



Forest Stewardship Council®
Press Briefing Pack



**FORESTSTM
FOR ALL
FOREVER**

Let us start with who we are

The **Forest Stewardship Council® (FSC®)** is the world's most trusted sustainable forest management solution.

FSC has over 26 years of experience in setting the gold standard for sustainable forest management around the world. FSC's unique democratic standard-setting process enables forest owners, communities and businesses to jointly make decisions on issues impacting forests today and in the future. This ensures inclusivity in finding the best solutions. Through our global standard, unrivalled stakeholder engagement and support from businesses and NGOs, we are the world's most credible solution for sustainable forest management; trusted to secure better outcomes for the markets, communities and forests for today and future generations.

Our vision

Meeting the rights and needs of the present generation without compromising those of future generations.



Our mission

FSC will promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

In numbers



26+ years of existence



211.52+ million certified ha



42,743+ chain of custody certificates



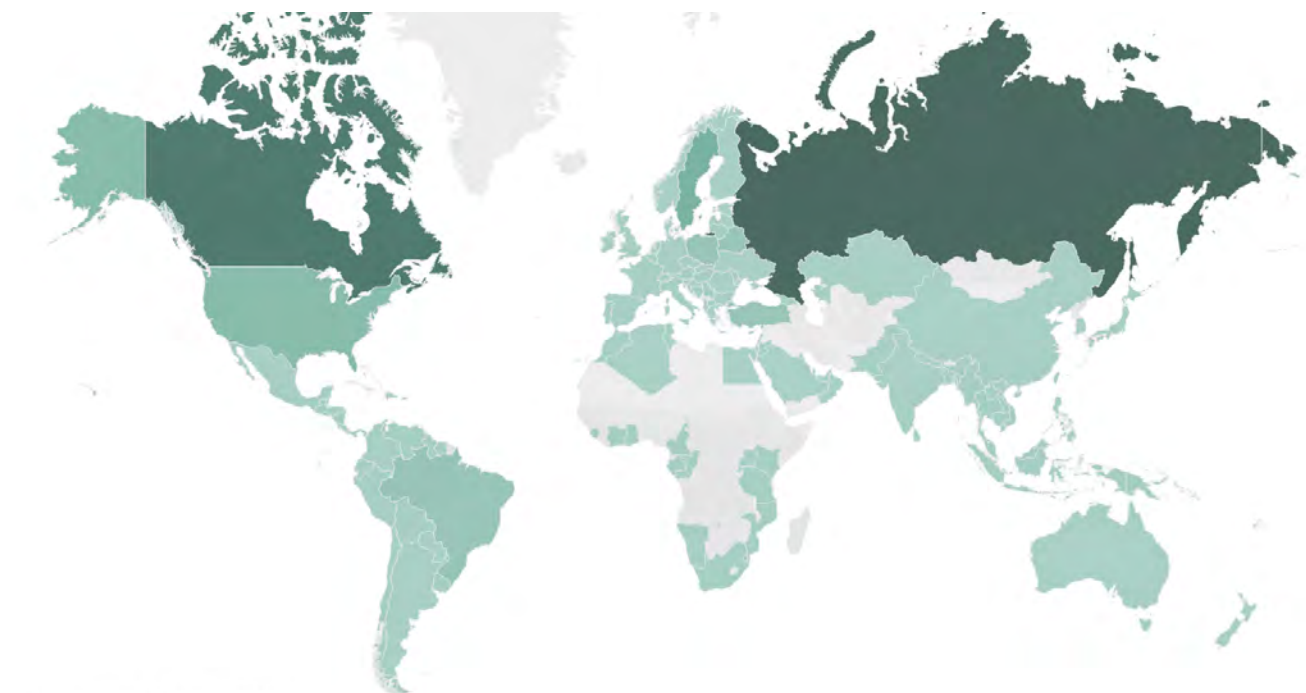
1,725+ forest management / chain of custody certificates



1,165+ members in 89 countries

The areas in green indicates countries where FSC is present

Including FSC forest management and/or chain of custody certificates



What is the FSC certification?

Everyday, we work towards the care of our forests and those who rely on them by protecting plant and animal species, ensuring Indigenous Peoples' rights, requiring forest workers' safety, and much more.

We achieve this through FSC certification, to ensure that forests around the world are responsibly managed—with certification being a voluntary, market-based tool, verified from forest origin through supply chain.

FSC provides two main types of certification:

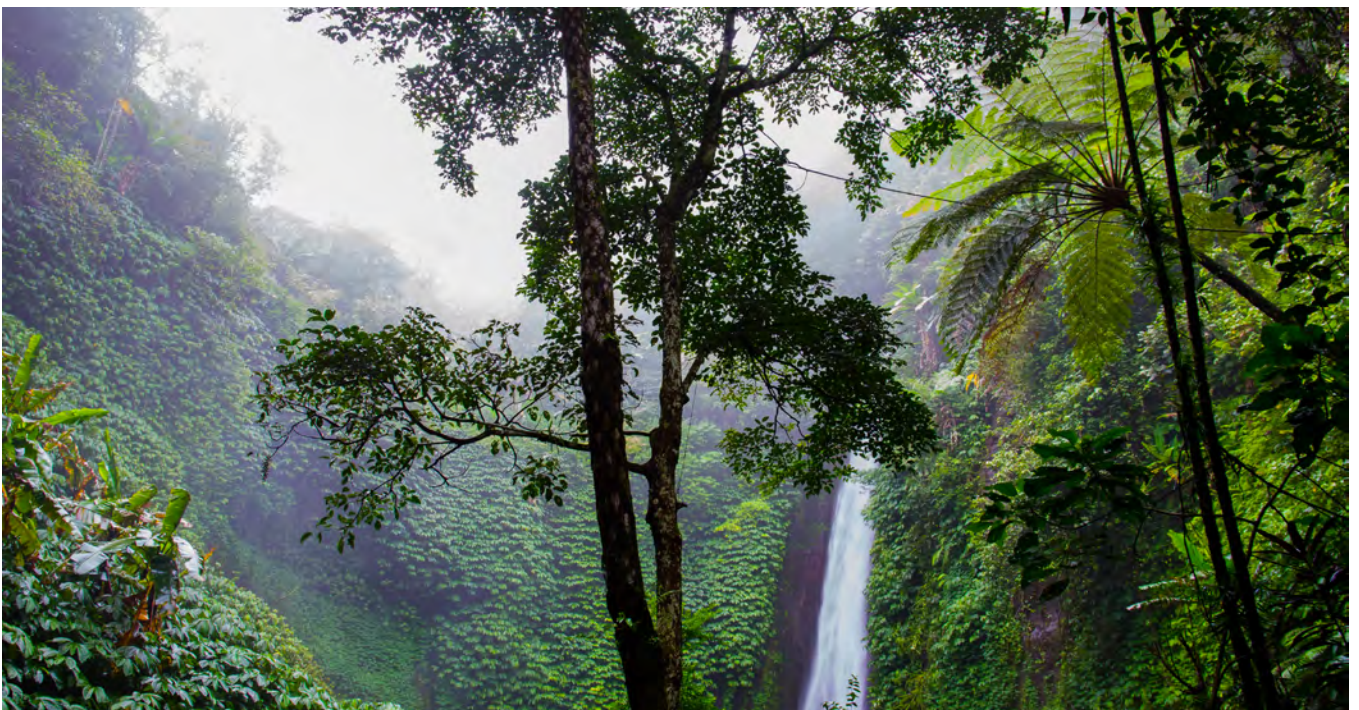


FSC forest management certification



FSC chain of custody certification

To earn FSC certification, an organization must meet FSC's standards, which are based on ten core principles that cover issues ranging from environmental impact to community relations and workers' rights to monitoring and assessment processes.



10 Principles and Criteria that apply to FSC-certified forests around the world:

1. Compliance with laws
2. Workers' rights and employment conditions
3. Indigenous Peoples' rights
4. Community relations
5. Benefits from the forest
6. Environmental values and impact
7. Management planning
8. Monitoring and assessment
9. High conservation values
10. Implementation of management activities

An independent organization audits the forest or supply chain to ensure it meets the FSC standards.



The meaning behind our labels

Each of the three labels provides information about the nature and origin of the materials used to make the finished and labelled product:



- **FSC 100%:** All the materials used in products, or part of a product, bearing this label are sourced from certified forests that are managed according to FSC's rigorous standards.
- **FSC Recycled:** Products that bear this label contain 100% recycled content (either post-consumer or pre-consumer reclaimed materials).
- **FSC Mix:** Products bearing this label are made using a mixture of materials from FSC-certified forests, recycled materials, or FSC controlled wood. While controlled wood is not from FSC-certified forests, it mitigates the risk of the material originating from unacceptable sources, such as deforestation.

By choosing products with the FSC label, consumers can be sure that the items they are purchasing have not been manufactured at the expense of the forest, or the animals, plants, and people who rely on it. When consumers purchase FSC-certified products, they are directly supporting responsible forest management.

Our spokesperson



Kim Carstensen,

Director General of FSC International since 2012

Mr. Carstensen has a proven track record as a global leader within the environment and development sectors. Prior to joining FSC, Mr. Carstensen managed Fair Green Solutions, an environmental strategy and sustainable development consultancy that, among other things, helped link the concepts of ‘Green Economy’ and sustainable development for clients in the Global South.

His strategic approach to environment and development issues comes from a long history of global leadership at WWF, most recently as the leader of WWF International’s Global Climate Initiative. Here, he led the organization’s development of nationally relevant climate change programmes in the world’s key economies, and WWF’s push for global climate action across governments and businesses. Prior to this, Mr. Carstensen was the CEO of WWF Denmark, where he worked on issues related to global environment and development policy, and to environment and development projects in the Global South.

Mr. Carstensen’s broad development experience also comes from his prior role as Deputy Chairman of the Board of DANIDA (Denmark’s Official Development Assistance Agency), where he participated in broad discussions of development issues in all sectors, and from his academic training as a sociologist.

Recent stories from around the world

1. On the Front Lines of Climate Change

Climate change is an emotional topic, and often divisive. It's portrayed as an issue which will primarily impact future generations.

But for communities such as the Sami in Sweden, who have already battled the effects of climate change for two decades, it's not a matter of preparing to face a future threat. It has already claimed their loved ones, threatened their livelihoods, and put intolerable stress on their already high pressure lives. Their story is one of incredible resilience, and of the toll that climate change will take on countless other communities if we fail to take decisive action.

Read more [here](#)



2. Woodland Caribou at the Heart of Special Forestry Partnership in Canada

Across the boreal forests of Canada, “grey ghosts” have roamed for hundreds of years, elusive creatures that seek out forest landscapes undisturbed by humans. These “ghosts” – woodland caribou – are not only one of the country’s most iconic animals, but are bellwethers of the forest ecosystems. Healthy populations provide a clear indication that the forests can support biodiversity and foster a traditional way of life for bordering Indigenous communities.

But the woodland caribou is a threatened species whose numbers have plummeted over decades as their habitats have been disturbed.

Read more [here](#)



3. FSC Indigenous Foundation Launches Global Development Alliance for Indigenous Peoples

Despite managing nearly one quarter of the earth's surface, Indigenous Peoples face an immense range of challenges—challenges which limit their capacity to secure their rights, strengthen their livelihoods practices, and consolidate sustainable development and governance within their territories.

The GDA aims to change that. Enhancing and diversifying the capacities of Indigenous Peoples' organizations and communities will set Indigenous Peoples on the path to self-sufficiency and will be a key component to create positive and long-lasting impacts for their communities.

Read more [here](#)



4. Community Forestry: The Secret to Reducing Forest Fires in Guatemala's Mayan Biosphere Reserve

According to WWF and Boston Consulting Group, it is estimated that humans are responsible for around 75% of all forest fires, and much of the increase seen this year may be directly related to the conversion of land to agricultural or livestock use, as well as poor forest management. Despite this, sustainable forest management stands out as an effective way to significantly reduce the occurrence of forest fires. That is made abundantly clear when you look at Guatemala's Mayan Biosphere Reserve (MBR.)

The reserve is a network of more than two dozen different management units. Eleven of these units are 25-year forest concessions, nine of which are managed by local communities who obtain wood and other forest products.

Read more [here](#)



5. Auditing from the Sky: FSC Launches New FSC Geographic Information System Mapping (GIS) Portal

FSC's new GIS portal will enable forest management auditors to access forest-relevant geospatial information and combine it with up-to-date satellite derived data. This will allow forest management auditors to prepare more easily for audits and enable an objective selection of areas for inspection during an onsite audit.

This will make audits more effective, as it allows part of the process to be conducted off-site and with objective tools, while focusing on-site part of the audit on elements, which cannot be monitored and analysed automatically, such as social aspects, management systems or changes occurring under the canopy.

Read more [here](#)



FSC in the news



CNN

How a library of tree DNA could protect the world's forests.



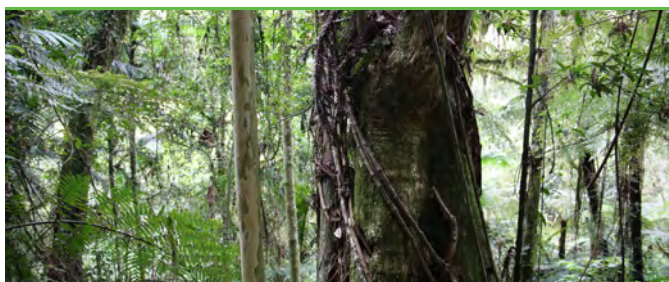
National Geographic

Sleepy dormice are losing their cozy tree hollows.



EuroNews

How much does planting trees help to combat climate change?



Mongabay

A Brazilian forest community shows certified timber really does work.



The Guardian

Native forests: why logging in Victoria and Tasmania is under pressure.

Looking for stories or story ideas related to our work from around the world?

Get in touch with the FSC International media team at **media@fsc.org**

Still need more information?

Please contact the FSC International media team at **media@fsc.org**

For region or country-specific requests

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