



**FORESTS[®]
FOR ALL
FOREVER**

FSC® 000205

2022 Annual Report



THE FUTURE OF FORESTS IS IN OUR HANDS



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BOARD OF DIRECTORS

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MESSAGE FROM CHAIR OF THE BOARD OF DIRECTORS CLIFF WALLIS



CLIFF WALLIS

Canada spans the traditional territories of a rich tapestry of Indigenous Peoples. From those of the Nitsistapi where I live, to the Haida on the west coast and the Innu on the east, I greatly appreciate the ongoing stewardship of these lands by our Indigenous brothers and sisters. I support this land acknowledgement with allyship and action to help them realize their dreams and aspirations for these beautiful and life-sustaining lands.

FSC Canada's National Forest Stewardship Standard, combined with our new five-year strategic plan, lights the way for a more tangible recognition of the rights of Indigenous Peoples and the implementation of respectful forest conservation and management. FSC's certification requirement to uphold Indigenous Peoples' rights is a vital step towards reconciliation.

In 2022, FSC Canada continued to face challenges as we interpreted and rolled out the standard, especially in the areas of Free, Prior and Informed Consent (FPIC) and Woodland Caribou. We must prepare for future revisions in areas such as Intact Forest Landscapes and Indigenous Cultural Landscapes while building brand recognition and value, guided by our committed staff and volunteers in all four chambers. We will need additional resourcing in order to expand FSC's reach across Canada's forested lands.

In service to FSC Canada's mission to enable environmentally appropriate, *socially beneficial, and economically viable conservation and management of forests within Indigenous homelands and Canada*, the Board has committed in our 2023-2027 Strategic Plan to:

- Demonstrate FSC effectiveness and brand value;
- Expand markets and consumer awareness;
- Increase FSC-certified area;
- Support Indigenous Peoples' Rights; and
- Co-create climate change, community and ecosystem-based solutions.

On the international stage, 2022 was marked by a greater global recognition and commitment to action for the climate and biodiversity crises. As well-managed and conserved forests are essential for tackling both serious issues, FSC certification can help us move toward more nature-centric and low-carbon economies that also respect the rights of Indigenous Peoples.

The year also provided a return to some sense of normalcy. It was great to see many familiar faces and to meet new friends at the long-postponed FSC General Assembly in Bali. Although negotiations proved difficult at times, in the true spirit of FSC, we passed many important resolutions that enable the sustainable management and conservation of the world's forests.

Looking ahead, while the challenges are enormous, I am hopeful that FSC Canada's values of inclusivity, collaboration, leadership, sustainability, success, and credibility will steer us in the right direction.

Finally, I would like to thank retiring board members Rod Gallant and Gerard Szaraz for their valued competence, camaraderie and commitment over many years.



Cliff Wallis
Chair of the FSC Canada Board of Directors
Director, Alberta Wilderness Association

PRESIDENT'S MESSAGE



FRANÇOIS DUFRESNE

FSC Canada's momentum is spurred by our diverse and growing network of engaged partners, each of whom are dedicated to building a landscape of sustainably managed forests. Their trust in our National Forest Management Standard demonstrates a collective commitment to support Indigenous rights, protect ecosystems, and combat climate change.

Our mission was reinforced by the historic pledge made at COP15 to protect 30 per cent of the planet by 2030. We all know this requires a collective effort, which is why we take a unique approach to co-create solutions for healthy, resilient forests.

For example, last spring, in partnership with our U.S. colleagues, we proudly unveiled a joint North American Climate and Ecosystems Services (CES) strategy. It is guided by new solutions that will better measure and define the meaningful impact our standard makes on carbon emissions, safeguarding the biodiversity of our forests, and respecting Indigenous rights.

Additionally, this past fall, our global community reunited at FSC's General Assembly, helping cement important decisions amongst 750 stakeholders from industry, trade unions, Indigenous Peoples' organizations and environmental groups. Key to these trusted collaborations is that FSC's approach to forest management meets 14 of 17 UN Sustainable

Development goals, which is why it's so well respected around the world.

As we look to the future, our standard becomes a critical tool for our partners and allies, as ESG commitments and meaningful First Nations participation increasingly becomes a requirement.

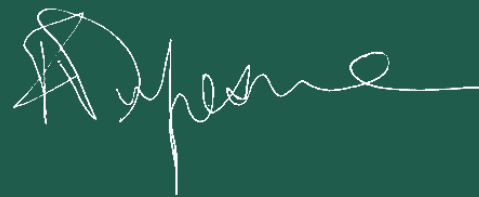
On one hand, Indigenous-led forestry in collaboration with industry introduces an array of economic, social and environmental benefits – as evidenced in the story shared on page 17 about the partnership between FSC-certified GreenFirst and Indigenous social enterprise, Wahkohtowin, in Chapleau, Northern Ontario. Our standard requires certificate holders to uphold the Free, Prior and Informed Consent principle through which they can build prosperous, respected relationships with local First Nations.

On the other, achieving FSC certification across industries, from lumber to paper products, not only protects the future of Canadian

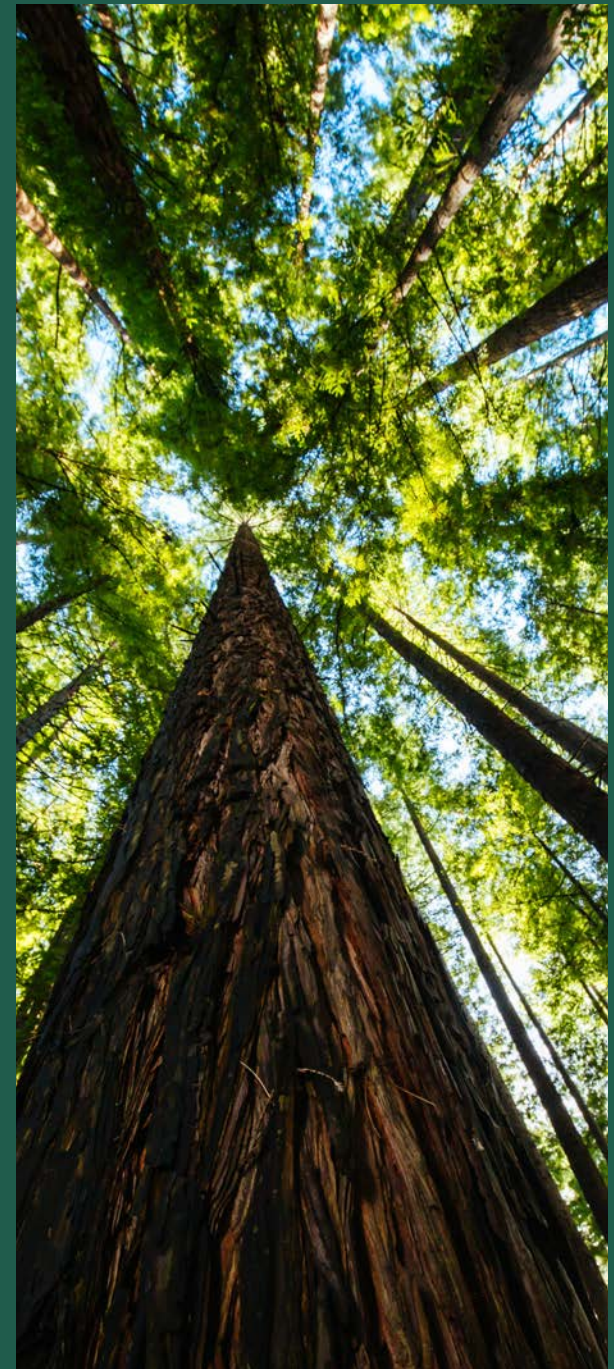
forests and at-risk species, but also enables brands to be truly climate-friendly in the eyes of consumers and investors.

In 2023, we will work to ensure that our standard is in reach for all possible partners, including small-scale and community forests, taking into account the intensity and capacity of these operations. This includes our efforts to increase FSC forest management certification in Western Canada.

Overall, whether it's on a global, national, regional or local level – we must move forward together. Thank you as always to our members, certificate holders and stakeholders for your enduring support. Let's seize the moment and continue our momentum.



François Dufresne
President, FSC Canada



FSC Certification* Canada at a Glance

47.2 MILLION

HECTARES OF CERTIFIED FORESTS

> -6.3% from 2022 (50.4 million hectares)

100 MILLION

CERTIFICATION GOAL BY 2030

HECTARES OF CERTIFIED FOREST BY PROVINCE



AB / 5,986,167

ON / 18,823,487

BC / 1,484,852

QC / 18,396,867

NS / 599,751

SK / 1,878,499

502

CHAIN OF CUSTODY
CERTIFICATES



*As of Jan. 1, 2023



**STANDARDS
AND POLICY**

SMALL-SCALE, LOW-INTENSITY AND COMMUNITY FORESTS STANDARD UPDATE

To help small-scale, low-intensity and community forests attain certification, FSC modified requirements to take into account the size, intensity and capacity of operations.

In December 2021, FSC International conditionally approved the Small-Scale, Low Intensity and Community Forests Standard. In 2022, its standard development group worked to close the conditions, which are pending final approval. The draft requirements follow those of the basic forest management certification requirements, but have important procedural differences that consider the size and intensity of these smaller-scale operations or the capacity to manage them. For example, new smallholder requirements will include:

- Fewer indicators overall
- Reduced process requirements and broader eligibility criteria for conservation areas networks
- A modified approach to obtain Free, Prior and Informed Consent (FPIC) for smallholders
- Simpler administration processes
- Fewer external reviews required

This Standard will also allow for the certification of sap-based foods which include, for example, maple syrup and maple sugar as well as birch syrup and birch sugar. It is optional for the certificate holder to certify these kinds of non-timber forest products (NTFP) which would be in addition to the certified wood coming from their forest.



PERFORMANCE & EFFECTIVENESS MONITORING

In 2021, FSC Canada began the development of a monitoring framework in an effort to assess the impact of our standard. The goal of the framework is to measure both whether the standard is being implemented as intended, and in turn, whether the resulting actions are producing the intended outcomes.

Last year, we collected and analyzed data for performance monitoring, primarily from audit results. Moving forward, this process of data collection and analysis will take place every year with the intention to evaluate challenges and better address the needs of certificate holders, certification bodies, and our membership.

For the past two years, we've also been designing an effectiveness monitoring system, which involves

reviewing information already collected by FSC Canada, consulting subject matter experts, developing procedures, testing, and making recommendations before implementing the monitoring itself.

The topics that are currently being explored as part of the monitoring include:

- Woodland caribou
- Conservation area network
- Free, Prior and Informed Consent

In March 2022, some progress on that development was presented during the FSC's Caribou Workshop Series. Now, proposed methodologies are being tested for each topic, and this year, we will be evaluating the feasibility of all recommendations before determining next steps.

SUPPORTING UPTAKE FOR CARIBOU REQUIREMENTS

Over the past three years, to support the implementation of the caribou indicator within the National Forest Stewardship Standard (NFSS), we undertook several projects supported by Environment and Climate Change Canada (ECCC).

An early effort was in hosting a Caribou Forum in March 2020, at which key educational videos were shared.

In 2022, FSC Canada connected with several certificate holders, certification bodies and environmental non-governmental organizations (ENGOs) from across the country to identify and analyze the challenges, opportunities and needs in implementing the caribou requirements. We learned that discussions were needed at several scales to address specific concerns.

In addressing regional challenges, such as in Ontario, we convened a small group of practitioners (including certificate holders and

ENGOs) to explore strategies and actions to improve uptake and compliance.

More broadly, FSC Canada organized a series of virtual caribou-focused workshops in March 2022 designed to help forest management companies and conservation agencies meet caribou requirements. These workshops showcased new projects on monitoring the effectiveness of these requirements, provided guidance on how to overcome some implementation challenges, and explored how to meaningfully engage Indigenous communities and environmental groups. The event engaged approximately 90 stakeholders.

In the future, we look to incorporate the results of our monitoring which will better inform us about new challenges and needs and how best to address them.

Photo by J r mie Leblond-Fontaine



FREE, PRIOR AND INFORMED CONSENT (FPIC) LEARNING SERIES

In 2021-2022, FSC Canada collaborated with The Firelight Group, an Indigenous-led consultancy, to develop three learning modules on implementing Free, Prior and Informed Consent (FPIC) in FSC-certified forests – a requirement found in Principle 3 of the National Forest Stewardship Standard (NFSS).

The first session focused on Free, Prior and Informed Consent Guidelines, introducing the core concepts of FPIC as it relates to the NFSS. The second targeted the application of FPIC within the requirements of the NFSS.

Both modules were shared in December 2021 and are available on the FSC Canada website in English and French. To date, they have now been viewed almost 450 times.

Photo by Melody Charlie



The third and final module, FPIC Realities, was a live and interactive online session held on January 11, 2022. Targeted at FSC certificate holders and practitioners, this module recapped the core concepts shared in the first two modules but went further to explore the on-the-ground realities of applying the FPIC requirements in a Canadian context. Over

40 participants collaborated, discussed and shared strategies based on their own experience.

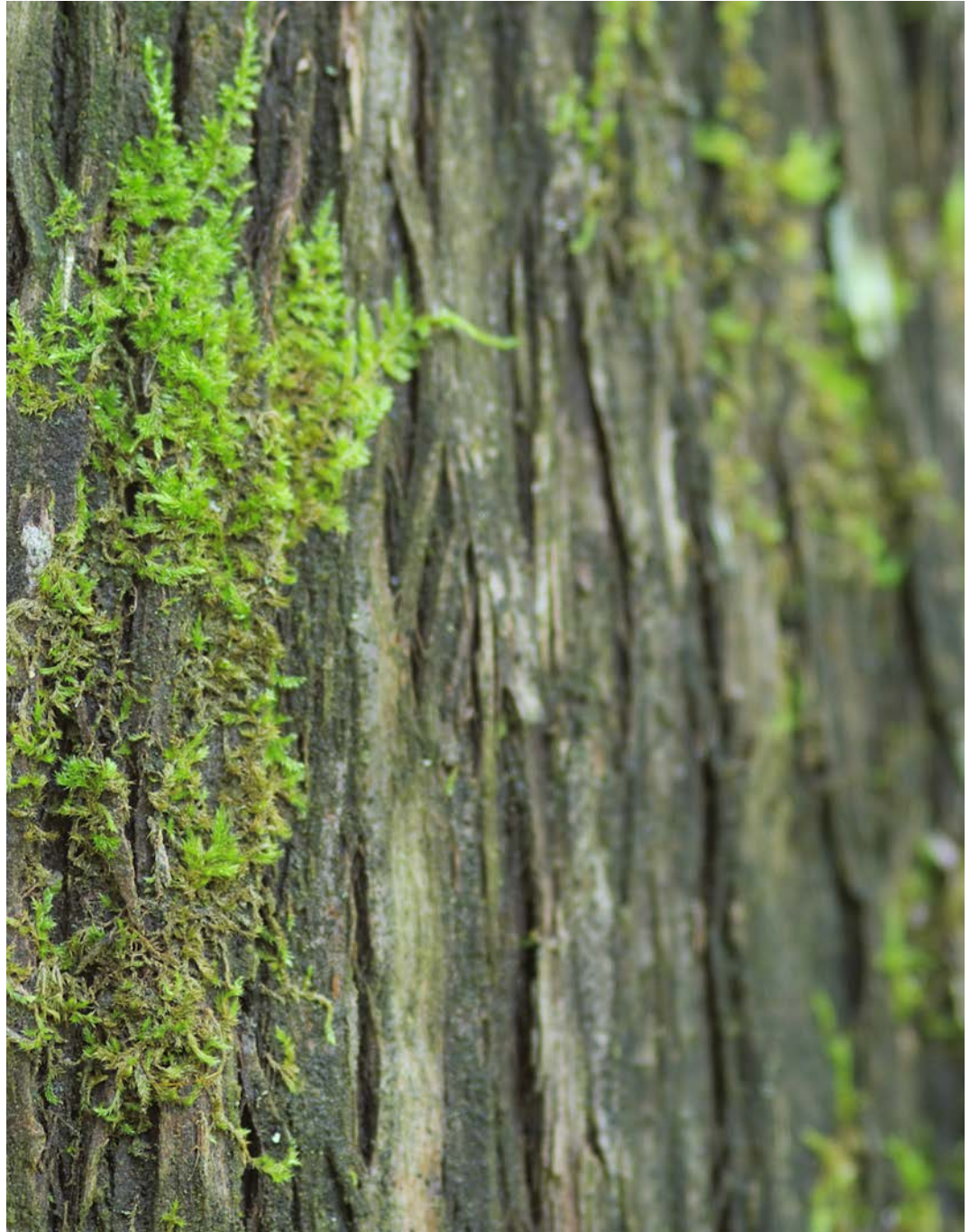
FSC Canada continues to be committed to monitoring the implementation of FPIC and will work to identify and address the needs of our certificate holders and certification bodies to ensure the uptake of these requirements.

NEW NATIONAL FOREST STEWARDSHIP STANDARD (NFSS) INTERPRETATIONS

In 2022, FSC Canada released NFSS recommendations that included interim answers to some questions from certificate holders and certification bodies related to the most recent FSC Canada NFSS (FSC-STD-CAN-01-2018). These recommendations were submitted to FSC International who approved them, making them official interpretations.

Recommendations are interim answers to questions related to the standard, discussed and agreed upon by the FSC Canada Standard Development Group (and assisted by related experts, when needed). These recommendations are often the first step before getting formal approval from FSC International, after which they become interpretations, which are normative. Recommendations can also be invalidated or replaced.

In early 2023, we published the five (5) official interpretations online.



INDIGENOUS RIGHTS

The Value of Collaboration in Sustainable Forest Management

Nearly 1.7 million people in Canada identify as First Nations, Metis and Inuit. They live in more than 600 communities across the country, and the vast majority depend on forests for food sovereignty and security, medicines, clean water, and spirituality.

At the same time, there is an increasing dependence on forests for wood fibre as demand rises worldwide, requiring a healthy balance between industry, conservation and Indigenous rights. While challenging, this balance is very much achievable – and one example can be found in the boreal forests near Chapleau, Ontario east of Lake Superior.

There we find Wahkohtowin Development, an Indigenous-led social enterprise rooted in sustainable forestry that serves its three First Nations owners:



Brunswick House, Chapleau Cree, and Missanabie Cree. It pursues its mission with the respect and collaboration of GreenFirst Forest Products, a local forest products company committed to sustainable forestry.

This strong relationship is built on trust, in part owing to the fact that GreenFirst has held Forest Stewardship Council (FSC) certification for nearly 20 years – thus committing to

upholding Indigenous rights. The FSC standard has proven to be a tool by which GreenFirst has deepened its relationship with Wahkohtowin, allowing them to better understand First Nations perspectives and goals, and reconcile their practices with Indigenous interests in mind.

This partnership has shown demonstrable impact, with both Indigenous and non-Indigenous industry perspectives integrated

into a shared goal of sustainable forest management. GreenFirst and Wahkohtowin have worked together to safeguard the conservation of land for important cultural purposes, including birch syrup production and moose habitat protection.

As part of the Wahkohtowin Guardian program, Indigenous youth have also been engaged to survey and assess the land in a joint effort to improve forest renewal – participants whose feedback and ideas in turn grant GreenFirst unique perspectives on the land it harvests.

Supporting Free, Prior and Informed Consent

It is commonplace today for forestry companies to have policies in place about how they must work with nearby Indigenous communities. Still, it is requirements, such as those found in the FSC standard's Principle 3, that help create lasting engagement and meaningful relationships. This engagement is enshrined with FSC's commitment to Free, Prior

and Informed Consent (FPIC), a right that pertains to Indigenous Peoples, now recognised in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

FSC requires all certified forest owners or managers to uphold its principles in order to earn and maintain certification. Through this, each Indigenous community grants, withholds or withdraws its consent on projects and activities that impact their rights – in accordance with UNDRIP and the International Labour Organization's Convention 169.

By implementing UNDRIP and FPIC into the new national forest stewardship standard both globally and domestically, FSC not only opens the door for economic opportunities and participation from communities, but also drives ecosystem resiliency by holding industry players accountable for taking action.

Indeed, when consumers see the FSC logo, they know they are supporting a company that





doesn't just follow the status quo, but pursues a sustainable global model for how forestry should be.

A Symbiotic Approach

For GreenFirst, it took time and commitment to work in step with Wahkohtowin to achieve a symbiotic approach to sustainable forestry. And the results speak for themselves: economic benefits, cultural revitalization, community growth, and with effective conservation and monitoring, the chance to leave a legacy of healthy forests for future generations.

Kevin Tangie (Big Knife), the lands and resources economic development portfolio holder for Brunswick First Nation, shares his perspective on Wahkohtowin-industry partnerships and what he has seen play out over the past several years.

“The main thing for our people is to have protections in place, and the ability to regain some control and oversight on our lands and the activity that is happening out in the field,” Kevin says.

“Wahkohtowin is helping us obtain more sovereignty in terms of our influence on these lands, including forestry, developers, resources, extractions, and a number of environmental factors. Along with our First Nations partners, we are better able to align our forestry management techniques and become active partners in resource development projects.”

Many Indigenous Peoples hold close the Seventh Generation Principle – that today's decisions must lead to a sustainable world seven generations from now. Those decisions are best made jointly by all stewards of the forests, which can be described in policy, but which need decisive action and trusted partnerships – like that seen with Wahkohtowin and GreenFirst – to achieve lasting positive impact.

CHAIN OF CUSTODY

Our labels are important to consumers. In fact, 55% of global consumers understand what the FSC label stands for and 75% of shoppers who are aware of FSC will choose an FSC-certified product over its non-certified equivalent (source: GlobeScan Study 2021).

FSC's Chain of Custody (CoC) certification allows companies to label their FSC products and make FSC claims in sales documents, thereby maintaining the chain of custody for FSC-certified products.

We've seen growth with a number of new distributors of FSC products this year, both in-store and online. With this increase comes a potential side effect of challenges in the value chain with supplier attrition. To address this, FSC Canada has a strategy, working with the certifying bodies, to impart how the CoC certification can complement their own value proposition, with the added value of FSC certification.



FSC CLIMATE & ECOSYSTEM SERVICES PROGRAM

FSC is building an ambitious new program that puts a value on not only what we take out of forests, but what we leave behind, too.

It's easy to measure the economic value of forest products, but other vital benefits provided by forests can be harder to quantify. These benefits are called "ecosystem services," and include supporting biodiversity, storing carbon, cultural services, purifying water, regenerating soil, providing recreation and more. FSC determined that there was a market and stakeholder interest and demand for quantified ecosystems service benefits.

In 2022, FSC Canada, International and U.S. collaborated to begin to develop a climate and ecosystems services strategy tailored to North America.

The objectives of this project is to:

- Assess opportunities and related strategies for FSC to engage in growing demand for climate and ecosystem services in Canada and the United States;
- Develop an approach that drives increased value to forest managers and Indigenous communities, creating incentives for new and existing FSC certification;
- Reinforce FSC as an important partner for forest-based corporate initiatives tied to climate and ecosystem services.

A secondary objective is to provide clear direction for all stakeholders involved, including certificate holders, members, donors, corporate partners and others.

To inform the strategy, three phases of development were completed in 2022 with the support of external consultants:



1. The team mapped forest landowner carbon programs and forest carbon project developers (primarily in the U.S.) and identified alignment with FSC and opportunities for partnership.
2. Next, the team identified Indigenous-led solutions in Canada and determined how FSC could provide value in that space
3. Finally, market research was conducted, focused on forest carbon, Indigenous-led solutions, biodiversity, and water as well as research into delivery mechanisms.



All findings were presented in December 2022 at the CES strategy meeting and reviewed with the Advisory Committee.

In Canada, three priority areas for ecosystem services were identified:

Indigenous-led solutions: These are expected to bring value to FSC certificate holders as well as Indigenous communities. Given the current level of maturation of Indigenous-led solutions, both within FSC and more broadly within CES projects, it is expected

that this will be a continuous co-creation process. An FSC Indigenous Foundation Western Canada representative will be hired, plus an Indigenous lead consultant will be needed to advance this work.

Biodiversity - with a specific focus on woodland caribou: For boreal woodland caribou, it is expected that if high performers can get a monetary reward, this may send a clear message to others to move forward to be able to access these additional benefits. As a secondary biodiversity

priority, a claim on and reward for protecting intact forest landscape (IFL) areas could be of interest for IFL areas overlapping with forest management, certificate holders area.

Carbon related services including carbon capture and storage.

For 2023, we will continue our work with interested certificate holders to support the uptake of ecosystem services and pilot new elements of the procedure.

FIVE PRIORITIES DRIVE OUR NEW 5-YEAR STRATEGIC PLAN

Canada is home to 10 per cent of the world's forests, and we take great pride in leading the way for improved forest management solutions that protect the ecological, economic and social needs of present and future generations, including Indigenous peoples.

Our new 2023-2027 Strategic Plan is designed to deepen FSC's impact across Canada, broaden the implementation of our National Forest Stewardship Standard, and help collectively target issues of pressing concern in our forests. The following five priorities will define our coming efforts this decade:

1. Demonstrating FSC Effectiveness and Brand Value
2. Expanding Markets and Consumer Awareness
3. Increasing FSC-Certified Area

4. Supporting Indigenous Peoples' Rights

5. Co-creating Climate Change, Community and Ecosystem-Based Solutions

Our plan reinforces the strategic commitments of FSC International, a strong and growing network that shapes our initiatives and efforts. Today, FSC Canada has never been more relevant. We serve as a unique convenor for solutions-oriented discussions among diverse members while taking aim at complex issues that include upholding the rights of Indigenous Peoples and integrating conservation benefits and economic opportunities for all.

The 2023-2027 Strategic Plan is guided by our values:

Inclusivity... to ensure well-managed forests with a diversity of benefits

Collaboration... to support Indigenous people working with forest managers as an emerging force in the forest sector

Leadership... in protecting species at risk and other high values in forests

Sustainability... showing the benefits of forests and forest products in the fight against climate change

Success... in engaging communities, workers, stakeholders and Indigenous peoples in forest management planning to find the balance that sustains ecosystems and the livelihoods of people; and

Credibility... representing responsible purchasing choices

LEARN HOW WE WILL DELIVER ON THESE STRATEGIC PRIORITIES

EXPANDING THE BRAND AND MARKET



FSC
www.fsc.org

RECYCLED

Board made from
recycled material

FSC® C009687

RESEARCHING SOLID WOOD MARKETS

FSC Canada embarked on a project in 2022 to research solid wood markets for our certificate holders with the goal of growing capacity and demand.

During the project, 50 organizations (certified to FSC and not) were engaged within value chains including construction, industrial and home development.

Over the course of the project, key findings were uncovered, including:

- Industrial construction is an important starting point, as there is an increased emphasis on and requirements for organizations to meet ESG goals and targets. Many companies are looking to the use of more natural materials, ideally from certified sources. This includes wood – specifically mass timber – because of its ability to sequester carbon.
- Boutique custom builders have increased demand for FSC-certified wood in order to meet their customer demand. This industry is looking to increase use of certified wood by 80% within the next 5 years.

Not only has this preliminary research helped inform our strategy and outreach plans for architects, designers, and home builders in Canada, but it has also resulted in FSC Canada taking a leadership role within North America, working in tandem with FSC U.S. to connect with these key stakeholders. While the dynamics of the market are complicated, by raising awareness for FSC through these target audiences, we're increasing the preference for FSC-certified wood.

GLOBAL SURVEY SHOWS CLIMBING SATISFACTION RATES AMONG CERTIFICATE HOLDERS

Every two years, FSC International polls clients around the world to help gauge what they feel are the main benefits and importance of FSC certification.

In 2022, the Global Client Survey measured levels of satisfaction levels of certificate and license holders, their willingness to renew, and where we can improve our support. After nearly 9,300 clients responded – our highest engagement yet – here are the key takeaways:



Overall satisfaction is higher than in past years, and the proportion of “very satisfied” respondents more than doubled among each audience group. Now, 75 per cent of Forest Management (FM) and Chain of Custody (CoC) Certificate holders, and 70 per cent of Promotional Licence (PL) holders, are “satisfied” or “very satisfied” with FSC.

FM certificate holders report FSC’s most valuable benefit as being the protection of forest ecosystems (49 per cent).

For CoC certificate holders, it is the prevention of deforestation and forest degradation (46 per cent), and for PL holders it is brand image and sustainability credentials (90 per cent).

We found that 85 per cent of FM and CoC certificate holders, and 78 per cent of PL holders, plan to renew their certification.

Main areas for improvement were noted as broadening awareness of the value of sustainable forest management and reduced certification costs.

FSC FOREST WEEK - CHOOSE FORESTS, CHOOSE FSC

From September 24-30, 2022, companies, ENGOs, influencers and people from all over the world celebrated FSC Forest Week, highlighting the value of forests and how choosing sustainably sourced products can help create resilient forests for the future. Our theme: “Choose Forests. Choose FSC.”

To all forest stewards: Thank you for playing your part in the campaign. We hope you will continue spreading the word to help protect the world’s forests for our future generations. We are grateful to the many Canadian organizations that joined us in celebrating FSC Week, including:

- Alberta-Pacific Forest Industries Inc.
- AMBICO LTD
- ArborVitae Environmental Services
- AV Group NB
- BreezeWood Floors
- Burns Lake Community Forest
- Certified Wood Products, Inc.
- Conseil régional de l’environnement du Bas-Saint-Laurent (CREBSL)
- County of Simcoe
- Dave’s Quick Print
- Eastern Ontario Model Forest
- Enykdev Conseils
- Fédération des producteurs forestiers du Québec
- Groupe Magnitude
- Gus Design Group Inc.
- Hemlock Printers
- JMN Enterprises Inc
- Kruger Products
- Meadow Lake Mechanical Pulp
- Nawiinginokiima Forest Management Corporation
- Olympic Forest Products Inc.
- Port Hawkesbury Paper
- Produits Forestiers Résolu
- Sustana Fiber
- The Millcraft Paper Company
- Two Sides North America
- Whitebird



CASCADES AND ELEMENT5 WIN LEADERSHIP AWARDS

In 2022, FSC announced the winners of its yearly North American Leadership Awards, recognizing uncommon excellence that advances responsible forest management and forest conservation.

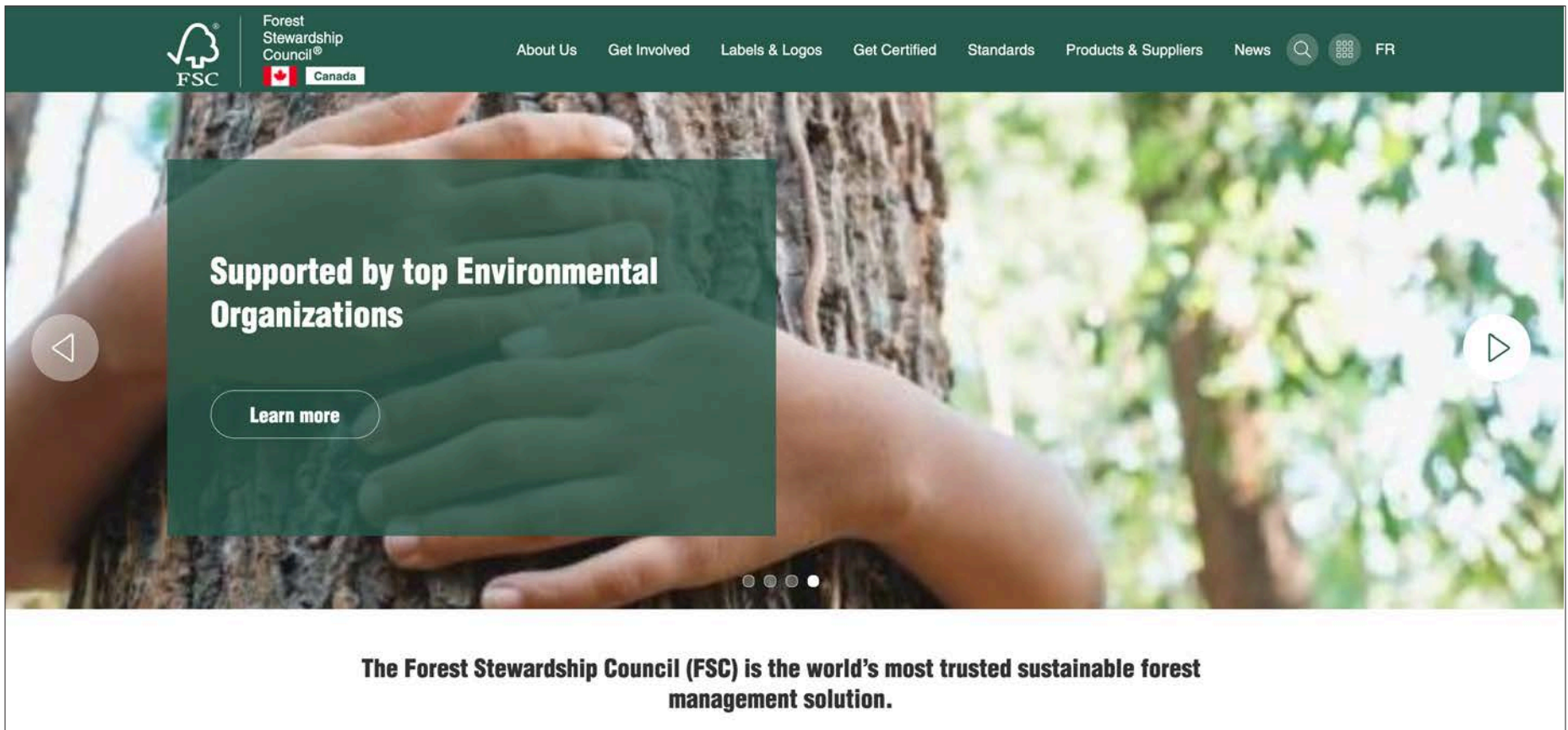
The FSC Leadership Awards celebrate forest owners, builders, architects, retailers, paper mills, manufacturers, environmental organizations and many others who contribute to the movement toward responsible sourcing and forest management.

This year Canadian companies Cascades and Element5 earned awards for the following:

- Cascades for producing FSC-certified containerboard packaging, tissue and specialty products in 80 facilities throughout North America.
- Element5 for earning and promoting FSC certification in Ontario's first cross-laminated timber manufacturing plant to create low-carbon building materials for the 21st Century.

We congratulate these two companies on showcasing their leadership! Find a full list of winners [here](#).





FSC CANADA LAUNCHES NEW WEBSITE

In May 2022, FSC Canada launched a new website to make it easier to find the specific information our unique visitors need to drive sustainable forest management. This audience

ranges from forest managers to environmental groups, Indigenous Peoples, businesses, communities and consumers.

Whether visitors are new to FSC, or seeking information on certifying forests or products, or curious about FSC labels, or want to keep up-to-date on projects, the new

site is designed to get them where they need to go quickly.

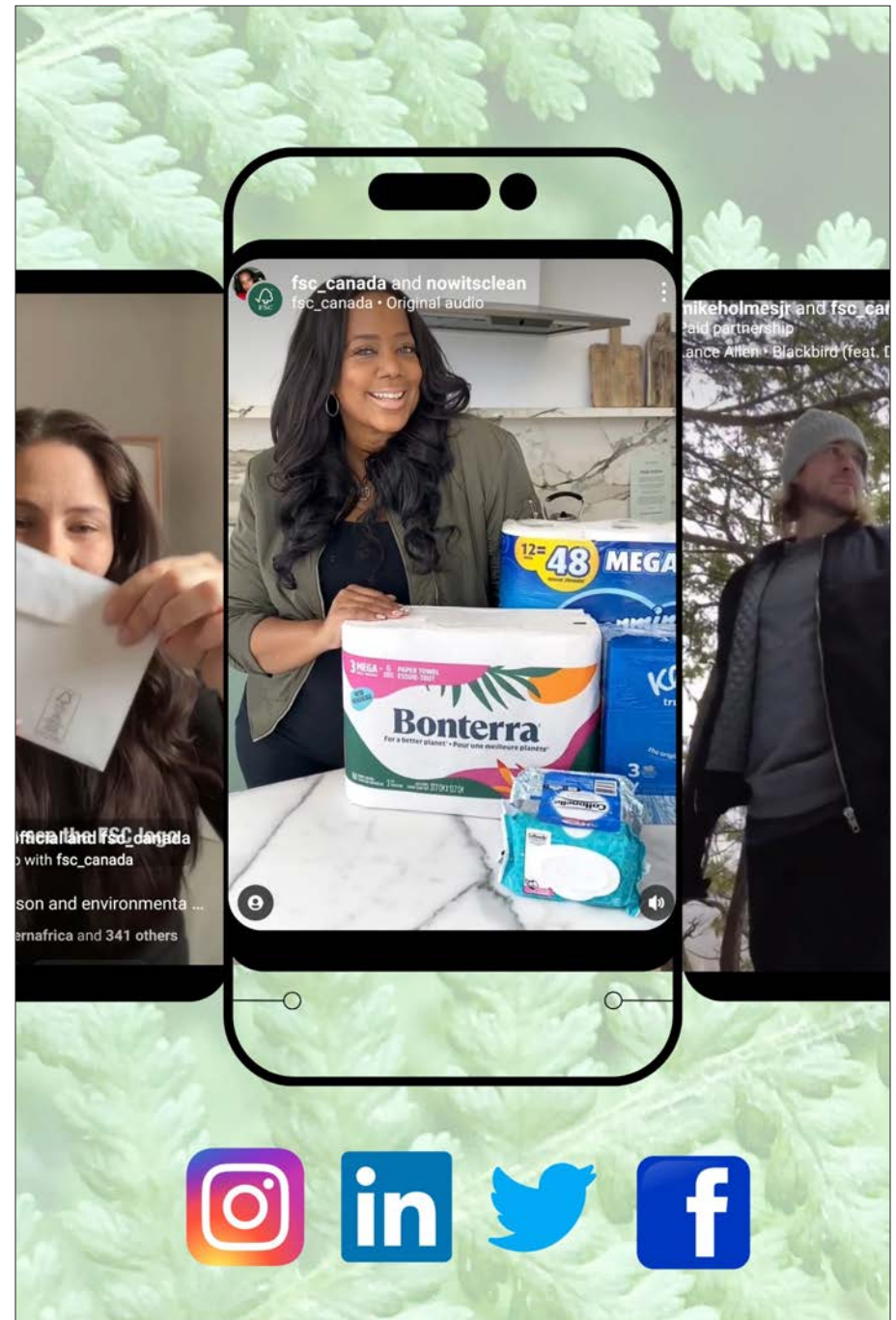
It also efficiently directs consumers, contractors, builders, and developers to find FSC-certified materials and products located on BuildwithFSC.org and ShopFSC.ca.

SOCIAL MEDIA ENGAGEMENT

Throughout 2022, our team worked to build engagement across all of FSC Canada's Facebook, Instagram, LinkedIn, and Twitter platforms. To this end, we carefully built a calendar of content that notably engaged top-tier influencers during April's Earth Month/Earth Day celebrations.

Our top-performing posts continue to be those that feature people, including the Women of FSC (on International Women's Day), favourite tree videos from FSC staff, and influencer partnerships – this year with Indigenous educator and influencer Zhaawnong Webb, Lori Williamson (Now It's Clean), Nadia George and Michael Holmes Jr.

Our organic reach, combined with targeted ads, helped FSC Canada reached over 1.1 million people in 2022 and boost our followers by 15 per cent from 10,389 to 12,295 – including 77 and 72 per cent bumps on Instagram and Facebook, respectfully.

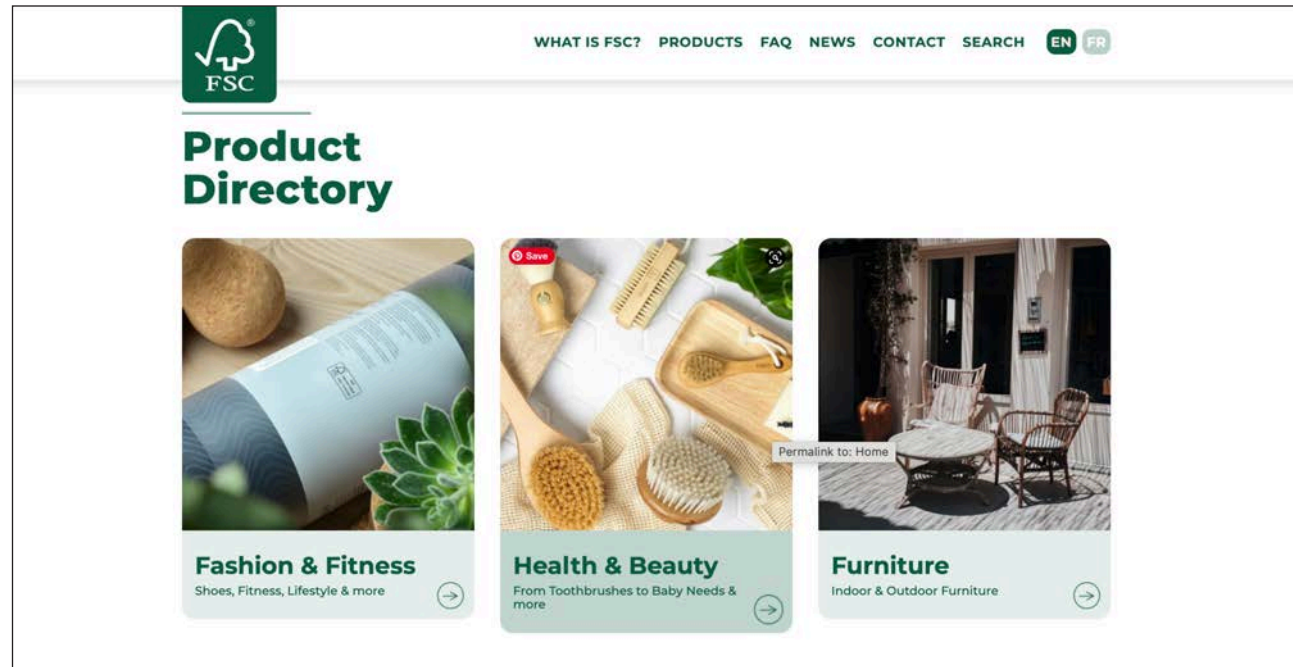


SHOPFSC.CA: CONNECTING MORE CANADIANS WITH FSC- CERTIFIED PRODUCTS

FSC Canada is working to ensure the important role of protecting forests is not exclusively the responsibility of activist organizations, government agencies, or eco-conscious corporations. It is incumbent on us all to make smart daily choices through our consumer choices.

From furniture to guitars, yoga mats to shoes, toothbrushes to paper products, ShopFSC.ca features over 100 products from FSC-certified partners – with more added every month.

In 2022, we continued efforts to drive traffic to ShopFSC.ca (first launched in September 2021), including regular social media ads, calls to action from influencer partnerships, strong SEO principles, and regular newsletters and blog posts.



Brands featured on shopfsc.ca include

- Allbirds
- Crate & Barrel
- Domtar
- Greenlid
- Hammermill
- HP
- Hunter Boots
- Kimberly Clark
- Kruger Products
- Lululemon
- Martin Guitar
- Molo
- Mouche
- On the Bend
- P&G
- Patagonia
- PEHR
- Pottery Barn
- Staples
- The Future is Bamboo
- West Elm
- Williams-Sonoma
- Xerox

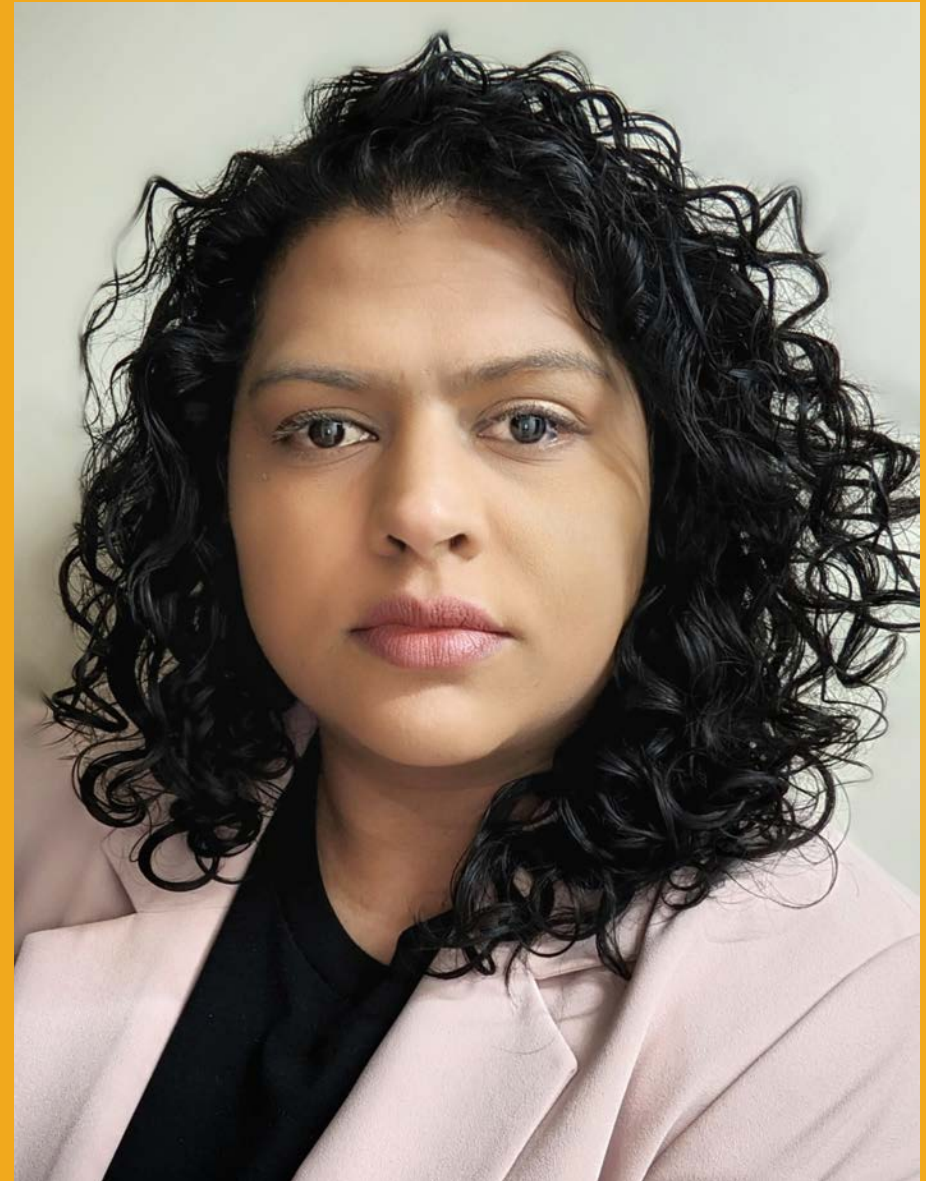
FSC CANADA'S MONIKA PATEL WINS PRESTIGIOUS TOP 10 UNDER 40

For the past decade, Canadian Forest Industries (CFI) magazine has celebrated the best young achievers in forestry with a Top 10 Under 40 awards. We are thrilled to announce that in 2022, our Director of Communications and Programs, Monika Patel, was selected as part of this distinguished group.

For nearly 15 years, Monika has passionately worked in and advocated for a responsible approach to forestry and sustainable forest products at FSC Canada. She also provides strategic communications support on high-profile projects for FSC International, including General Assembly.

Working directly with FSC certificate holders, including major brands, national retailers, wood suppliers, and forest management companies, Patel forges new relationships and explores ways to raise awareness for the work they do and the products they manufacture.

Special thanks to Daisley Communications and ALPAC (Eston Dzus and Tina Biro) for developing the submission. To read it in full please visit [woodbusiness.ca](https://www.woodbusiness.ca).





RECONNECTING: AROUND THE WORLD OF FSC

FSC NORTH AMERICA MEMBERS MEETING

June 2022, Calgary

Stakeholders from Canada and the U.S. met to examine a wide range of developments and priorities as well as policy and standard updates. Particular themes that emerged included the needs of small, low intensity and community forests, the expansion of FSC certification in the boreal forest and Pacific Northwest, the evolving solid wood market, and how to streamline FSC requirements and climate and ecosystem services.

COP 15

December 2022, Montreal

At the 15th Conference of the Parties (COP 15) of the UN Convention on Biological Diversity, gathering nations reached an historic agreement in aligning on global action to halt and reverse biodiversity loss. They committed to protect 30 per cent of the world's land, water, and marine



areas by 2030, and mobilizing at least \$200 billion USD per year from public and private sources toward this effort.

As the world's most credible validation for forest stewardship, FSC is a key ally and tool to support governments, businesses, and other major stakeholders to effectively implement the global biodiversity framework. Our solutions are directly tied to its target of sustainable forest management and forest area and goal to boost the scope of our certified forests.

In the lead-up to this historic agreement, FSC Canada joined global colleagues in panel discussions designed to showcase how FSC can help restore, enhance, and protect biodiversity in certified forests. During COP 15, we held an event focused on forest stewardship and included government officials from Canada and China, representatives from FSC, IKEA, WWF International and Indigenous speakers.



“FSC solutions are significant assets for governments to embed forest stewardship in international policy frameworks; they also support efforts to reach national and international targets such as restoration and biodiversity commitments.”

**– KIM CARSTENSEN
DIRECTOR GENERAL, FSC INTERNATIONAL**



FSC GENERAL ASSEMBLY

October 2022, Bali

Each year, this collaborative assembly unites diverse members and partners in a bid to set global benchmarks for forest stewardship designed to positively impact our forests and those who depend on them. In 2022, more than 750 FSC stakeholders convened, including leaders from Indigenous Peoples organizations, trade unions, environmental groups, and industry.

After votes during the assembly, members successfully passed 14 separate motions, including the much-anticipated:

Motion 37: Required changes to the FSC Principles and Criteria to implement the Policy to Address Conversion

Motion 45: Enhance and Improve the Conversion and Remedy Package to Protect FSC's Credibility.

Combined, these motions provide a roadmap to restoring, certifying, and responsibly managing millions of hectares of forests. FSC can be an important tool in incentivizing the restoration of deforested or degraded land, as well as providing remediation for people who have been negatively impacted by poor forest management practices.

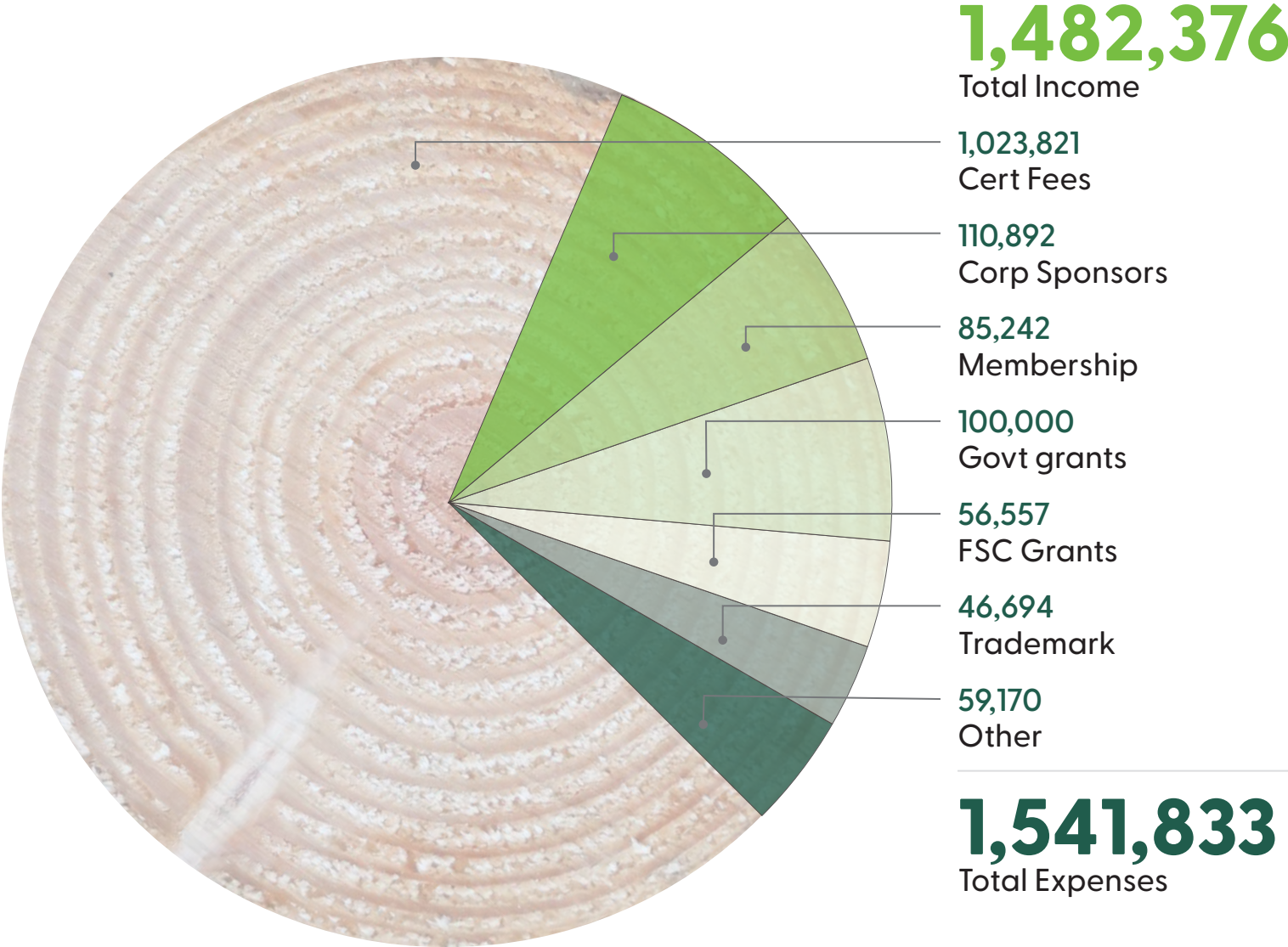
Other collective decisions at the Assembly included:

- French becomes FSC's third official language, with English and Spanish.
- A new approach to protecting Intact Forests Landscapes inclusive of recognizing Indigenous territory.
- Enabling stakeholders to use our Ecosystem Service Procedure to demonstrate progress toward net zero, climate, and biodiversity goals.
- Enabling Indigenous Peoples to use that same procedure to show the value of their traditional practices in order to better seek investments to sustain their communities.
- Granting trade union access to workers so they are aware of their workplace rights.
- Solidifying the right for certified organizations to put occupational health and safety officers in place.

[Visit this page](#) to learn more on the impact of these and other motions.



FINANCIALS





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