Canada is home to 10 distinct major indigenous language groups, 9 major forest types, and is one of the largest exporter of forest products in the world. As a country with over 10% of the world’s forest, stretching across the northern hemisphere from sea to sea, it is essential that our forests continue to meet the social, ecological and economic needs of present and future generations.

Every product purchased has a footprint on the earth. In the case of forest products, it is a footprint that can be traced back to a forest - a forest that is habitat for wildlife, the traditional territory of an indigenous community, a source of income and opportunity for citizens and business. Lightening the footprint of the forest sector is of benefit locally and globally. The Forest Stewardship Council (FSC) is a voluntary certification system that provides verification beyond regulatory compliance. Through multi-interested party processes, FSC provides the tools for forest managers, Indigenous People, environmental groups, unions, workers, forest dependent communities, stakeholders, supply chain businesses and consumers to influence and strengthen the social license of forest managers.

Since 1993, the Forest Stewardship Council has represented the mark of well-managed forestry in Canada and around the world. Through the adoption of its standards of responsible forest and supply chain management, the FSC logo is widely visible on products manufactured in Canada and exported around the world.

FSC Canada brings a unique value proposition as a convenor for solutions-oriented dialogue amongst its diverse membership. Tackling challenging and complex issues such as recognition of Indigenous rights, the integration of conservation benefits and economic opportunity while creating space for a wide diversity of voices is found in the passion of those who participate in FSC activity.

Andrew Tremblay, Economic Chamber
Arnold Bercov, Social Chamber
Brad Young, Aboriginal Chamber
Brenda St-Denis, Aboriginal Chamber
Chris McDonell, Economic Chamber
Francois Dufresne, FSC Canada
John Cathro, Environmental Chamber
Pier-Olivier Boudreault, Environmental Chamber
Satnam Manhas, Social Chamber
WHO

FSC is in Canada and around the world. In over 80 countries, the Forest Stewardship Council includes over 800 members and 30,000 certificate holders sharing a common interest in well-managed forests.

MISSION

Forests for All Forever

VISION

FSC shall promote environmentally appropriate, socially beneficial and economically viable management of the world’s forests.

IN CANADA,

THE FOREST STEWARDSHIP COUNCIL:

Values well-managed forests and their diversity of benefits

Supports Aboriginal People working collaboratively with forest managers, and as an emerging force in the forest sector

Recognizes the benefits of forests and forest products in the fight against climate change

Rewards leadership in protecting species at risk

Engages communities, workers and stakeholders in the planning of forest management to find the proactive balance that sustains ecosystems and livelihoods of people.

Represents responsible purchasing choices
THE NEXT 5 YEARS

The development and growth of the FSC in Canada is a remarkable story of the contributions of many combining to build a network of well-managed forests across the Canadian landscape. From forests as diverse as Shawnigan Lake School, British Columbia, Federation of Nova Scotia Woodland Owners, Indigenous landscapes such as Haida Gwaii and company cooperatives in the Great Lakes St-Lawrence and forest industry managers across the Boreal, the influence of the FSC in Canada is significant.

In the near term, FSC Canada will release a modern standard for well-managed forestry that is aligned with International indicators while emphasizing Canadian priorities. The National Standard will offer a leadership platform to advance Free, Prior and Informed Consent, protection of Species at Risk such as woodland caribou and integration of Intact Forest and Indigenous Cultural Landscape concepts. Strong community and positive worker relations are emphasized as is recognizing the role of well-managed forests in the global fight on climate change.

Through active engagement of certificate holders and stakeholders, the standard will be actively piloted to confirm a high common denominator of consensus and to provide value across FSC Canada’s diverse membership and throughout our supply chains.

Four strategic priorities support the growth and impact of FSC in Canada broadly and anticipate the implementation of the National Standard as a core component of FSC’s mission and vision.
PART OF A GLOBAL NETWORK

This strategy reinforces and builds upon 4 commitments identified in the 2020 FSC International Global Strategic Plan 2015-2020.

Increased focus on outcomes
• FSC will deliver meaningful impact, report on outcomes and refine the system accordingly

Empowerment of People:
• Through our actions, FSC will empower smallholders, women, communities, workers, Indigenous Peoples and other under-represented groups.

Mission advancement through alliances
• FSC will advance impact by working more closely with complementary and aligned organizations.

User orientation
• FSC will renew our entrepreneurial spirit and shift processes to emphasize the needs of the users of our system.

STRATEGIC PRIORITIES

As part of a growing and strengthening FSC International system, the role of FSC Canada in the network has never been more relevant. Twenty years after the establishment of FSC Canada, the organization is well-positioned to expand its impact on the achievement of environmentally appropriate, socially beneficial and economically viable management of Canada’s forests.

FSC Canada will:
• Expand Brand Value and Markets
• Collaborate with Indigenous Peoples
• Mobilize to Grow FSC Supply
• Unleash the Power of Knowledge
The continued evolution of FSC as a strong and recognizable brand in the marketplace is essential to increasing the demand for FSC certified products and strengthening the market benefits for existing and prospective participants in the FSC system.

FSC Canada will:
• Grow consumer brand awareness against established benchmarks
• Cultivate new markets for FSC
• Prioritize targeted engagement activities with key partners
• Profile FSC success stories
• Support certificate holders in their efforts to increase sales of FSC certified products
• Expand existing relationships and build new relationships with green building organizations, developers, architects, corporations, academic institutions and civil society organizations for mutual benefit
• Explore opportunities in the education system to raise FSC awareness
"FSC enables businesses and consumers to make informed choices about the forest products they buy, and create positive change to keep our forests healthy for generations to come."
COLLABORATE WITH INDIGENOUS PEOPLES

Through standards, guidance and partnership, FSC Canada is committed to collaborative implementation of Free, Prior and Informed Consent (FPIC) as a leadership tool in the Canadian forest sector. Concurrently, FSC Canada will support Indigenous forest manager and entrepreneur participation in FSC certification and in the marketplace for community benefit.

FSC Canada will:
• Move the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and FPIC from an international concept to a practice in Canadian forest management
• Establish an Indigenous engagement advisory group to facilitate feedback
• Grow and expand partnerships with Indigenous organizations, academia and forest sector partners to support Indigenous community/forest sector collaboration.
• Publish guidance material on the application of FPIC as a tool to support the creation of effective engagement strategies for use in FSC certification.
• Support Indigenous communities in finding market opportunities for FSC certified products generated on their lands.
• Seek new investment to expand outreach to indigenous communities and support FSC certification.
“FSC is a unique convener, bringing diverse groups together to find solutions that lead to positive, locally relevant impacts for forests and people.”
Encompassing Forests and Supply Chains, it is core to the mission of FSC to develop standards, guidance material, policy and procedures facilitating the implementation and auditing of forests and fibre traceability.

For FSC to grow the supply of FSC certified products, forest management organizations, large and small, of all types across Canada require support to understand, interpret and apply FSC requirements.

**MOBILIZE TO GROW FSC SUPPLY**

FSC Canada will:

- Implement a structured engagement model that reflects the geography and diversity of opportunities for present and future FSC certificate holders
- Work with existing and new supply chain partners to ensure effective application of FSC standards
- Seek opportunities to streamline standards without compromising integrity
- Align internal resources to engage and support preparedness for adoption of revised standards at various scales and management types
“FSC collaborates and works to find solutions on the ground to help implement requirements of responsible forestry ”
Acquiring and analyzing information to quantify the benefits, opportunities and effectiveness of FSC certification in Canada is essential to demonstrate impact, improve quality performance and guide strategic decision-making.

FSC Canada will:
• Establish accountability and secure funding for a monitoring and evaluation program
• Evaluate existing FSC International, FSC Network and relevant national and international monitoring efforts and formalize synergistic partnerships where possible
• Define key results indicators in collaboration with FSC members and partners
• Develop an initial report for presentation to membership in 2018 and on a bi-annually basis thereafter.
“FSC will build the relationships, infrastructure, capacity and culture to easily access, track and assess information related to our internal and external performance and impacts”
Implementing the Strategic Plan

FSC in Canada has grown from modest beginnings as an independent national office in the late 1990's to become a significant part of a large international network. Continuing to build on this legacy and deepen the impact in Canada, requires a focus on several key elements necessary for institutional success.

Membership Engagement
Growing the membership and enhancing the value of membership is a priority for FSC Canada.
The FSC is built upon a model of wide engagement from interested individuals and organizations. From technical expertise to strategic guidance, for communication and outreach and engagement with partner organizations, members bring resources of essential benefit to the delivery of the mission of FSC Canada.

1.1 The contributions of members will be acknowledged and recognized.

1.2 Tools to communicate the benefits of membership will be enhanced.

1.3 As a priority, organizational members will be sought across all chambers including a priority emphasis on the social and aboriginal chambers

International Engagement (network initiatives)
2.1 Achieve FSC international recognition as a High Impact National Office

2.2 Engage on international working groups critical to the growth and evolution of the FSC network and the implementation of FSC Canada priorities

Organizational capacity
3.1 A strategically located network of personnel with forest sector expertise will support the FSC Canada mission across the country.

3.2 Maintain a partnership action plan in support of developing organizational capacity and achieving strategic goals.

Communications and Reporting
4.1 Undertake frequent and proactive communication with members and the public.

4.2 Report annually to the membership on the implementation of the Strategic Plan.
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.

Choose FSC.