



**FORESTS
FOR ALL
FOREVER™**



Paper & Packaging

Take steps **today** for a better **tomorrow**



At the Forest Stewardship Council® (FSC®), *We Love Forests.*

We are committed to keeping them healthy and resilient for this generation, and generations to come.

As the world's most credible forest certification system, we are proud to be trusted by NGOs, consumers, and businesses around the globe. FSC ensures that forest-based materials which can include paper, print and packaging are sourced from forests that meet our rigorous environmental and social standards.



Forest Friendly Paper is Good For Business

Paper and packaging are some of the most widely used forest-based products, so ensuring they are sustainably sourced is crucial to protecting healthy and resilient forests. FSC certification allows you to provide the responsible choices consumers want and demonstrate your commitment to forests worldwide.

The Value of FSC

FSC-certified forests have environmental, economic and social benefits.

As the world's most trusted sustainable forest management solution, FSC labelling tells customers that the materials used originate from responsible sources.



Biodiversity conservation

Plant and animal species, including rare, threatened or endangered species are protected.



A proven solution to tackle the climate crisis

FSC-certified forests protect and strengthen forest ecosystems.



Protection for workers

FSC actively monitors if forest managers and companies uphold the strict principles and rights of workers required by the International Labour Organization.



Supporting Indigenous People's Rights

All FSC-certified forest owners and managers are required to identify and uphold Indigenous Peoples' rights, land ownership, use of land, and access to resources the land may provide.

“WWF considers FSC to be the most credible and rigorous forest certification scheme currently available to ensure environmentally responsible, socially beneficial and economically viable management of forests.”

WWF, ‘Responsible Sourcing of Forest Products: The Business Case for Retailers, 2017’¹

“The Sierra Club and most other environmental groups are united in support of the Forest Stewardship Council (FSC) as the highest standard for forest certification.”

Sierra Club, ‘About Forest Certification’ Our Wild America campaign².

¹Published in April 2017 by WWF-World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland.

²<https://content.sierraclub.org/ourwildamerica/about-forest-certification>



18 billion pounds
of plastic waste
flows into oceans
every year*

40% of plastic
produced is
packaging used
just once and then
discarded*

Less than 1/5
of all plastic is
recycled globally*

It's Time to Ditch the Plastic

One of the leading perceived causes of climate change is plastic. While businesses, organizations and the government have announced ways to counter the tidal wave of plastic waste, plastics remain a big issue.

Moving away from plastics is essential. It requires bold and innovative steps including choosing renewable and recyclable materials like paper and cardboard.

*Source: National Geographic/ University of California
<https://www.nationalgeographic.com/science/article/plastics-facts-infographics-ocean-pollution?loggedin=true&rnd=1706833468056>

The Key is Responsible Sourcing

Packaging made from forest-fibre has the potential to be both renewable, recyclable and biodegradable, but only when it is responsibly sourced.

FSC certification ensures that forest-based materials, such as paper and packaging, are procured from forests adhering to stringent environmental and social criteria.

When companies in the paper, printing, and packaging sector choose FSC-certified materials, they actively support the preservation of biodiversity, uphold Indigenous rights, and contribute to the conservation of crucial ecosystems.

FSC Certification

Who Needs Certification?

Any company involved in the transformation, processing, manufacturing or distribution of a forest-based product, must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

This includes, but is not limited to:

- Pulp Mills
- Paper Mills
- Paper Merchants
- Paper Converters
- Printing Companies
- Print Brokers (That Take Legal Possession)

How Does It Work?

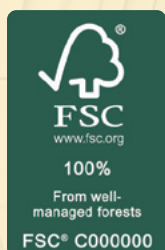
FSC Certification takes place through independent third-party assessments by Certification Bodies.

Certifiers will audit your business to ensure that:

- You are purchasing FSC certified products from a certified supplier
- Certified products are clearly identifiable
- Certified products are separated from non-certified
- Certified products are traceable, and volumes are recorded
- You have a good management in place

What Do the Labels Mean?

Found on thousands of products labels around the world, the FSC labels provide assurance that the material or product comes from verified and responsible sources that have met FSC's strict environmental and social requirements.



FSC 100%
products made from
100% virgin material
from FSC-certified
forests.



FSC Mix
products which are
made from FSC virgin
fibre, and/or recycled
materials with
controlled virgin fibre.



FSC Recycled
products which are
made with 100%
recycled fibre.

5 Steps to FSC Certification

1

Contact a certification body: Contact one, or several, third party certification bodies who will provide a cost estimate and timeline. The certification body will provide you with information about the requirements for FSC certification.

2

Application & agreement: When you decide which certification body you would like to work with, fill out an application form and sign an agreement with the certification body.

3

Complete an on-site audit: Complete an on-site certification audit where your selected certification body will assess your company's qualifications for certification.

4

Certification approval: The data collected during the audit will be captured in an audit report. The certification body will make a certification decision based on the information in the report.

5

Annual audit: The certification body will also conduct annual surveillance audits to verify your continued compliance with FSC certification requirements. FSC certificates are valid for five years.

Certificate Holders Trust FSC to Meet Their Client Demands:

78%

of certificate holders surveyed cited 'meeting client demands' to be the most important benefit of FSC

83%

of certificate holders surveyed said that FSC helps them in creating a positive corporate image

FSC certificate holders survey 2018, 4,062 respondents across 95 countries



Get Started Today

How Your Business Can Benefit from FSC Certification

Consumer Confidence

FSC certification is a globally recognized label that instills confidence in consumers. Research has found that 80% of consumers who recognize FSC, say they are more likely to trust a brand if it offered FSC-certified products (Ipsos 2023).

Brand Reputation and Loyalty

FSC certification enhances a company's reputation by showcasing a commitment to sustainability and responsible business practices.

Supply Chain Transparency

Certification provides a clear chain of custody, ensuring that products can be traced back to responsibly managed sources, mitigating the risk of unknowingly using illegal or unsustainable materials.

Competitive Advantage

Certification signals to consumers that your company is committed to responsible sourcing and manufacturing, providing a competitive edge.



Consumers Trust FSC to Protect Forests

Consumers are increasingly aware of rising global issues such as forest and wildlife loss and its contribution to climate change. They expect change from the paper & packaging industry, especially avoiding single-use packaging by looking for more sustainable solutions.

In this context, specifying FSC-certified materials and asking suppliers to apply an FSC label gives consumers the assurance that a business has chosen to source materials responsibly.

- 66% of consumers expect companies to ensure that the wood/paper products and packaging they sell are not contributing to deforestation.
- 63% of consumers try to buy products packaged with renewable materials such as paper instead of plastic.
- 8 in 10 consumers who recognize the FSC label say they are more likely to trust a brand if it offered FSC-certified products.
- Over three quarters of consumers (77%) show moderate to high levels of confidence in FSC to protect forests. Compared to other types of organizations, consumers have the highest confidence in FSC, which is considerably higher than businesses* or governments.

Source: 2022 Ipsos FSC Global Consumer Study, surveyed over 33 countries

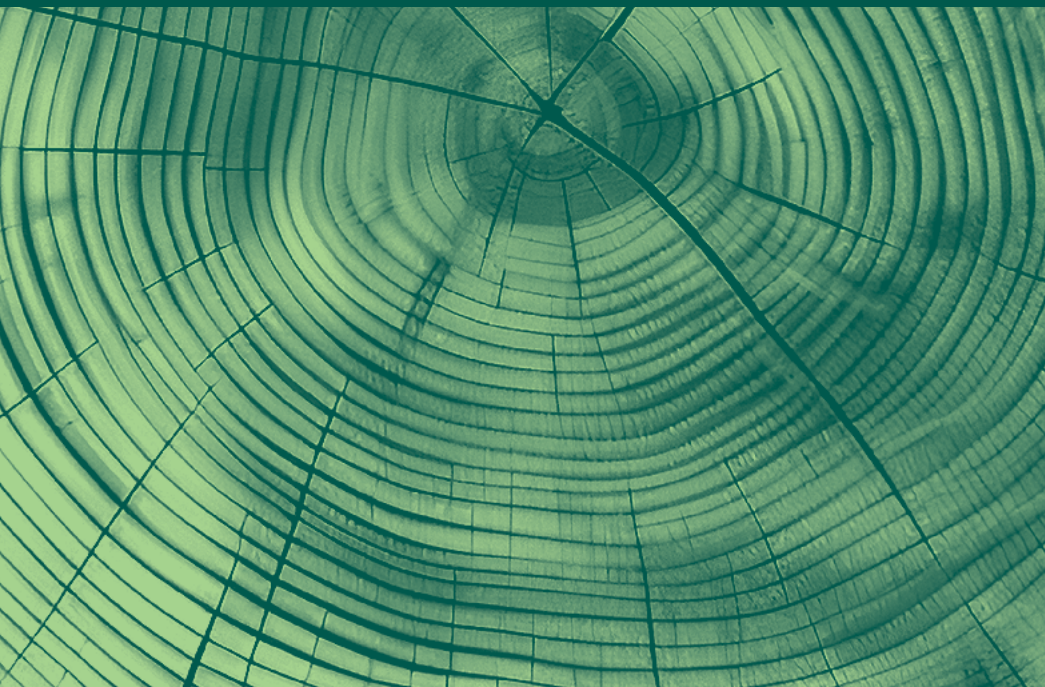
* Businesses only includes companies that make/sell wood/paper products and packaging



Responsible Paper & Packaging with FSC

Show customers your paper and packaging supports better results for forests, people and businesses. Demand for paper and packaging to be renewable and responsibly sourced has never been greater.





Contact

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**Choose Responsibly.
Choose FSC®.**

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