

# THE VALUE OF FSC® CERTIFICATION



## PRINTING

The paper and publishing industries rely on thriving forests to meet demand. Despite an increasingly digital world, paper still remains a vital part of our everyday lives in business, our homes and our leisure activities. Although paper can be both biodegradable and easily recyclable, it can also be the product of deforestation or poor forestry practices if not sourced sustainably.

Through responsible management of forests, Forest Stewardship Council® (FSC®) can help secure a long-term source of paper. FSC can enable the paper and printing sectors to demonstrate their commitment to responsible forestry. With group certification readily available for printers, the cost of achieving FSC certification can be reduced. Plus, FSC-certified paper is now available in virtually all markets.



### Forest Management Certification

FSC's forest management certification is awarded to organizations managing their forest operations in socially, environmentally and economically responsible ways. The management of both natural and plantation forests falls under forest management certification.

For forest operators



### Chain of Custody (CoC) Certification

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, or re-labelling) must obtain chain of custody certification to apply an FSC label to their products and/or sell them with an FSC claim.

For companies



### Promotional License

Assurance is provided to consumers that FSC supply chain integrity is maintained at each link in the value chain. Brand owners and retailers may enter into strategic promotional partnerships with FSC

For non-certified retailers



The Forest Stewardship Council® (FSC) is the world's most trusted sustainable forest management solution. As the original pioneers of forest certification, FSC has over 27 years of experience in setting the gold standard for sustainable forest management.

**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 sustainable and legal sources.



### Zero deforestation

Although trees are harvested, there is no net loss of forest over time



### Environmental protection

FSC certification requires biodiversity and high conservation value areas - including old growth forests - to be conserved



### Community rights respected

FSC certification requires local communities near and in forests to be consulted and engaged, and their cultural rights to be respected.



### Fair wage and work environment for workers

FSC certification requires training, safety and decent wages for all workers