

# THE VALUE OF FSC® CERTIFICATION



## RETAIL

Retailers play a vital role in the shift towards sustainable consumption. They are often the 'gatekeepers' between consumers and producers, and often have a responsibility to label and communicate about sustainable products.

Due to their direct line of communication with consumers, retailers can influence the decisions made by consumers, and in this way, drive sustainability trends forward when it comes to wood, paper, packaging and textiles.

By choosing Forest Stewardship Council® (FSC®) labelled products you are not only meeting consumer's increasingly environmental expectations but also delivering better outcomes for forests, communities and businesses.

For more information on how your organisation can partner with FSC, contact FSC Southern Africa.



### 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 pioneer of forest certification in 1994, FSC has been 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