC) certification applies to operations with FM certification that sell FSC-certified material to customers, providing assurance that the material is the product of certified forest management.

Chain of Custody (CoC) certification applies to manufacturers, processors, and traders of FSC-certified forest products. CoC certification verifies that FSC-certified material is identified or kept segregated from non-certified or non-controlled material throughout the production process.

FSC certificates are valid for five years.

Controlled wood (FM/CW) allows organizations to avoid categories of wood considered unacceptable to FSC. FSC Controlled Wood can only be mixed with FSC-certified wood in labelled FSC Mix products.

Trademark Service Provider (TSP) clients, such as retailers and brand owners, are organizations that have a trademark licence agreement with FSC, which grants them the right to use the FSC Trademarks and FSC support in creating promotional materials and marketing campaigns.

Signs of Growth
The vast majority of survey respondents plan to source and sell a larger or comparable share of their products as FSC certified over the next two years. About half of the respondents think that FSC is becoming increasingly relevant in their sector while 12 per cent consider the relevance to be diminishing.

FSC Global Market Survey
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Retailers and non-manufacturers

Response rate
Approximately 12 per cent of FSC certificate holders participated in the survey, with 3,713 respondents out of 30,624 certificate holders. A total of 94 per cent of respondents were CoC certificate holders, and 6 per cent FM/CoC certificate holders. The sample also included one FM certificate holder and eight CW/FM clients. Approximately 15 per cent of the CoC-certified respondents are traders. Some 85 per cent of the respondents hold single certificates, 13 per cent have multisite (CoC) certificates, and 2 per cent have group certificates. The response rate reflects the current ratio of forest management and CoC certificate holders.

By region
The survey respondents are based in 92 different countries, whereas FSC had certificate holders in 121 countries at the time of the survey (figure 1). Some 50 per cent of responses came from eight countries with large numbers of FSC certificate holders: Italy, the United States, Japan, Germany, United Kingdom, China, Brazil, and the Netherlands.

By company size
Based on sales of forest products, 64 per cent of all FSC CoC certificate holders at the time of the survey were medium-sized companies, 32 per cent were small companies, and 4 per cent large companies. Of the CoC-certified respondents, 72 per cent were from medium-sized companies, 20 per cent from small companies and 8 per cent from large companies.

By sector
Whereas certificate holders are forest owners or managers, processors and traders, TSP clients operate further downstream, at the consumer-facing end of the supply chain. TSP clients include retailers, holding companies, FSC members, NGOs, and investment companies, all of which want to promote FSC. Just over half of the respondents with trademark licence agreements are retailers, traders, importers, or resellers (figure 2). Consultant or training companies and non-profit organizations constitute other large groups of respondents.

By region
While there are TSP clients in 57 different countries, TSP clients based in 27 countries took part in the survey. The majority of TSP clients (78 per cent) and TSP client respondents (76 per cent) are based in Europe. Approximately 17 per cent of TSP respondents are based in Asia – more than 14 per cent in Japan.

By company size
The response rate for the TSP client survey was 14 per cent, as there were 91 responses out of 641 TSP clients contacted.

Total FSC certificate holders = 30,624

Q2. Which of the following [organization types] describes your company the best?

- Retailer
- Trader, Importer, Reseller
- Other
- Consultant or training company
- Non-profit organization
- Holding or mother company
- Investment company
- Publisher, Print Manager, or Designer
- User in business or office

Total respondents = 91

Q2. Which of the following [organization types] describes your company the best?

These results refer to trademark service licence holders or “TSP clients”.

Forest Stewardship Council
Respondents that have been FSC certified for more than a year were asked about their plans for their FSC certificate. A large majority responded that they plan to renew their certificate for the next term. Among all respondents, 87 per cent indicated that they plan to renew their certificate. When the sample is limited to those certificate holders that have made a decision on the future of their certificate, 99 per cent want to stay FSC certified.

Retailers and non-manufacturers

One third of TSP client respondents were new clients, nearly one-third have had a trademark licence for 1-3 years and one-third for more than 3 years (figure 4). A large majority – 88 per cent – of TSP clients planned to renew their agreements for the next term. Some 12 per cent had not yet decided on the future of their agreement. None of the TSP clients indicated that they don’t plan to renew their agreement.

Whereas the perceived benefits are both market and communication related, the reasons given for not planning to stay FSC certified were either related to the cost of certification, lack of a price premium, or inadequate demand for FSC-certified products. Nearly half of the over 3,400 respondents see FSC as increasingly relevant in their sector (figure 6). A total of 40 per cent do not perceive a change in relevance, and 12 per cent think that FSC is becoming less relevant in their sector. There are differences in relevance of FSC according to respondents’ sector or region. In North America, 67 per cent perceive an increase or no change in relevance. The majority of respondents in Africa, Asia and Latin America perceive FSC as increasing in relevance.

The primary reasons respondents gave for becoming FSC certified were: client demand, competitive advantage, and improved market access. The main benefit of being FSC certified that respondents cited is meeting the client demand for products from responsible sources (figure 5). Other commonly perceived benefits of FSC certification are: it’s a way to communicate the company’s sustainability policy, it’s a way to show commitment to responsible forestry, it facilitates market access, and it gives a competitive advantage.
The TSP clients that had signed their first trademark licence agreement with FSC during the year prior to taking the survey engaged with FSC because: it is in line with their CSR strategy, it allows them to know that material comes from responsibly managed forests, and/or they can use FSC in their public relations or stakeholder communication.

A majority of the 54 respondents that have had the trademark licence agreement for more than one year perceived the greatest benefits to be: using FSC to communicate their organization’s sustainability policy and show its commitment to responsible forestry (figure 7). Half of the respondents mentioned transparency and credibility of the company’s market behaviour as important benefits.

Figure 7. Benefits of engaging with FSC

**Five most important benefits from having trademark licence and promoting FSC-certified products**

- FSC is a way of communicating our sustainability policy: 59%
- FSC is a way to show commitment to responsible forestry: 57%
- Transparency and credibility of our company’s market behaviour: 50%
- Meeting the demands of current customers: 30%
- Reducing uncertainties about timber legality: 22%

Q6: What are the most important benefits for you from holding an FSC trademark licence and promoting FSC-certified products? Total respondents = 54, multiple responses possible

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**Perceptions of FSC**

**Label Value**
- The FSC label adds value to our products: 64% agree (Respondents = 3,472)
  - FSC-certified companies: 82% agree (Respondents = 3,548)
  - Retailers and non-manufacturers: 76% agree (Respondents = 89)

**Social Responsibility**
- FSC helps us communicate our corporate social responsibility initiatives: 71% agree (Respondents = 3,472)
  - FSC-certified companies: 82% agree (Respondents = 3,548)
  - Retailers and non-manufacturers: 88% agree (Respondents = 89)

**Positive Image**
- FSC certification helps to create a positive corporate image: 88% agree (Respondents = 3,472)
  - FSC-certified companies: 88% agree (Respondents = 89)
  - Retailers and non-manufacturers: 88% agree (Respondents = 89)

**Consumer Awareness**
- Consumer awareness of the FSC label is increasing: 66% agree (Respondents = 3,286)
  - FSC-certified companies: 71% agree (Respondents = 3,548)
  - Retailers and non-manufacturers: 66% agree (Respondents = 87)

**Timber Legality**
- My clients regard FSC certification as proof of timber legality: 76% agree (Respondents = 3,489)
  - FSC-certified companies: 76% agree (Respondents = 3,472)
  - Retailers and non-manufacturers: 53% agree (Respondents = 75)

**Credibility**
- FSC is a credible organization: 87% agree (Respondents = 89)
  - FSC-certified companies: 76% agree (Respondents = 3,489)
  - Retailers and non-manufacturers: 87% agree (Respondents = 89)

Figure 8. Views of FSC. Question: Please indicate the extent to which you agree with following statements. Options: I strongly agree, I agree, neither agree nor disagree, I disagree, I strongly disagree. Share of those that chose “I strongly agree” or “I agree.”
A majority of FSC certificate holders communicate about FSC. The most common channels they use are: their own websites, print materials, and on-product labelling (figure 9).

Q20. Does your company communicate about FSC? If so, through which channels and by using which tools?

- Company website: 71%
- Print materials: 38%
- On-product labelling: 34%
- Print advertisements: 14%
- Events or trade shows: 11%
- Public relations: 10%
- Direct mail: 9%
- Social media: 9%
- On-product (apart from the labelling): 8%
- Other: 7%
- Point-of-sale advertising: 4%
- Outside advertisements: 2%
- Paid search/search engines: 1%
- Television and cinema: 0%
- Radio: 0%

Total respondents = 2,718

Q27. Does your company communicate about FSC? If so, through which channels and by using which tools? Please choose all that apply.

- Company website: 71%
- Print materials: 38%
- On-product labelling: 34%
- Print advertisements: 14%
- Events or trade shows: 11%
- Public relations: 10%
- Direct mail: 9%
- Social media: 9%
- On-product (apart from the labelling): 7%
- Other: 4%
- Point-of-sale advertising: 2%
- Outside advertisements: 1%
- Paid search/search engines: 1%
- Television and cinema: 0%
- Radio: 0%

Total respondents = 2,718

Given that the purpose of the FSC trademark licence is to allow the use of FSC trademarks in communication and promotion, it is hardly a surprise that nearly all TSP clients (97 per cent) communicate about FSC. The most common channels for that communication are websites, print materials, and social media (figure 10).

Figure 9. Most common communication channels

Figure 10. Most common communication channels

The FSC-certified products most commonly sourced or sold by FSC certificate holders are paper and paper-based products, as is reflected by the sectors in which FSC certificate holders operate. One third of respondents are primarily active in printing, pulp or paper milling, production or conversion (figures 11 and 12), whereas 8 per cent are primarily active in packaging production and conversion. The survey’s scope was limited to the products that are sourced for production purposes. Products purchased for the company’s own use were not covered.

In addition to paper-based materials and products, materials at the beginning of the supply chain – rough, solid or treated wood – are bought and sold by many certificate holders. A total of 7 per cent of respondents are mainly active in primary wood processing, and 10 per cent in secondary wood processing.
Q15. What are the FSC-certified products your company sells?
Please indicate up to two products in order of importance.

Q17. Please mark below the answer that best applies to your company selling FSC-certified products.

Q19. How do you see the plans for sourcing FSC-certified products during the next 2 years?

Q10. Please mark below the answer that best applies to your company’s experience with sourcing FSC-certified products for production.

The responses to questions about sourcing and sales of FSC-certified products indicate that a vast majority of the respondents plan to source and sell larger or the same share of their products as FSC certified during the next two years than now (figure 13). Sourcing FSC-certified products and materials is generally considered easy or somewhat easy (figure 14). FSC Mix products are considered easy or somewhat easy to source by 88 per cent of the respondents that source FSC Mix products. FSC 100% products appear to be a bit more challenging to source, given that only 60 per cent find them to be easy or somewhat easy to source.

More than 50 per cent of respondents find demand for FSC Mix to be adequate, whereas 41 per cent of respondents consider demand for FSC 100% products to be adequate. For all categories, a large share of respondents state that demand is lower than they would like it to be. At the same time, some respondents report higher demand than they can meet (figure 15).

A majority – 69 per cent – of certificate holders perceive barriers for expanding the share of FSC in their sales. For FM/CoC and CoC-certified companies, the main barrier is the lack of demand for FSC-certified products. For CoC-certified companies, economic reasons and lack of awareness of FSC on the part of clients are other significant barriers. FM/CoC certified companies also cited economic reasons as one of the main barriers, together with the complexity of FSC standards.
Paper-based products are the most common FSC-certified products for TSP clients; printed materials, paper, paper stationary, and packaging materials are categories sold or used by more than 20 per cent of respondents (figure 16). About 15 per cent of respondents offer consulting or training services about FSC.

The respondents generally perceive the future of FSC-certified products to be promising - some 62 per cent stated that a larger share of their products will be FSC-certified during the next two years, while 33 per cent expect the share to remain the same. Some 74 per cent of TSP clients believe that there are barriers for expanding the sale of FSC-certified products. The most common reasons cited were economic (profitability, lack of price premium) and lack of awareness of FSC on the part of customers.

Retailers and non-manufacturers

TSP respondents anticipate that more of their products will be FSC certified in the future. Some 62 per cent stated that a larger share of their products will be FSC-certified during the next two years, while 33 per cent expect the share to remain the same. Some 74 per cent of TSP clients believe that there are barriers for expanding the sale of FSC-certified products. The most common reasons cited were economic (profitability, lack of price premium) and lack of awareness of FSC on the part of customers.

Most commonly used or sold FSC-certified products or services by respondents

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed materials</td>
<td>38%</td>
</tr>
<tr>
<td>Paper</td>
<td>28%</td>
</tr>
<tr>
<td>Paper stationary</td>
<td>21%</td>
</tr>
<tr>
<td>Packaging materials</td>
<td>20%</td>
</tr>
<tr>
<td>Small wooden products</td>
<td>18%</td>
</tr>
<tr>
<td>Outdoor furniture</td>
<td>18%</td>
</tr>
<tr>
<td>Indoor furniture</td>
<td>18%</td>
</tr>
<tr>
<td>Household and sanitary products</td>
<td>17%</td>
</tr>
<tr>
<td>Engineered wood products</td>
<td>17%</td>
</tr>
<tr>
<td>Consulting or training on FSC system</td>
<td>15%</td>
</tr>
<tr>
<td>Construction materials</td>
<td>13%</td>
</tr>
<tr>
<td>Parcels and boards</td>
<td>11%</td>
</tr>
<tr>
<td>Wood charcoal</td>
<td>8%</td>
</tr>
<tr>
<td>Education / research on FSC system</td>
<td>7%</td>
</tr>
<tr>
<td>Ecosystem services</td>
<td>6%</td>
</tr>
<tr>
<td>Paperboard, corrugated paper</td>
<td>6%</td>
</tr>
<tr>
<td>Investment products</td>
<td>4%</td>
</tr>
<tr>
<td>Wood package or similar</td>
<td>4%</td>
</tr>
</tbody>
</table>

Q13. What are the FSC-certified products or services your company sells/uses? Indicate up to 5 main products in order of importance with one being the most important product or service. Total respondents = 71, multiple responses possible

Preference in sourcing - Certificate holders

- Yes, we give preference to FSC
- We give preference to all certified products over non-certified
- We give preference to some other scheme
- We give preference based on our own criteria for sustainable sourcing
- No preference

Q14. In terms of sourcing, does your company show a preference for FSC-certified products? Total respondents = 3,278

Preference in sourcing - TSP clients

- Yes, we give preference to FSC
- We assign preference to all certified products over non-certified
- We assign preference based on our own criteria for sustainable sourcing
- No preference

Q17: In terms of sourcing, does your company display a preference for FSC-certified products? Total respondents = 44

40% of certificate holders give preference to FSC when sourcing, 50% of retailers and non-manufacturers give preference to FSC when sourcing.
Public procurement is widely recognized as an increasingly relevant market driver for green and sustainable products. Public buyers are more and more inclined to include solid environmental and social criteria in their purchasing policies, and with public spending representing between 15 and 30 per cent of global GDP, green public procurement is a compelling motivation for companies to increase their commitment to sustainability and to expand their offer of green products.

In this context, responses from FSC certificate holders show that complying with the criteria of public procurers can be a key motivation for obtaining FSC certification: 18 per cent of the respondents indicated that FSC certification enabled them to exploit opportunities in public contracting. The link between FSC and these opportunities is increasingly a pre-condition for ecolabels on forest products such as furniture, wooden flooring, windows and doors, and paper products. Forest certification is the most commonly accepted evidence, usually FSC and PEFC, though in some instances FSC only.

Combining an ecolabel with an FSC label shows that not only the forests that provide the raw materials are well managed, but also that the environmental impact of subsequent production processes is minimized in terms of energy, chemical, and water use; and that the production process has taken reduced impacts during use and end-of-use into account.

The survey shows that only 6 per cent of the respondents use one or more of the leading ecolabels for their products. Ecolabels, in particularly those that are part of the Global Ecolabelling Network, set environmental requirements for products from cradle-to-grave or cradle-to-cradle. Sustainable forest management is increasingly a pre-condition for ecolabels on products such as furniture, wooden flooring, windows and doors, and paper products. Forest certification is the most commonly accepted evidence, usually FSC and PEFC, though in some instances FSC only.

Combining an ecolabel with an FSC label shows that not only the forests that provide the raw materials are well managed, but also that the environmental impact of subsequent production processes is minimized in terms of energy, chemical, and water use; and that the production process has taken reduced impacts during use and end-of-use into account.

FSC’s Global Strategic Plan calls for FSC to reach 20 per cent market share of global forest-based trade by 2020. The objective includes all forest product and ecosystem service industries, and will serve as an indicator of the success of the entire strategic plan. One of the six indicators to measure FSC’s global market share is the “FSC share of its certificate holders’ financial turnover from forest products”.

The share of FSC can be anything between 0 and 100 per cent of the turnover among FSC certificate holders. According to the responses of CoC certificate holders, 10 per cent of their turnover of forest products typically comes from sales of FSC-certified products and materials. For FM/CoC certificate holders, the FSC share is higher – typically 60 per cent of turnover. The forest management certificate holders operate at the beginning of the supply chain, where the share of FSC in sales tends to be higher than in the processing or retail sectors.

If we examine the respondents according to the size of their turnover, the mean share of FSC is 28 per cent of the overall forest products turnover. This financial turnover weighted average reflects the mean share in a market that consists of different sized FSC certificate holders (figure 20).
FSC-certified companies

Generally, FSC certificate holders are satisfied with their FSC certification (figure 21). A total of 8 per cent are extremely satisfied, 35 per cent are very satisfied and 41 per cent are moderately satisfied, whereas 12 per cent are slightly satisfied and 5 per cent not at all satisfied. Based on these responses, 83 per cent of FSC certificate holders are at least moderately satisfied with their certification.

Retailers and non-manufacturers

In terms of trademark service provider (TSP) satisfaction, over 82 per cent of respondents are at least moderately satisfied, and 57 per cent of respondents are very or extremely satisfied (figure 22). Approximately 52 per cent are very or extremely satisfied with their trademark licence, and over 82 per cent are at least moderately satisfied.

EVALUATION OF TOOLS

Regarding FSC tools, respondents are most familiar with Public search (info.fsc.org), the FSC Trademark Portal, and the FSC International website. These are also among the most important tools for respondents, together with the Quick Guide on trademark use and online training course on trademark use (table 1).

Table 1

<table>
<thead>
<tr>
<th>TOOL OR PLATFORM</th>
<th>Number of respondents</th>
<th>are quite or extremely familiar with the tool</th>
<th>find the tool important or very important</th>
<th>use the tool often or all the time</th>
<th>rate the tool good or very good in quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public search (info.fsc.org)</td>
<td>650</td>
<td>66%</td>
<td>75%</td>
<td>53%</td>
<td>75%</td>
</tr>
<tr>
<td>FSC International website</td>
<td>578</td>
<td>43%</td>
<td>62%</td>
<td>31%</td>
<td>65%</td>
</tr>
<tr>
<td>FSC Trademark Portal</td>
<td>389</td>
<td>56%</td>
<td>66%</td>
<td>28%</td>
<td>70%</td>
</tr>
<tr>
<td>FSC Marketplace</td>
<td>368</td>
<td>26%</td>
<td>46%</td>
<td>15%</td>
<td>59%</td>
</tr>
<tr>
<td>Quick Guide to Trademark use</td>
<td>307</td>
<td>45%</td>
<td>63%</td>
<td>27%</td>
<td>65%</td>
</tr>
<tr>
<td>FSC eTraining Platform</td>
<td>261</td>
<td>17%</td>
<td>60%</td>
<td>11%</td>
<td>56%</td>
</tr>
<tr>
<td>Online training course on trademark use</td>
<td>228</td>
<td>19%</td>
<td>66%</td>
<td>10%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Figure 23. Evaluation of tools. Questions: a. How familiar are you with the following tools? b. How important is [this tool] for your business? c. How often do you use [the tool]? d. How would you rate the quality of [the tool]?

Most familiar and important website platforms for certificate holders: Public search and trademark platforms.
### Retailers and non-manufacturers

The best known FSC International web platforms among TSP clients are the FSC International Facebook page, the FSC Friday campaign, and the FSC International website, with over half of respondents reporting that they are extremely or quite familiar with them. TSP clients consider most FSC tools to be important or very important. The most important tools for TSP clients are the FSC International website, Public search and the FSC trademark portal, including certificate status watch.

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### Learn more about tools and platforms offered by FSC

#### Training and trademark
- 36. FSC eTraining Platform
- 37. Online training course on trademark use
- 38. FSC Trademark Portal
- 39. Quick Guide on Trademark use

#### Certification and supply chain
- 40. Public search (info.fsc.org)
- 41. Online Claims Platform
- 42. Global Forest Registry
- 43. FSC information on timber legality
  - a. Advice Note 40-004-10 “Access to information required by timber legality legislations”

#### Communication
- 49. FSC International website and newsroom
- 51. FSC Friday Campaign
- 52. FSC International Facebook page
- 53. FSC International Twitter account
- 54. FSC International YouTube channel

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