

# WHY CHOOSE FOREST STEWARDSHIP COUNCIL®

## FSC® IS THE **MOST TRUSTED** FOREST CERTIFICATION SYSTEM IN THE WORLD

### OUR LOGO IS THE MOST RECOGNIZED MARK FOR RESPONSIBLE FORESTRY

Almost half of global consumers recognize the FSC logo. When compared to other organizations, consumers have the highest confidence in FSC, which is significantly higher than their trust in businesses or governments.

### WE'RE BACKED BY REPUTABLE ENVIRONMENTAL ORGANIZATIONS

Including WWF Canada, the Rainforest Alliance, Canadian Parks and Wilderness Society (CPAWS), and Ontario Nature.

### WE ARE THE ONLY FOREST CERTIFICATION SYSTEM THAT IS CODE-COMPLIANT WITH ISEAL

ISEAL is the global association for social and environmental standards and part of the Climate Friendly Pledge with Amazon.

### BIG BRANDS PARTNER WITH AND TRUST US

Including IKEA, McDonald's, Amazon, Tetra Pak, Williams Sonoma, and West Elm.





# FSC HAS THE MOST PROVEN PROTECTIONS FOR FORESTS, AND THOSE THAT RELY ON THEM

- 1. Our biodiversity protections are the most extensive.**  
FSC certification assures the highest requirements for biodiversity protection currently available for commercial forestry.
- 2. We uphold the rights of Indigenous Peoples.**  
We require forest owners and managers to uphold the rights of land ownership, use of land, and access to resources, and ensure Free, Prior, and Informed Consent on all forest-related decisions.
- 3. We offer the strongest 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.
- 4. FSC certification is a proven solution to tackle the climate crisis.**  
Our certified forests protect and strengthen forest ecosystems. For instance, FSC forests that measure carbon on average realize a 17% increase in carbon stocks over a management cycle.
- 5. FSC claims meet strict criteria.**  
We ensure that sustainability claims made by companies about FSC-certified products are truthful, relevant, and clear. This is verified by independent auditors who check the supply chain and approve each and every use of our trademark.

OVER  
**50,000**  
COMPANIES  
HAVE FSC'S CHAIN  
OF CUSTODY  
CERTIFICATION

OVER  
**60%**  
OF CONSUMERS SAY THEY  
WOULD PROBABLY PAY MORE  
FOR AN FSC LABELLED  
PRODUCT

**46%**  
OF GLOBAL CONSUMERS  
RECALL SEEING  
THE FSC LABEL

FOR MORE  
INFORMATION  
REACH OUT TO  
[INFO@CA.FSC.ORG](mailto:INFO@CA.FSC.ORG)