



## FSC. IT'S GOOD FOR BUSINESS AND GOOD FOR THE FOREST.

It is evident that consumers trust the FSC label, and with good reason. For nearly twenty years the Forest Stewardship Council has been the most widely recognized forest certification system worldwide. The FSC label provides a powerful link between the responsible production and consumption of forest products, bringing together environmental, social, and economic interests in a balanced way to work towards sustainable solutions. In turn, consumers provide incentives for responsible forestry by buying FSC certified products. Join FSC and help keep our forests for all, forever.

### FSC adds value to your business.

- **Make complex supply chains more understandable.** Certification provides better traceability, simplifying what is asked of suppliers by using agreed standards and generating better relations with producers.
- **Mitigate risk.** Rigorous auditing, transparency of origin, and outsourcing assurance of responsible practices to local experts can help companies mitigate risk of sourcing from complex supply chains.
- **Ensure sustainable supply for whole industry.** Certification can strengthen your reputation and ensure a sustainable future for the whole sector.
- **Meet consumer expectations.** By communicating compliance with sustainability standards, your company can increase consumer awareness of sustainable sourcing and create market differentiation for your products.
- **Reflect your company's values.** Certification not only aligns your company's goals with your values and maintains trust, but it also provides a way to engage deeper with employees. [Source: ISEAL]

### FSC is good for the forest.

- FSC certified forests protect waterways and wildlife habitat, conserve regions of high biodiversity, and minimize the impact of harvesting.
- FSC prohibits the conversion of natural forests for plantations, mining, oil exploration or agriculture.
- Independent auditors monitor forestry practices annual on-the-ground.
- FSC requires that Aboriginal Peoples rights are respected.
- FSC requires forest managers to protect threatened high conservation value forests .
- FSC prohibits the use of genetically modified trees.

## What you can do:

- Purchase wood and paper products with the FSC guarantee for your internal and external needs. Find a list of FSC certified suppliers: [www.info.fsc.org](http://www.info.fsc.org)
- Develop a formal procurement policy requiring that suppliers provide FSC certified products.
- Stock FSC products on store shelves. Be sure to specify that you wish to have the FSC label printed on the products.
- Subscribe to FSC's marketing toolkit. Help consumers choose FSC and understand the benefits of choosing FSC.
- Become a Member. Members are FSC's decision makers, they vote on policy, standards and governance of FSC.

## Hear from others

"Kruger Products selected FSC as its certification scheme because responsible forestry management is very important to us. FSC is well recognized around the world as the most rigorous social and environmental standard in the forestry industry. Our FSC-certified products allow Canadians to become part of the sustainability solution."

– Mario Gosselin, Chief Operating Officer, Kruger Products

"FSC has the highest environmental standard for forest management of any certification system in the world."

– Monte Hummel, President Emeritus, WWF Canada

## Ten Reasons to Choose FSC



### 1. WE'RE GOVERNED BY OUR MEMBERS

We're democratically governed, and over 800 social, economic, and environmental members help us to set the right policies to protect the world's forests.



### 2. WE HAVE THE HIGHEST STANDARDS

We set higher standards than any other forest certification scheme, which gives users the best assurance that certified forests are being managed responsibly.



### 3. WE'RE RESPECTED AND CREDIBLE

We are the preferred certification scheme for business and the one most widely used by members of the Fortune 500.



### 4. OUR IMPACT IS FAR-REACHING

Operating in over 100 markets, we issue more certificates globally than any other forest certification scheme.



### 5. WE HAVE A POSITIVE IMPACT

Of any existing forest certification scheme, we provide the highest level of protection for endangered species and natural forests.



### 6. WE HAVE INFLUENTIAL SUPPORT

Our membership includes the world's largest and most respected environmental NGO's such as Greenpeace and WWF, both of which are vocal in their support of FSC over others.



### 7. WE'RE TRANSPARENT

Every process and decision we make is open to public review and our product claims are independently audited.



### 8. OUR STANDARDS ARE GLOBALLY CONSISTENT

Wherever we operate in the world, our standards are based on the same principles and criteria.



### 9. WE THINK LOCAL

Every FSC forest certification process is open to local consultation so the people who live there can always have their say.



### 10. WE'RE RECOGNISED

FSC is the only forest certification scheme member of ISEAL Alliance, the global association for sustainability standards.