






Forest Stewardship Council®



Requirements for promotional use of the FSC® trademarks by non-certificate holders

FSC-STD-50-002 V2-0

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The Forest Stewardship Council (FSC) is an independent, not-for-profit, nongovernmental organization established to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests. The FSC vision is that the world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

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Introduction

This document contains the requirements and guidelines for the use of the Forest Stewardship Council trademarks by organizations that are not required to obtain chain of custody certification. It covers the promotion of FSC-certified products, as well as the promotion of FSC.

Promoting FSC products using the FSC trademarks helps consumers to make informed decisions about the products and materials they purchase. Therefore, it is essential that the FSC trademarks are used correctly, do not mislead customers or the public about certification claims, and are not associated with quality aspects beyond those covered by FSC certification.

These requirements are established in order to ensure accurate messaging about the meaning of FSC, and to enhance the unified presentation of these messages to increase recognition of the licensee's commitments to sourcing FSC-certified products.

FSC provides further tools to help organizations promote FSC and FSC-labelled products, such as:

- the publication *A quick guide to FSC trademark use*, available from the trademark service provider (TSP), that summarizes the core requirements presented in this document;
- an online promotional panel generator and marketing toolkit with guidance and ready-to-use examples on how to create promotional materials in line with the FSC brand.

Media, education, and research institutions and other organizations that are unsure as to which category covers their proposed use of the trademarks should refer to their TSP or to FSC International.

Only organizations in possession of a valid chain of custody certificate are permitted to manufacture, package, or label products with the FSC on-product label. (For more information about the use of the FSC trademarks by FSC-certified organizations, please see FSC-STD-50-001 *Requirements for use of the FSC trademarks by certificate holders*).

Version history

V1-0	The first version of the requirements approved in June 2012
V2-0	To be added

A Objective

The objective of this standard is to set the minimum requirements and provide recommendations for FSC trademark use in the promotion of FSC-certified products, and for the promotion of FSC.

B Scope

Adherence to this standard is mandatory for all FSC non-certificate holders that are eligible to use the FSC trademarks, as it sets out how to use the FSC trademarks correctly. The standard covers use of the FSC trademarks for promotion of FSC-certified products, and use for promotion of FSC. This standard also forms the basis for evaluation and approval by FSC TSPs of all non-certificate holders' uses of FSC trademarks.

C Standard effective date

Approval date	to be added
Publication date	to be added
Effective date	to be added
Transition period	to be added
Period of validity	to be added

Please note that existing promotional materials that have been approved as correct according to previous versions of the FSC trademark standards may continue to be used and distributed.

D References

FSC-STD-01-002 *FSC Glossary of Terms*
FSC-STD-40-004 *Chain of Custody Certification*
FSC-STD-40-005 *Requirements for Sourcing FSC Controlled Wood*
FSC-POL-01-004 *Policy for the Association of Organizations with FSC*
FSC-STD-50-001 *Requirements for use of the FSC trademarks by certificate holders*

Part I: Applying for FSC trademark licence

1 Organizations that are eligible to use the FSC trademarks

1.1 This standard covers the following use of FSC trademarks by non-certificate holders, hereinafter called 'organizations':

- (a) promotional use by organizations that, according to the standard FSC-STD-40-004, are not required to have FSC certification (e.g. for promoting FSC products, promoting FSC as a system);
- (b) consultants, training companies, and investment organizations;
- (c) promotion of certification services by certification bodies and their affiliate offices (Annex C).

Consultation question for stakeholders – organizations with manufacturing operations for forest-based products

Organizations that have manufacturing operations for forest-based products but sell finished and FSC-labelled products for retail are not currently eligible for a trademark licence. The revision of the standard provides an opportunity to re-examine, and possibly revise, these eligibility requirements. FSC is asking for comments on whether organizations with manufacturing operations that have no plans to process, label, or sell these products with FSC claims on the invoice should be eligible to promote the finished and FSC-labelled products they carry for retail. This more flexible approach would facilitate the larger use of the FSC trademarks to promote conforming products.

However, allowing organizations with manufacturing operations to become a trademark licensee for their retail operations without FSC chain of custody certification has the potential to give a misleading impression of the nature of their manufacturing operations; for example, giving the appearance they are certified or applying sustainable sourcing practices.

FSC invites all stakeholders to provide comments on the options and suggestions for the wordings, together with the consultation of FSC-STD-50-002 V2-0.

Example 1:

Company manufactures and sells wallpaper. It also sells wooden tools that are manufactured and labelled by an FSC certificate holder. It would like to promote only the tools as FSC-certified.

Example 2:

Company manufactures and sells furniture. It also sells furniture manufactured and labelled by FSC-certified companies. It would like to promote only the certified furniture.

Question

Stakeholders are asked to provide comments on whether (choose one):

- a) FSC should allow organizations with manufacturing operations to become trademark licensees to use the FSC trademarks to promote the FSC-certified and labelled products they sell through their retail operations without FSC chain of custody certification and without additional safeguards.

- b) FSC should allow organizations with manufacturing operations to become trademark licensees, but only when adequate safeguards are in place.
- c) FSC should NOT allow organizations with manufacturing operations to become trademark licensees to use the FSC trademarks to promote the FSC-certified and labelled products they sell through their retail operations without FSC chain of custody certification.

Question

If FSC was to allow non-certificate holders with uncertified manufacturing operations to be eligible to promote FSC finished labelled products, which safeguards should be in place? (choose all that apply):

- a) Only allow promotion of product groups that the company does not manufacture itself (example 1 but not example 2). Define and limit the scope of products non-certificate holders can promote.
- b) Ask the company to include a disclaimer with its promotions; for example, '*We do not hold FSC chain of custody certification and therefore cannot pass on FSC claims through our sales and delivery documents*'.
- c) Ask manufacturing companies to sign an additional *Policy for Association* confirming commitment to responsible practices in all operations equal to the one signed by certified companies.
- d) Something else, please specify.
- e) No safeguards are required; FSC should licence all companies selling FSC finished labelled products.

2 Identifying a trademark service provider

- 2.1 Organizations that wish to obtain permission to use the FSC trademarks for commercial use shall apply to their national or regional TSP or, in the absence of a TSP, to FSC International.
- 2.2 Organizations that want to make commercial use of the FSC trademarks shall sign a trademark licence agreement (TLA) with a TSP or with FSC International, as applicable.
- 2.3 Multinational organizations or groups of companies under the same ownership can choose one of the following options:
- (a) to sign a single TLA for the whole group with the TSP of the country where the company's headquarters is located or as assigned by FSC International;
 - (b) to sign an individual TLA with a TSP in each country of operation.
- 2.4 A holding or company headquarter (which is not required to be FSC-certified) that owns several certified companies or where certified branches of the same company do not have a common licence code, shall either seek approval from their certification bodies or shall sign a TLA for promotional purposes with a TSP (e.g. the development of marketing materials for the whole group) under the following conditions:
- (a) Where the subsidiaries use promotional materials produced by the holding or company headquarters, they shall keep a copy of the trademark approval from the company headquarters in case it is requested by their certification bodies.
 - (b) Where there are both certified and uncertified operations, the trademarks shall not be used in such a way as to seem to apply to the uncertified operations or to the company as a whole.
- 2.5 Upon signing the TLA, the organization will receive an individual licence code, which shall be included in all instances in which the FSC trademarks are used. The organization shall not use their supplier's code for promotional purposes.

Consultation question for stakeholders – use of a retailer or brand owner's FSC licence code on a product

The current FSC standards allow certificate holders to make labelling arrangements only with their certified suppliers. FSC is frequently asked if it would be possible to expand labelling arrangements to include the use of a retailer or brand owner's FSC licence code on a product, provided they have a licence to promote FSC-certified products.

The nature of these requests is most often to simplify the design and approval process for the retailer or brand manager with many suppliers, all using their own licence code. Other requests are for business considerations, when a company would prefer to not disclose their specific suppliers. The code of the trademark licence holder would be available on info.fsc.org and the products with labelling agreements would be verified by the trademark service provider (TSP) before promotion.

Question

Stakeholders are asked to provide their view on whether (choose all that apply):

- (a) On-product labels should always carry only the certificate holder licence code, i.e. labelling agreements shall be possible only with certificate holders.
- (b) On-product labels could carry a trademark service licensee's (brand owners, retailers, or any other organization that is not required to obtain certification) licence code instead of a certificate holder's when an adequate labelling agreement is in place.
- (c) On-product labels could carry the uncertified organization's code instead of the certificate holder's code only if additional safeguards are in place (see next question).
- (d) I don't know.

Question

If additional safeguards would be required, which ones do you think would be most important? Stakeholders are asked to provide their view (choose all that apply):

- (a) online tracking of products and licence codes used from supplier to uncertified organization whose code is being used;
- (b) product database is used to verify the product's certification status; for example, a certificate holder would upload the product description and the trademark licence holder's TSP would verify products against the database;
- (c) the product is branded for the trademark licence holder;
- (d) I don't know;
- (e) something else, please specify.

Part II: Promoting FSC-certified products and the FSC system

3 Ground rules for using the FSC trademarks

3.1 The Forest Stewardship Council AC (FSC) owns the following registered trademarks:

- (a) the name 'Forest Stewardship Council'
- (b) the initials 'FSC'
- (c) the FSC logo
- (d) the 'Forests For All Forever full' mark
- (e) the 'Forests For All Forever logo with text' mark



3.2 FSC-certified products to be promoted for commercial sales shall carry the FSC on-product label. Exceptions to this rule shall be determined on a case-by-case basis by FSC International.

Note for stakeholders – procurement claims

FSC is preparing a concept document about making procurement claims that will be consulted separately.

Consultation question for stakeholders – promotion of unlabelled products

Organizations that wish to promote finished FSC-unlabelled products are not eligible to become a trademark licensee. The current requirements state that FSC-certified products to be promoted shall carry the FSC on-product label. Currently, organizations that are sourcing or purchasing large volumes of finished but unlabelled FSC products cannot promote their efforts.

There are instances where it is impractical or impossible to label a product (e.g. decking boards, DIY materials) or where the FSC label is no longer visible on products used in out-of-home situations (cafes, bars, restaurants, convenience stores, hotels etc.). These organizations cannot promote the products used within their businesses.

Question

In your opinion, in which of the following scenarios should there be an FSC on-product label on the products promoted? (choose all that apply):

- a) products are not intended for further sale, but used as part of companies' business operations (e.g. paper cups that are used to serve coffee, shoeboxes in which shoes are sold);

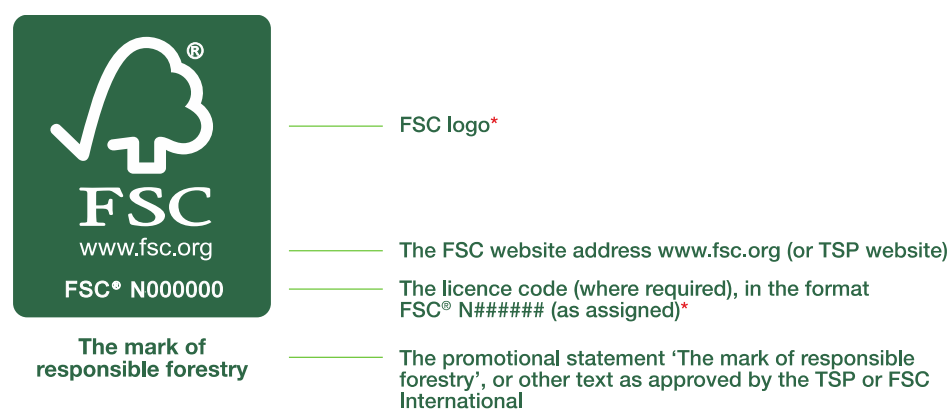
- b) finished products that are consumer-facing and intended for sales (e.g. cups sold in a retail store);
- c) products that are still subject to further processing by end consumers (e.g. decking boards, DIY materials);
- d) products that are sold to customers with customized installation (e.g. work tops cut to fit customer requests).

3.3 The FSC trademark licence code assigned by FSC to the organization shall accompany any use of the FSC trademarks. It is sufficient to show the code once per item of promotional material.

3.4 The FSC logo and the 'Forests For All Forever' marks shall include the trademark symbol ® in the upper right corner when used on materials to be distributed in a country where the relevant trademark is registered. The symbol ® shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is sufficient (e.g. website or brochure). For use in a country where the trademark is not yet registered, use of the symbol ™ is recommended. The *Trademark Registration List* document is available in the FSC label generator and marketing toolkit.

4 Promotional elements

4.1 When promoting with the FSC logo, the elements shall be:



* Compulsory element

The promotional panel arrangement is available in the Trademark Portal.

4.2 When promoting with 'Forests for All Forever' marks, the elements shall be:



* Compulsory element

The arrangement shown here is for illustrative purposes only.

4.3 The elements may also be presented separately, for example on different parts of a web page. It is sufficient to present the promotional elements only once.

4.4 Organizations are responsible for their own compliance with national consumer protection laws in those countries in which products are promoted and promotional materials distributed.

5 Promotional use of FSC trademarks in text

- 5.1 In text or on small items where the use of the FSC logo or 'Forests For All Forever' trademarks is not possible, 'FSC®' or 'Forest Stewardship Council™' in proximity to the licence code may be used.
- 5.2 If an organization wishes to include more information about FSC, this shall be submitted for approval to their TSP or FSC International, as applicable.

Note 1. Messaging about FSC and FSC-certified products

Annex B of this document presents examples describing FSC and FSC-certified products. For more marketing materials, please visit marketingtoolkit.fsc.org.

6 Promotional restrictions on the use of the FSC trademarks

6.1 Uncertified organizations shall not use the FSC trademarks:

- a) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;
- b) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the organization;
- c) in product brand or company names, such as 'FSC Golden Timber' or website domain names;
- d) in applying the FSC labels to any product or packaging;
- e) with any information about FSC certification of products in its sales and delivery documents;
- f) in creating or using any designs or promotional artwork similar to the FSC logo and labels;
- g) with any certificate holder's product labels or promotional panel in any promotional materials.

6.2 The name 'Forest Stewardship Council' in the organization's materials shall not be replaced by a translation.

Note 2. Translation of 'Forest Stewardship Council'

A translation of the name can be included in brackets but it shall not replace the words 'Forest Stewardship Council'.

6.3 The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC/xxx certification).

6.4 When used on the same promotional material as marks of other certification schemes, the FSC trademarks shall not be used in a way that disadvantages FSC in terms of size or placement.

6.5 Organizations shall not use the FSC trademarks for promotional purposes on any organizational stationery including business cards.

Note 3. Compliance with the requirements

FSC reserves the right to suspend or terminate permission to use the FSC trademarks if the organization is failing to comply with the FSC trademark requirements, as set out in this standard. The interpretation of these rules is at the sole discretion of FSC.

Part III: Requirements by user group

7 Promotion of FSC-certified products

- 7.1 Organizations that wish to promote FSC-certified products shall:
- (a) submit all intended uses of FSC trademarks and artwork of promotional material for approval to their TSP (or to FSC International as applicable); and
 - (b) provide evidence that the product is FSC-certified; the evidence shall be in the form of invoices, delivery documents, tracked online claims, product information management extracts, or the equivalent issued by the FSC-certified supplier (Clause 7.2); or
 - (c) demonstrate there is an internal process in place to ensure products are purchased from certified suppliers, the FSC chain of custody is intact, and the products purchased from certified suppliers carry the FSC on-product label (Clause 7.3).

Note 4. Sampling of evidence

The TSP can request invoices or letters of confirmation for sampling to verify the accuracy of product information generated from product information management or equivalent systems.

- 7.2 The evidence provided shall be addressed to the organization and shall include:
- a) the chain of custody certification number of the direct supplier
 - b) the FSC claim for each product (e.g. FSC Mix, FSC 100%, FSC Recycled)
 - c) indication of which products are certified.

Note 5. Exemption from sourcing from an FSC-certified supplier

There are conditions under which an organization can be exempt from the requirement of sourcing directly from an FSC-certified supplier. See Annex D.

- 7.3 The organization shall either have an approved trademark use management system in place (see Annex A) or submit all intended uses of FSC trademarks to its TSP for approval. See Annex A for further information on the trademark use management system.

Consultation question for stakeholders – conditions for promoting products as FSC-certified

Organizations that wish to promote products must demonstrate that the products are sourced from an FSC-certified supplier that holds a valid certificate. Currently, organizations must provide evidence in the form of invoices etc. directly from the supplier. Alternatively, it is proposed as an option for organizations to demonstrate they have an internal process in place to verify that the products are purchased from a certified supplier.

Question

Which conditions should be in place before an organization can promote a product and/or what type of evidence should be requested from the licensee? (choose all that apply):

- a) verification for the organization's eligibility for a licence (e.g. ensuring it sells labelled products sourced from FSC-certified suppliers);
- b) verification for all individual products before promotion (evidence that products come from a certified chain);
- c) guidance for companies to verify products themselves (manually or digitally);
- d) routine checks that products promoted originate from certified supply chains (i.e. annually);
- e) approval of texts and visuals used for promotion before publication;
- f) no prior approval required for texts and visuals used for promotion before publication but routine checks are required (i.e. annual desk inspections);
- g) no verification of products is needed after licensing;
- h) no checking of texts or visuals is needed;
- i) Something else, please specify.

Point of sale or in-store promotions

7.4 Organizations may affix promotional materials to any certified products or their packaging following the graphic rules provided in this standard. Organizations shall not use the FSC on-product labels.

Promotional materials listing products

7.5 It is sufficient to present the promotional elements (see clauses 4.1 and 4.2) only once in catalogues, brochures, websites, social media platforms, etc. If they list both FSC-certified and uncertified products. Text such as 'Look for our FSC®-certified products' shall be used next to the promotional elements and the FSC-certified products shall be clearly identified. If some or all of the products are available as FSC-certified on request only, this shall be clearly stated.

Note 5. Clear identification of products

All promotions should take care to avoid giving the impression that products without an FSC on-product label are also FSC-certified (e.g. other uncertified garden furniture on display in the same retail location). Appropriate staff training is advised.

8 Consultants and training companies

- 8.1 Consultants and commercial organizations offering training or consulting services regarding FSC systems shall sign a TLA to obtain permission to use the FSC trademarks in training materials and for promotional purposes.
- 8.2 Consultants and commercial organizations offering training or consulting services shall not imply that FSC endorses any training or consulting services unless agreed otherwise and shall take full responsibility for the accuracy of any reference to FSC. A disclaimer shall be included in all promotional material; i.e. 'FSC® is not responsible for the content of any training/consultation offered by [name of organization]'.

9 Investment organizations

- 9.1 Investment organizations shall sign a TLA to obtain permission to use the FSC trademarks for promotional purposes when promoting investment products for FSC-certified forests.
- 9.2 Any claims by investment organizations shall be accompanied by a disclaimer on promotional material; i.e. 'FSC is not responsible for and does not endorse any financial claims on returns on investments'.

Part IV: Graphic rules for promotion

10 FSC logo

Colour

10.1 The FSC promotional panel and FSC logo shall be used in the colour variations depicted in Figures 1 and 2.

Figure1: Promotional panel colours

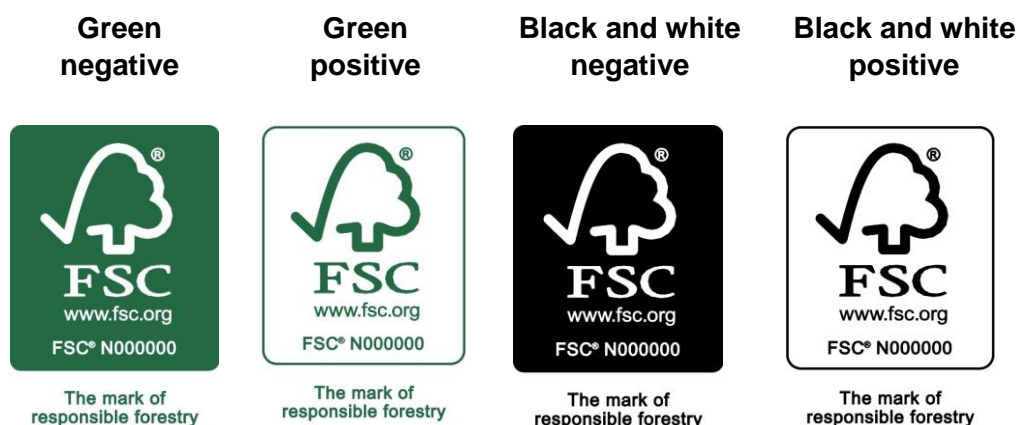
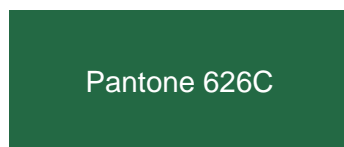


Figure 2: Standard colours of the FSC logo



10.2 Positive green is the preferred standard colour for the FSC logo, which shall be reproduced in Pantone 626C (Figure 3). Negative green or black and white (positive or negative) may be used as an alternative.

Figure 3: Pantone 626C



10.3 If standard colours are not available for the print area, an available colour providing legible contrast on a solid background may be used instead. The logo or panel may be produced in positive or negative versions, or as transparent.

Size of the logo

10.4 FSC trademarks shall be printed at a size at which all elements are legible.

10.5 The recommended minimum size of the FSC logo is 10 mm, and it shall be no less than 6 mm in height. This also applies when the logo is used as part of a promotional panel layout (see clause 4.1).

Recommended minimum size of logo

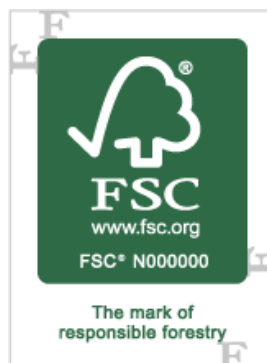


Minimum size of logo



Spacing and exclusion zone

10.6 There shall be enough clear space surrounding the trademark to ensure it remains uncluttered. The minimum clear space is calculated by using the height of the FSC initials of the logo.



11 'Forests For All Forever' marks

Colour and size

11.1 'Forests For All Forever' trademarks shall be used only in the following colour variations:

a) Dark and light green



b) White and light green



c) White and dark green



d) White



e) Black



f) Dark green



Please note that the colours refer to the trademark, not the background colour, which is given here only to display marks with white elements.

11.2 The green colours for reproduction shall be:

- a) Dark green: Pantone 626C (R0 G92 B66 / C81 M33 Y78 K28)
- b) Light green: Pantone 368C (R114 G191 B66 / C60 M0 Y100 K0).

11.3 No other colours shall be used; the marks shall not be reproduced if the required colours are not available.

11.4 The minimum size for the 'Forests For All Forever full' mark shall be 10 mm in height and 6 mm for the logo with text mark.



Placement of the marks

11.5 There shall be sufficient clear space around the marks. The minimum space is calculated by using the height of the 'FSC' initials on the logo.



Translations of the marks and strapline

- 11.6 The official language versions of the 'Forests For All Forever' trademarks provided by FSC shall be used only in countries stipulated in the Trademark Registration List available in the FSC trademark portal and marketing online toolkit. Organizations shall not create new translations.
- 11.7 Translations of the strapline 'Forests For All Forever' approved by FSC may be used in text format within the messaging or below the mark, while still respecting the exclusion zones.



Annex A. Trademark use management system

1. General

- 1.1 Instead of submitting all intended uses of FSC trademarks to its trademark service provider (TSP) for approval, the organization may implement a trademark use management system with an internal control system. The system, with all the conditions specified in this Annex, shall be approved by the TSP before the organization may start using it.
- 1.2 Prior to the use of an internal control system, the organization shall demonstrate a good understanding of the requirements in question by submitting a sufficient number of consecutive correct approval requests to the TSP for each type of intended use. It is at the discretion of the TSP to determine when the organization has demonstrated a good record of submissions.
- 1.3 If an organization demonstrates consistent failure to control its FSC trademark use, the TSP or FSC International may request that all trademark use be submitted for approval by them prior to use.
- 1.4 The TSP or FSC International may request an annual desk inspection to ensure conformity with the trademark use management system.

2. Trademark use management system

- 2.1 The organization shall implement and maintain a trademark use management system adequate to its size and complexity, to ensure its continuous conformity with all applicable requirements of this standard (FSC-STD-50-002 V2-0), including the following:
 - a) appoint a management representative who has overall responsibility and authority for the organization's conformity with all applicable trademark requirements;
 - b) implement and maintain up-to-date documented procedures covering the trademark control within the organization;
 - c) define the personnel responsible for the implementation of each procedure;
 - d) inform the TSP personnel responsible for the implementation of each procedure and update the TSP in writing with any changes in personnel;
 - e) define the scope of the system to include verification of products, promotional graphics with messaging, or both;
 - f) train defined staff on the up-to-date version of the organization's procedures to ensure their competence in implementing the trademark use management system;
 - g) maintain complete and up-to-date records of all trademark approvals, which shall be retained for a minimum period of five (5) years.
- 2.2 For the verification of products, the organization shall:
 - h) demonstrate there is a process in place to confirm the FSC-certified status of products (i.e. flow chart, standard operating procedure);

- i) inform the TSP in writing when new certified product categories are purchased.
- 2.3 Prior to each new use of the FSC trademarks, the organization shall ensure trademark use control by implementing an internal trademark approval process.
- 2.4 The organization's internal control systems shall include designated trademark controllers who act as internal approvers of the trademark use. It is recommended that trademark controllers shall be trained on FSC trademark use by the TSP.

Annex B. How to describe FSC and products with FSC claims

Here are some examples of how to describe FSC and FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they communicate the meaning of FSC correctly. Please also see marketingtoolkit.fsc.org for ideas on messaging and inspiration for creating marketing materials.

How to describe FSC

- The Forest Stewardship Council® (FSC®) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders. To learn more, visit www.fsc.org
- The Forest Stewardship Council® is an international nongovernmental organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. To learn more, visit www.fsc.org
- FSC® is dedicated to the promotion of responsible forest management worldwide.
- FSC® helps take care of forests for future generations.
- FSC® helps take care of forests and the people and wildlife that call them home.

How to describe a product with an FSC label/claim

- By choosing this product, you help take care of the world's forests. Learn more: www.fsc.org
- By choosing this product, you are supporting responsible management of the world's forests.
- The FSC® label means that the materials used for this product come from [see label-specific text].
- The FSC® label means that materials used for the product have been responsibly sourced.

100% label

- Only [material/fibres] from FSC®-certified forests have been used for this product.
- This product is made from FSC®-certified [material].
- [Material] of this product comes from well-managed, FSC®-certified forests.
- This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment.

Mix label

- This product is made from FSC®-certified and other controlled material.
- This product is made from material from well-managed, FSC®-certified forests and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests, recycled materials, and other controlled sources.
- This product is made from material from well-managed FSC®-certified forests and from recycled materials.
- This product is made from recycled materials and other controlled sources.

Do not say that products carrying the 'Mix' label are made of materials from responsibly or well-managed forests without referring to the other sources used.

Recycled label

- The forest-based material in this product is recycled.
- The FSC® label on this [product] ensures responsible use of the world's forest resources.

Do not say that a product carrying the 'Recycled' label is made of material from responsibly or well-managed forests.

Smallholder label

- The FSC® label means that [material] for this product has been harvested to benefit smallholders and communities.
- This FSC® label means that [material] has been harvested to benefit smallholders, communities, wildlife, and the environment.

Annex C. Trademark use by certification bodies and their affiliate offices

The use of the FSC trademarks by certification bodies (CBs) and their affiliate offices is covered under the Accreditation Agreement in connection with the Trademark Licence Agreement (TLA).

- 1.1 The use of the FSC trademarks by CBs and their affiliate offices shall be approved by a trained CB trademark approver or sent directly to FSC International.
- 1.2 The CB shall only advertise or promote services or activities that are within the scope of their FSC accreditation.
- 1.3 The trademark licence code shall be used on FSC certificates and in any publicity, training materials, or documents issued by the CB in connection with FSC certification.
- 1.4 Where a CB has affiliate offices delivering certification services on its behalf, every use of the FSC trademarks or reference to FSC in promotional materials shall visibly feature the words 'delivering FSC certification services in association with [name of CB]' on the materials.
- 1.5 Certification bodies and their affiliate offices are authorized to use the FSC trademarks for promotional purposes on any stationery including business cards or at the top of document templates or publicity materials.
- 1.6 Only CBs are authorized to use the FSC trademarks (e.g. the FSC promotional panel) on their business cards together with the following statement: 'FSC® accredited certification body'.

Annex D. Exemption from the requirement of sourcing directly from an FSC-certified supplier

The following conditions have been evaluated to ensure that they do not compromise the integrity of the FSC chain of custody system.

1. Core preconditions

The organization and the products to be promoted shall comply with all of the following preconditions before they can be considered for an exception:

- 1.1 The promoted products are finished and labelled. The promoted products are not subject to further modification or processing.
- 1.2 The trademark applicant is capable of providing the evidence from the certified supplier.
- 1.3 In case the direct supplier of the organization wishes to promote products with the FSC trademarks, then the direct supplier shall apply to the trademark service provider (TSP) or to FSC International.
- 1.4 No more than two consequent links of licensed organizations may be allowed for promotion.

2. Specific conditions

In addition to the conditions specified above, the organization shall comply with at least one of the following conditions:

- 2.1 The supplier and the organization are part of the same corporate structure.
- 2.2 The supplier is supplying exclusively to the organization and this is the sole reason for it to exist.
- 2.3 The direct supplier adds contents to the certified product (e.g. packaging) but does not alter it in any way. The direct supplier shall not add any forest-based materials to the product.
- 2.4 The product specifications are made for the trademark applicant and the product is branded with the trademark applicant brand. The direct supplier shall not add any forest-based materials to the product.

Annex E. Terms and definitions

For the purposes of this standard, the terms and definitions given in FSC-STD-01-002 *FSC Glossary of Terms* and the following apply.

Affiliate offices: Legal body outside of the organizational control of the certification body that is implementing all or any part of FSC accredited certification services.

NOTE: The use of individual external personnel such as auditors or technical experts under contract is not considered affiliate offices.

Certification body: Body that performs conformity assessment services and that can be the object of accreditation (adapted from ISO/IEC 17011:2004 (E)).

Chain of custody (COC): The path taken by raw materials, processed materials, and products from the forest (and/or recycled sources) to the consumer, including all successive stages of processing, transformation, manufacturing, and distribution.

Finished product: Product that receives no further transformation in terms of processing, labelling, or packaging prior to its intended end use.

FSC-certified product: A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC controlled wood is not considered an FSC-certified product.

FSC trademark licence code: Identification code issued to organizations that have signed an FSC trademark licence agreement. For certificate holders, this is in the form FSC® C##### and for organizations with a trademark licence, this is in the form FSC® N#####. It is used to identify the organization on the FSC licence holder database and must accompany any use of the FSC trademarks.

FSC trademarks: FSC has several registered trademarks: (a) the FSC logo; (b) the initials 'FSC'; (c) the name 'Forest Stewardship Council'; (d) the 'Forests For All Forever – full' mark; and (e) the 'Forests For All Forever – logo with text' mark.

FSC logo: The FSC 'checkmark and tree' with the letters 'FSC' underneath, including the registered or trademark symbol in the upper right corner.

Group entity: The entity that applies for group certification and holds any group certificate that is issued. The group entity may be an individual person, a cooperative body, an association, or other similar legal entity.

Label generator: The online service for providing the FSC labels and logo to organizations that are entitled to use FSC trademarks.

On-product label: Arrangement of required information to make a public FSC claim about the materials used in a product, to be used attached to the product or its packaging.

Organization: Registered legal entity that has signed an FSC licence agreement and does not hold a valid FSC chain of custody certificate but wishes to use the FSC trademarks for promotional purposes.

Promotional panel: The FSC logo and promotional statement, editable to include the user's licence code, in a prescribed layout.

Trademark use management system: A framework of procedures described in Annex A of this standard, used by a licence holder to ensure correct use of FSC trademarks.

Trademark Licence Agreement (TLA): The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the Licensed Materials) in a specific territory or worldwide.

Trademark Service Provider (TSP): Organization (such as an FSC National or Regional Office or FSC International as applicable) appointed by FSC to sublicense the use of the FSC trademarks in a certain territory and to provide services such as approving the use of FSC trademarks and monitoring of potential infringements.

Verbal forms for the expression of provisions

[Adapted from *ISO/IEC Directives Part 2: Rules for the Structure and Drafting of International Standards* (2011)]

- *shall* indicates requirements strictly to be followed to conform with the standard.
- *should* indicates that, among several possibilities, one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required.
- *may* indicates a course of action permissible within the limits of the document.
- *can* is used for statements of possibility or capability, whether material, physical, or causal.



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