

## WHY ARE FORESTS IMPORTANT?

Our forests provide clean water, purify the air, maintain biodiversity, provide habitat for species, and play a central role in reducing the impacts of climate change.

Canada's forests are also vital for the livelihood of Aboriginal and other forest dependent communities. When managed responsibly, forests are also a source of renewable and recyclable products such as lumber, furniture, and paper.

## HOW DOES FSC WORK?

FSC runs a global forest certification system with two key components: Forest Management and Chain of Custody.

The certification process is carried out by independent organizations called certification bodies, which assess forest managers and forest product companies against FSC standards.

FSC certification allows companies to label their FSC products which then enables consumers to choose products that support responsible forest management.



FSC® helps take care of forests and the people and wildlife who call them home. So you can keep your life full of forest products while keeping our forests full of life.

**OUR FORESTS GIVE US MANY THINGS LIKE NOTEBOOKS, TISSUES, FURNITURE AND SO MUCH MORE.**

FSC has developed a system of forest certification and product labelling that enables people to identify responsibly sourced wood, paper and other forest products.

FSC was created in 1993 to help consumers and businesses identify products from responsibly managed forests.

FSC is an international certification and labelling system dedicated to promoting environmentally appropriate, socially beneficial and economically prosperous management of the world's forests.

## WHAT IS THE FOREST STEWARDSHIP COUNCIL?

### WHAT DO THE LABELS MEAN?



Products made from 100% virgin fibre from FSC-certified forests



Products made from FSC-certified virgin fibre and/or recycled fibre mixed with controlled fibre.



Products made from 100% recycled fibre.



## FSC. GOOD FOR 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.

## 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.

# 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.



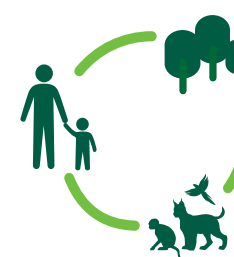
## 3. WE'RE RESPECTED AND CREDIBLE

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.