FSC FORESTS® FOR ALL FOREVER

# Data rooted in nature

Measure, verify, and showcase the environmental impact of your forests

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# Rooting your sustainability in data

We know the challenges businesses face when it comes to sustainability. Consumers are increasingly vocal about brands reflecting authentic values – and cynical about brands who claim to be doing the right thing without any proof.

So, if you care about making a real difference and backing it up with real data, Verified Impact is perfect for you. By working with us, you won't just be making a positive difference – you'll have the high-integrity data to prove it.

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# Value you can verify

Forests and other woodlands are holding the line against climate change. They give us breathable air, plants that we can grow and eat, and are home to thousands of insects, birds, mammals, reptiles, and amphibians.

But until now, it has not been easy to quantify the difference they make. Verified Impact changes that, making it easy to assess how these places can match your existing sustainability goals.

For example, a local business might be especially keen on supporting carbon storage to reduce the impact of production. Verified Impact's data-driven approach means the company can see how supporting a nearby wetland would help fight climate change.

# In total, Verified Impact measures seven specific “superpowers” – the ecosystem services that a project could provide:

- Carbon sequestration
- Biodiversity conservation
- Water services
- Soil conservation
- Recreational services
- Air quality
- Cultural values

**With 20,000 hectares of FSC-certified forest, the Huong Son State Forest Company is a government-owned forest concession offering an essential lifeline for biodiversity in Vietnam.**

Located in the nation’s Ha Tinh province, this contiguous natural space is home to more than 2,300 plant and animal species.

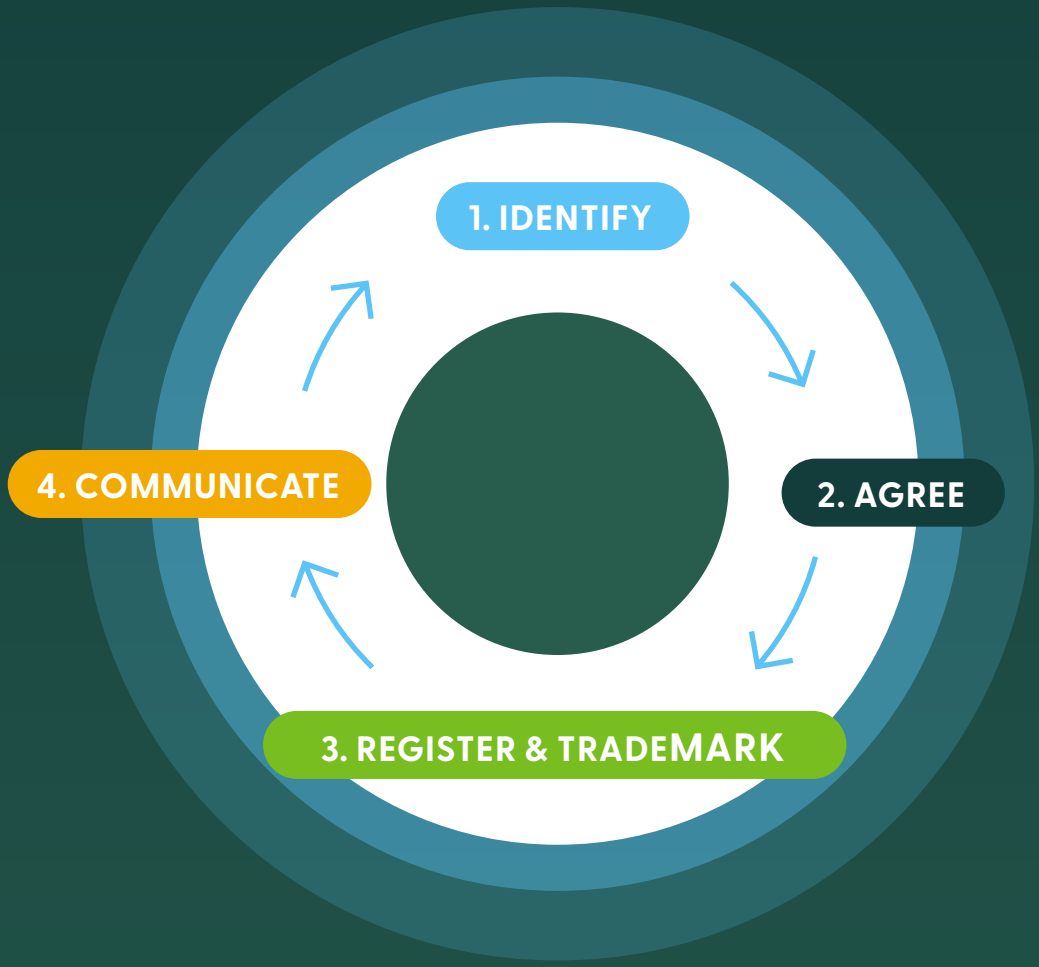
Huong State Forest was connected with 11 business sponsors as part of a large-scale Verified Impact project, leading to funding for vital forest patrols, resource monitoring, and enrichment planting to combat illegal resource exploitation.

The verified results have been significant for environmental protection and restoration: between 2015 and 2020, the forest sequestered 145,485 tons of carbon dioxide per year, a growth of 198,208 tons of carbon stock. That is a climate benefit equal to 32,137 cars’ emissions per year.

For the businesses involved, this translates into high-integrity, third-party-verified data to support ESG strategies. For the planet, it guarantees the preservation of a crucial ecosystem.

View the full case study here

# Our steps for success




## Our sponsors engage in a four-step process:

1. You start by identifying the regions and forest managers that are relevant to your sustainability stragegy. This can either be from a region you are already sourcing from, or another region where you would like to make a positive impact. You would then contact your FSC local office to discuss projects in your region of interest.
2. After discussing the possibilities of sponsoring a specific region, you will sign an agreement with the forest managers of that ecosystem service which outlines its details (such as duration, name, project scope etc).
3. Next, you will register the agreement with – and obtain a trademark license from – FSC. We have a digital FSC Registry to provide project information transparently. When you get a license, we support you in the process of making claims.
4. Finally, you will be able to engage in communications about the impact you are making, in line with the FSC guidelines.

# Real life impact

Here is how a small-scale açaí producer co-operative in Amapá, Brazil showcased the impact it made.

Sponsorship was instrumental for this açai producer. Between 2016-23, they achieved the following impacts:

| | |
|---|---|
| **402** | hectares of forest cover added |
| **259** | species protected, including jaguars and anteaters |
| **+103,679** | tons of $CO_2$ sequestered<br>the equivalent of emissions from 22,539 cars |

By halting forestry activity in protected zones, reducing the intensity of harvesting activities and training community members, Amazonbai reversed ecosystem degradation and helped conserve both carbon and biodiversity – backed by third-party verification.

View the full business case here

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# Why partner with FSC and Verified Impact

## Trusted source

Your sustainability initiative is only as credible as the data you use – and that data is only as credible as its source.

That is why you should partner with us. We are one of the world's most respected voices when it comes to sustainable forestry, with a brand recognized and trusted by customers and businesses around the globe.

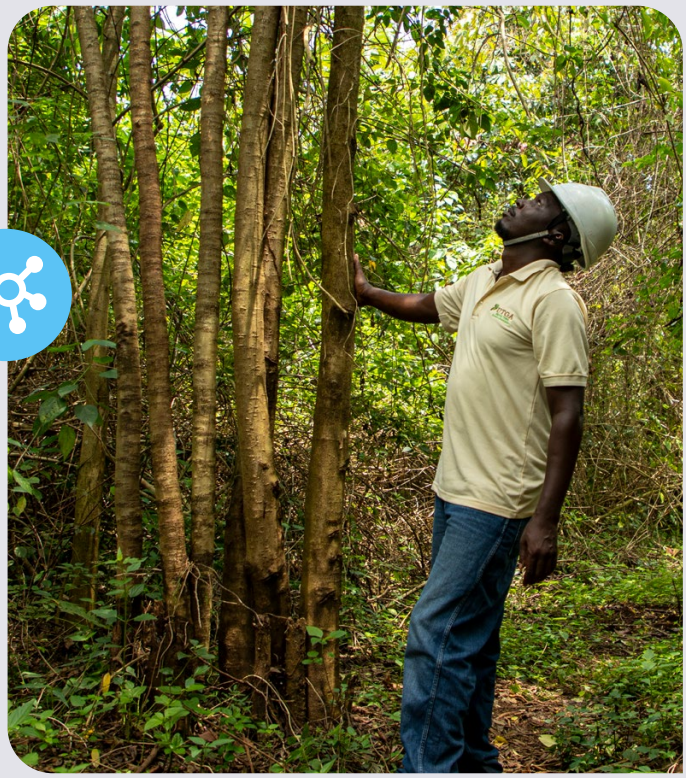
We also have deep knowledge and experience of working with, and for, all stakeholders. That includes safeguarding worker protections, upholding the rights of Indigenous Peoples, and valuing the local communities our projects are embedded in.

That focus on credibility is also at the heart of Verified Impact. To make sure that all the data provided is reliable, each project is audited by third parties. That way you can be confident that the projects you support will make a genuine difference to how sustainable you are – as well as the world around us.

30 years of promoting responsible forest management

80 countries worldwide with FSC certified forests

76% consumer recognition of FSC logo worldwide



The results and insights from the survey

The full survey results

# Why partner with FSC and Verified Impact

## Trusted data

Verified Impact gives businesses high-integrity data that you can use for storytelling, sustainability disclosures, and building brand trust. But it also does much more than that. Strong decisions are informed decisions, so by using credible data you can track your progress towards science-based nature targets, and use that to optimise your value chain and plan strategic projects for the future. No guesswork, just science.

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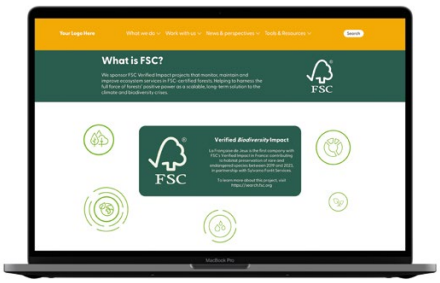
The benefits of incorporating high-integrity data from a market perspective allow you to:

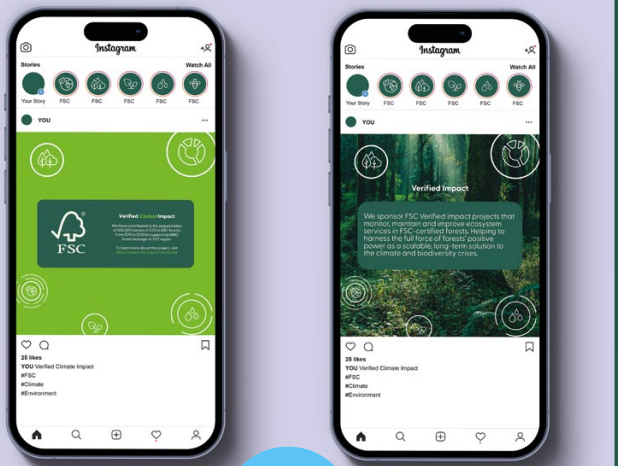
- **Disclose sustainability progress** in line with international frameworks such as CSRD, GRI, CDP, and TNFD
- **Track progress** towards science-based nature targets
- **Have data-driven storytelling** including on social media, in-store promotions, ad campaigns, and stakeholder events
- **Optimize your value chain** by avoiding, reducing, and restoring negative impact from your forest's operations
- **Collaborate on more projects** to optimize your value chain and increase your contribution
- **Build your brands trust** by leveraging transparent dashboards, clear data and effective communications

# Credibility that brings your sustainability story to life

By partnering with FSC and Verified Impact, you can share your sustainability story with complete confidence that it lines up with international frameworks.

**Here are some examples of how you can weave sustainability into your marketing:**






Our benchmarking tool

# Your natural partner for sustainability

**Interested, intrigued or inspired? Here is how to start benefiting from Verified Impact.**

The first step is working out what specific sustainability goals you are looking to meet. Since every Verified Impact project is a real-life forest, each one is unique and offers its own specific benefits.

Next, visit our website to see the current showcase of projects available from all around the world. Here, you can find out more about the overall history and aims of each project, as well as the ecosystem services it focuses on.

For example, you can currently sponsor woodlands in Namibia. The stated project focus is biodiversity restoration, while the summary tells us that the community managers are restoring habits for wildlife including cheetahs, giraffes, and antelopes.

The ecosystem services Interactive Dashboard

Find out more about woodlands in Namibia

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Once you have picked the perfect project, contact us and we will talk you through the steps to officially integrate it into your sustainability strategy.

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