



Results of the first public consultation of requirements for FSC® trademark use by non- certificate holders

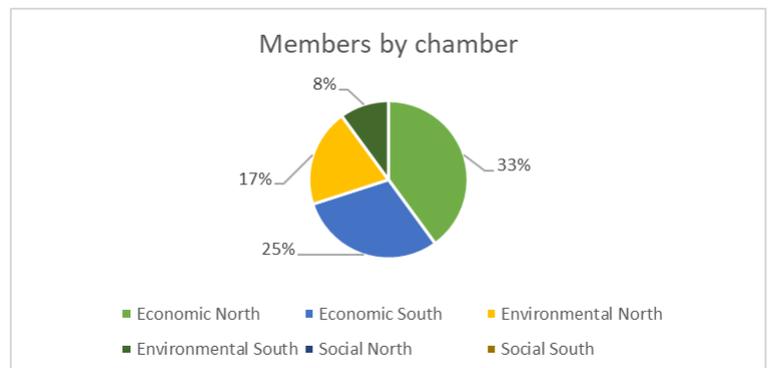
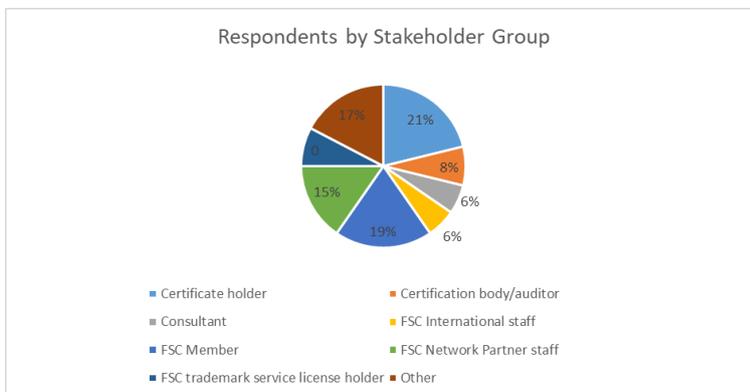
(FSC-STD-50-002 V2 D1-0)

Results of the first public consultation of requirements for FSC® trademark use by non-certificate holders (FSC-STD-50-002 V2 D1-0)

FSC-STD-50-002 V2 D1-0 defines the requirements of FSC trademark use by non-certificate holders. The first draft of revised requirements was open to public consultation between 15 January and 15 March 2018. This report presents a summary of key stakeholder feedback received during this consultation.

52 stakeholders submitted comments on the draft. Out of the 23 countries represented in the consultation, the largest number of respondents came from the following countries: the UK, Germany, US and Japan.

The consultation also contained a number of consultation questions, their results are presented in **Part I** (page 2). The individual comments are presented in **Part II** (page 41) by section and clause. For reasons of confidentiality, the names of respondents are omitted in this report. Some comments appear more than once because identical comments were sent by more than one stakeholder.

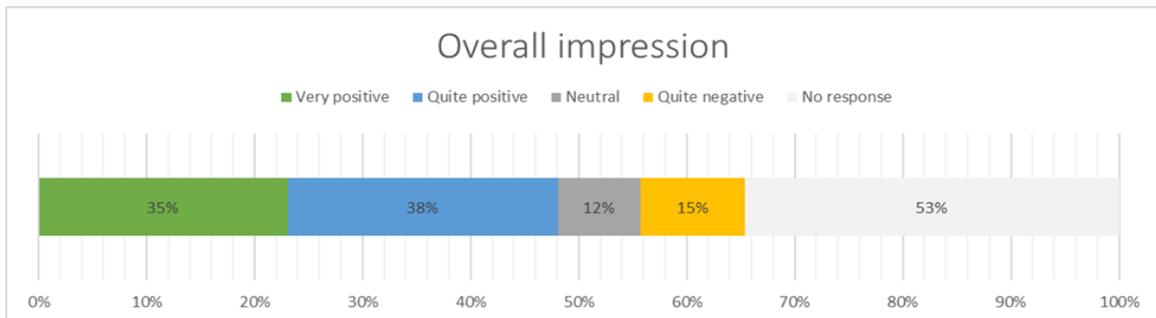


Part I: Results of the consultation questions

The following abbreviations will be used in this report.

M – FSC Member; CB – Certification Body; CH – Certificate Holder.

What is your overall impression of the standard?



Additional comments related to this consultation question:

<p>CH, Economic South (ESP)</p>	<p>Es necesario mantener un seguimiento constante del uso de la marca, especialmente en fabricantes que ponen el logo sin tener su CoC. Existe un numero importante de empresas que usan el logo porque "dicen" abastecerse de materias primas certificadas. Tenemos que resguardar con más celo el uso del logo FSC especialmente cuidarnos del "Lavado Verde" o GreenWaashing" donde es muy pero muy tentador hacer una simple declaración de buena voluntad sin realmente exigir o privilegiar materias primas o productos FSC.</p>
<p>CH, Economic South (ENG)</p>	<p>It is necessary to do continuous tracking of the use of trademarks, especially among manufacturers that use the logo without being CoC certified. There is a large number of companies that use the logo because they "claim" that they source FSC-certified raw materials. We must be more vigilant in safeguarding the use of the FSC logo, and be especially cautious of "greenwashing", where it is quite tempting to present a simple statement of good will, without actually requiring or enforcing the use of FSC-certified raw materials or products.</p>



<p>FSC International staff</p>	<p>Permitting the use of promotional material with FSC trademarks by non-certificate holders is welcome in terms of increasing the visibility and market value of FSC, and acts as a form of indirect advertising. However, there is a danger that if enough checks and balances are not maintained and enforced in the system from the beginning itself, there could be a possibility of leakage and organizations, either by inadvertent omission or by choice, start misdirecting promotional material as certified. The standard should consider a remedy for such a lapse also - preferably in financial terms so that it acts as a deterrent.</p>
<p>FSC Member</p>	<p>Please provide the questionnaire als pdf - it is very userunfriendly if you can only work online and if you cannot get an overview of the whole questionnaire. An overview is needed to prepare the answers etc. Also if you want to work in a group we cannot share discussions in thet online plattform. Pleas provide a pdf in the document center!!</p>
<p>Certificate holder</p>	<p>Great independent verification for customer confidence. Also good indicator of factory standard should they have this accreditation!</p>
<p>FSC Network Partner staff</p>	<p>- Please consider to have an e-training for NCH on then new 50-002 - It is necessary to make some considerations on the concept of "trademark": according to 50-001 the registered trademarks also include the acronym "FSC" and the full name "Forest Stewardship Council": even these brands are covered by 50-002? If so, TLA should be needed for their use; otherwise, it would be useful to clarify that for 50-002 only graphic logos are considered. On this, the opinion of the Legal Department will be useful - an aspect of the procedure (FSC-PRO-30-006 V1-0), that is the possibility to use the FSC trademarks also in relation to this project.</p>
<p>CH, Economic North</p>	<p>NO Free-ride.</p>
<p>FSC trademark service license holder, Economic North</p>	<p>FSC requirements should be changed to make it easier to promote FSC and FSC-certified products to raise FSC awareness.</p>



FSC International staff	Some information on details like internal control, exemptions, small holders, consequences for infringements could be improved.
FSC Member (ESP)	Se debería hacer pruebas piloto identificando empresas con productos FSC y actores con potencial de comercializar y a su vez, sean futuros eslabones de la CdC (asociaciones de artesanos, comunidades nativas, carpinteros, etc).
FSC Member (ENG)	Pilot tests should be carried out to identify companies that carry FSC products, as well as stakeholders with marketing potential, and which may become CoC links (artisan associations, native communities, carpenters, etc.).
FSC Network Partner staff	Do organizations that have a partnership with the FSC need to sign TLA? It would be good to prescribe in the standard similar situations: "FSC and a partner"
Certificate holder	Hard to follow



<p>FSC Network Partner staff</p>	<p>Overall, we think that you have done a good job and taken many important things into account! Our primary comment is that you should look over the overall structure and readability of the standard. See comments under each section for specifics. About the structure of the standard: The titles and subtitles you use currently do not match the requirements in each section. Part III in particular is misleading: the larger part of this text is about how the TSP system works, and not about different user groups. We propose the following: Part I – "Application and use of the FSC trademark licence". Move section 7 under here, and sections 8 and 9 under section 1 about organizations that are eligible to use the trademarks. Part II – "Rules for the use of FSC trademarks". Part III – "Graphic rules for promotion". We also propose that Annex A be incorporated into the standard under section 7 (but within Part I as proposed), and that Annex C be incorporated into section 1. Some other comments: - The term "Organization" is used in many FSC standards, but with different meanings (here it is a TS licensee, in the CoC standard it is a certificate holder, etc.). Would it be better to refer to them as a TSL? - Have you thought about exceptions for trademark use for FSC members? We feel that FSC members should be allowed to communicate that they are members without the need for a TLA, e.g. on their websites or CSR reports. This could be stated as an indicator, with the requirement that the use of the logo may not be associated with marketing.</p>
<p>CB</p>	<p>This standard assumes in depth knowledge of the COC Standard and would require working with that standard before this one can be implemented.</p>



<p>FSC Network Partner staff</p>	<p>It still needs to define who is eligible and could be better structured to make it more user-friendly. One suggestion would be to follow the same structure/format as FSC-STD-50-001 or alternatively, start with eligibility and applying for a licence, then look at evidence requirements and then graphic requirements. Does there need to be further information on International licences (perhaps an Annex)? There are some clauses from the current version of FSC-STD-50-002 and in FSC-STD-50-001 that, perhaps, should be included: Add to Clause 3 – [Clause 1.2 from 50-001] – “In order to use these FSC trademarks, the organization shall have a valid FSC trademark licence agreement.” Add to Clause 3 – [Clause 3.6 from old 50-002] “The organisation shall submit artwork of all new reproductions of FSC trademarks for approval to their TSP or to FSC International, as applicable.” Submitting artwork is mentioned in 7.1 but this is specific only to retailers promoting products. All users, including consultants and investment companies need to submit all artwork. Add to Clause 3 – [Clause 2.6 from old 50-002] – “FSC reserves the right to suspend or terminate the licence agreement if the organization fails to comply with the FSC trademarks requirements as set out in this standard.” Add to Clause 3 – [Clause 2.7 from old 50-002] – “The interpretation of the requirements in this standard is at the sole discretion of FSC.” Use this clause instead of Clause 5.1 – [Clause 5.5 from 50-001] – “When referring to FSC without using FSC logo or ‘Forests For All Forever’ marks, the license code shall be included at least once per material.” Adapt Clause 6.5 from 50-001 for this standard. Can we include guidance on how the trademarks can be used on social media (twitter, YouTube etc). There is a CH Interpretation which states "As long as the Twitter/Facebook account is linked to the certificate holder's website where all the required information is presented clearly, there is no need to have the license code and registration symbol in place.", does this also apply to Non-certificate holders?</p>
<p>Consultant</p>	<p>Annex A - who will have to pay for this system? Is this something that will be added to CH fees? Or is this up to the CBs????</p>
<p>FSC Member, Economic North</p>	<p>This is a step in the right direction that will allow access for the label to be in new places in the market.</p>
<p>FSC Network Partner staff</p>	<p>Really great job!!!</p>





<p>Other</p>	<p>- Please consider to have an e-training for NCHs on then new 50-002 - It is necessary to make some considerations on the concept of "trademark": according to 50-001 the registered trademarks also include the acronym "FSC" and the full name "Forest Stewardship Council": even these brands are covered by 50-002? If so, TLA should be needed for their use; otherwise, it would be useful to clarify that for 50-002 only graphic logos are considered. On this, the opinion of the Legal Department will be very useful - Within the procedure FSC-PRO-30-006 V1-0 there is the possibility to use FSC trademarks also in relation to the ecosystem services: in particular, I'm referring to the Part IV Market Tools – Using FSC ecosystem services claims. It should be considered the inclusion of some requirements for NCHs concerning the use of trademarks in relation to the ecosystem services</p>
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Are there any proposed changes in this draft of the trademark standard that you like?

<p>CH, Economic South</p>	<p>no need</p>
<p>FSC Network Partner staff</p>	<p>The requirements have been cleaned up a bit, but overall it still reads as a very technical document - a summary or guideline document should accompany this draft</p>
<p>CH, Economic South</p>	<p>Da la posibilidad de que empresas que fabrican productos que podrían tener FSC, se les permita usar el logo FSC en otros productos. Certificar CoC es sencillo y de bajo costo, pensando que es un tremendo atributo a la compañía.</p>
<p>CH, Economic South</p>	<p>It enables companies manufacturing products that might hold an FSC certificate be allowed to use the FSC logo on other products. CoC certification is a simple, low-cost procedure, considered of great profit to the company.</p>



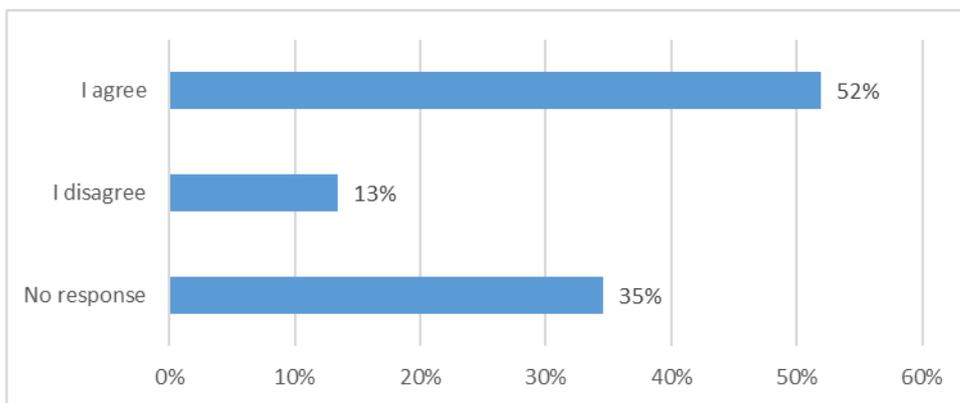


FSC Network Partner staff	Labelling arrangements with TSP licence number. 2 links back.
FSC International staff	Would it be possible to consider use of promotional use of FSC trademarks on FSC Controlled Wood? Controlled Wood cannot presently be labelled, however, if it could be used for promotion, with the possibility of informing the consumer that the product is made out of FSC Controlled Wood also, it would enhance the market reach of the FSC brand.
FSC International staff	Not enough safeguards for the promotion of unlabeled products and the statement that we "kill" trees to benefit people and the environment.
Certificate holder	Great to have clarity on a number of these points.
Other, Economic South	kindly simplify the assistance and load a application form on side
CH, Economic North	and as for changing the FSC label which we got used to, states have adverse effects until now. It educates you to employees, and it trains you, and it is great to let them learn right how to use.
FSC International staff	No.
FSC Network Partner staff	The situation with mass media and educational organizations is not clear. See also my comment to Annex A.
Certificate holder	No knowledge of current standard.

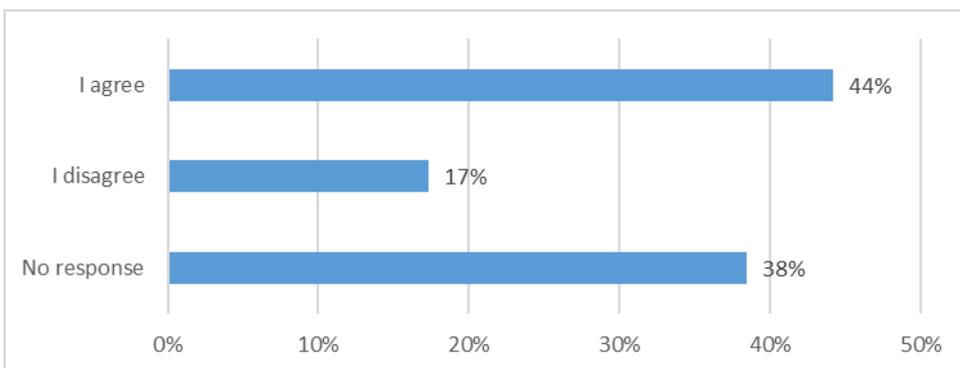
<p>FSC Network Partner staff</p>	<p>- Currently, the proposed changes do not have a large effect on the rules - rather, the consultation questions could lead to important changes that make trademark use easier and more attractive to our clients. Our positive answers to "The requirements are easier to meet than in the existing standard/The requirements will make it easier to promote FSC and FSC-certified products" depend entirely on each of the conditions proposed in the questions being implemented. - From what we can see, rules for one-time use of the logo and for NGOs have been removed from the standard. Why is this? If it is because you have moved requirements to a separate document then OK – but if you are saying that one-time use will no longer be allowed then we are strongly opposed. All changes should lead to simplification of the rules for our TS clients, and one-time use is an important part of this. If removing these rules implies that one-time logo use is not regulated by the standard anymore (but still allowed), then we support this. - Overall, we think that the trademark standard should go further in making the system easier for our clients. Approximately half of the potential TS clients we speak to decide not to promote FSC because of the detailed and heavy requirements involved. The trademark standard is also the only standard that requires pre-approval to ensure the rules are being followed - all other FSC standards involve regular audits to ensure compliance. This is also the case of other certification trademarks, and this came up in a motion at the GA a few years ago. It would be a big step in the right direction if the same system could be implemented for this standard as well. - One more thing that could make the trademark service easier for our clients is implementing some kind of simpler control measures for clients that want to promote multiple FSC-labelled products from many suppliers. Currently, they have to send in sales documents about every single product and every single supplier in order to get their promotion approved by us - and for many of our clients, this has resulted in a lot of work and frustration. Simplifying the documentation needed in such cases would be a step in the right direction.</p>
<p>CB</p>	<p>Manufacturing companies should hold COC certification before being allowed to promote products.</p>
<p>FSC Network Partner staff</p>	<p>The use of N-codes on product</p>

FSC Member, Economic North	nope
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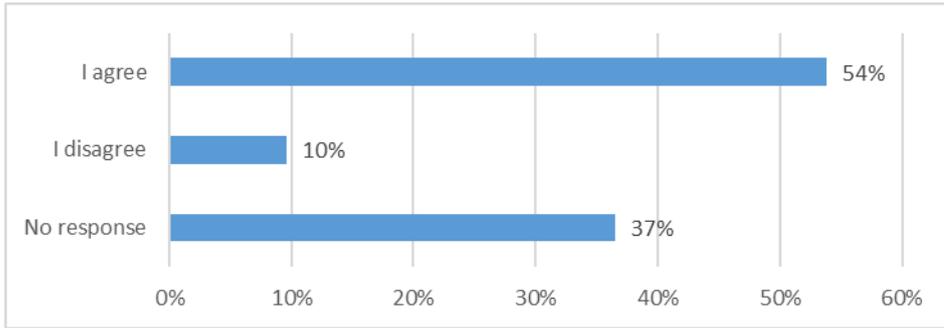
The revised standard is easier to understand than the existing standard



The requirements are easier to meet than in in the existing standard



The requirements will make it easier to promote FSC and FSC-certified products



Consultation question 1**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:

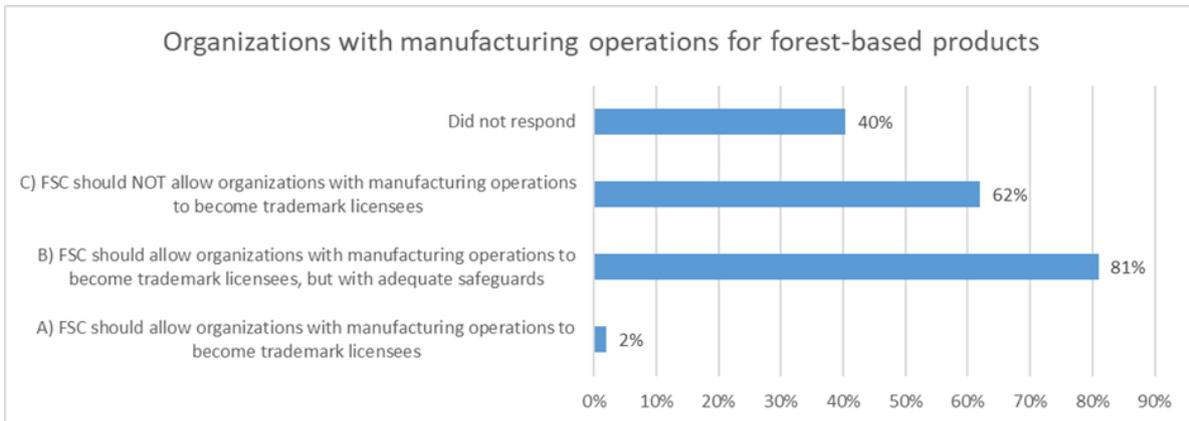
Company manufactures and sells wallpaper. It also sells wooden tools that are manufactured and labelled by an FSC certificate holder. It would like to promote only the tools as FSC-certified.

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.

Q 1.1 **Question** Stakeholders are asked to provide comments on whether (choose one):

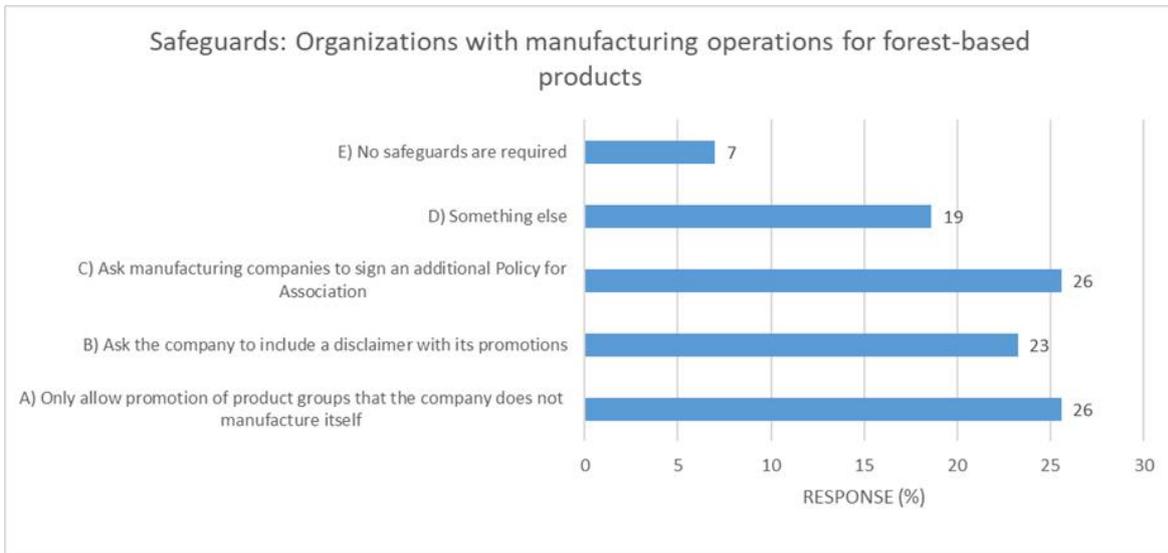
- a) FSC should allow organizations with manufacturing operations to become trademark licensees to use the FSC trademarks to promote the FSC-certified and labelled products they sell through their retail operations without FSC chain of custody certification and without additional safeguards.
- b) FSC should allow organizations with manufacturing operations to become trademark licensees, but only when adequate safeguards are in place. 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

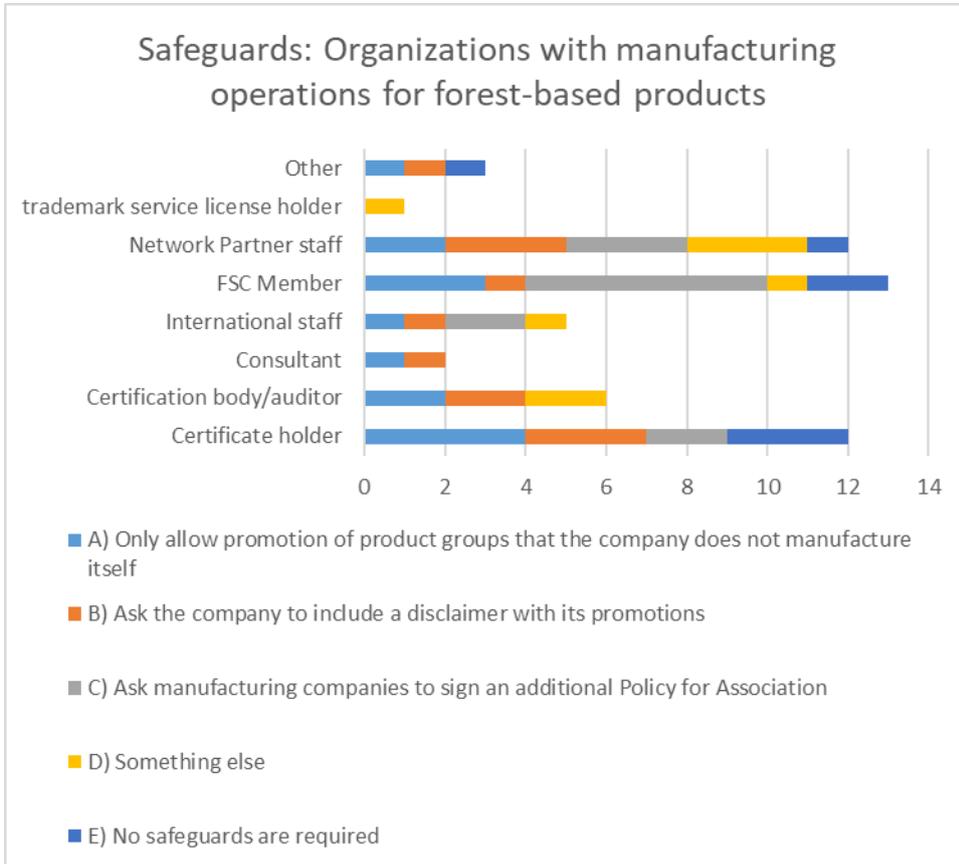




Q 1.2 If FSC was to allow non-certificate holders with uncertified manufacturing operations to be eligible to promote FSC finished labelled products, which safeguards should be in place? (choose all that apply):

- 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.





Specifications on answer (d):

CH, Economic North	Non-certified organisations would need to undergo some kind of annual audit, at least commensurate to certified organisations, in relation to the Policy of Association
CH, Economic South (ESP)	Pienso que FSC no debiera permitir que una empresa fabricante de productos no certificada promueva la marca FSC, en ninguna circunstancia. No entiendo por que surge estas propuestas, pienso que es abrir una opción donde no existe compromiso real del concepto FSC.
CH, Economic South (ENG)	I believe that the FSC should not allow any non-FSC certified product manufacturer to promote the FSC trademark under any circumstance. I do not understand where these proposals come from. I believe this provides an option in an area where there is no real commitment with the FSC concept.
CB	This organizations most issue a disclaimer and also be made to label only FSC products they have bought. This will help them create seperate systems for monitoring the two different paths (production to slaes, and purchase to sales)
FSC Member, Social South (ESP)	de hecho NO se deberia permitir como UNA OPCION adicional letra f
FSC Member, Social South (ENG)	As a matter of fact, item f) should not be considered an option.
FSC International staff	OK but with additional safeguards: FSC could use an IT tool for NCHs to register the specific finished labeled products to be promoted. Records of this registration would have to be periodically updated and audited by a third party, that could be FSC itself.....
FSC Member,	que dentro de su área de ventas tengan un espacio determinado, con la señalética adecuada para distinguir entre los productos con certificado



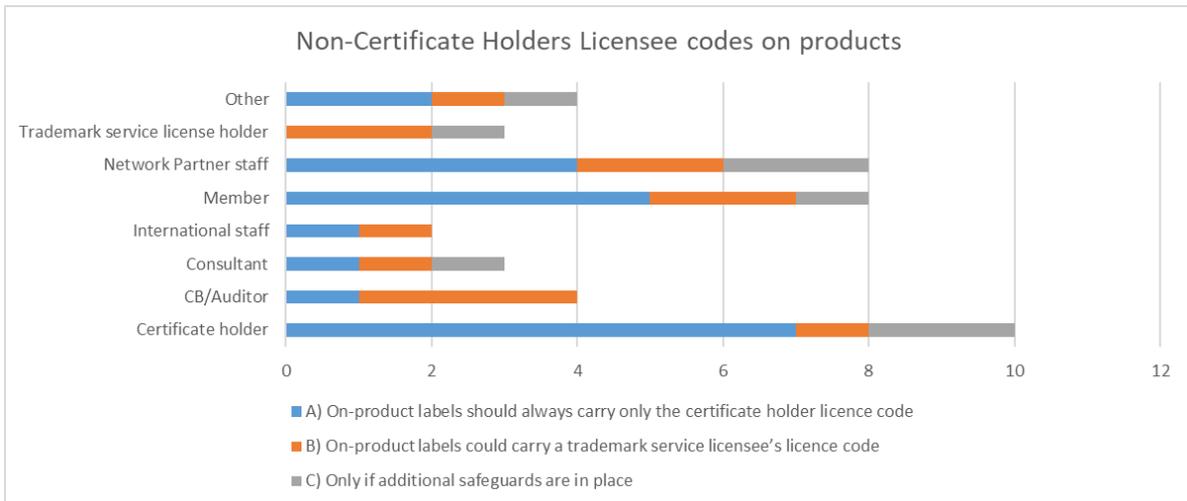
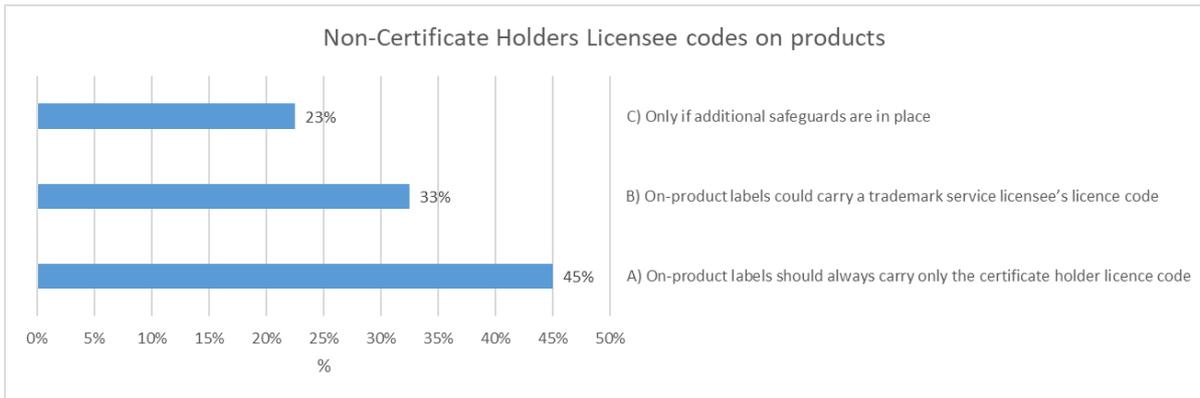
Social South (ESP)	FSC. que en la publicidad de exteriores se tenga señalética que indique "en esta tienda / empresa / espacio se comercializan productos FSC"
FSC Member, Social South (ENG)	There must exist a specific, adequate space within the sales area, containing appropriate signage that distinguishes FSC-certified products. Outdoor advertisements must contain signage that indicates the fact that "this store/company/space markets FSC products ".
FSC Network Partner staff	The company, who want promote somethig FSC-certified, but made by other producer, should write the name of this producer
FSC Network Partner staff	The TSP checks that the use of FSC trademarks does not insinuate that the company produces FSC-labelled products. We see a willingness from modern companies to genuinely be sustainable and do right by the rules of trademark use. Why should a company that sells FSC-labelled products not be allowed to communicate that only because their manufacturing is not certified? This option could significantly increase the visibility of FSC trademarks. It could also function as an incentive for the company to certify themselves if they see that there is a demand for FSC labelled products.
CB	The proposed safeguards defining the relationship of the supplier and the promoter are not clear enough - 'part of the same corporate structure' and and 'supplying exclusively to the organisation' (the second one would be hard to prove?) better to rely ofbranding alone - the products to be promoted must carry the exclusive branding of the promoter and the FSC label in such a way that these two elements are always present on the product or its packaging.
CB	FSC Chain of Custody should be in place (c) where there is a risk of mixing certified and non certified products to ensure the manufacturing operations only label and promote FSC certified products.
FSC Network Partner staff	Need to address the situation if the manufacturing operations are already FSC certified.
FSC trademark service	I think safeguards should be in place such as the timber element of the product should be finished in the certified factory however elements can be added to the product in the trademark licensees operation as long as this does not impact on the timber element.



<p>license holder</p>	
<p>FSC Member, Economic North</p>	<p>This is about potential to harm the brand a PfA type item should be sufficient given the level of risk on this due to the fact that the chain behind this retailer will be certified.</p>
<p>FSC Network Partner staff</p>	<p>I think a disclaimer and PoA agreement is ok so I checked them, but really think as long as it's clear what is FSC certified and what is not, then the company should be able to promote it. I realize that's the tricky part and some companies may be tricky, but if the promotion is about the specific FSC labeled products, they should be allowed to promote those specific labeled products. I don't like the disclaimers exact quote, but if it's questionable, then a disclaimer saying only the products with the FSC label are FSC certified or something should be required. The promotion should not be about XYZ company sells FSC X (which they also manufacture) but about the product and an in-store or advertisement about the specific products and not the store in general.</p>

<p>Consultation question 2</p>	<p>Consultation question for stakeholders – use of a retailer or brand owner’s FSC licence code on a product</p> <p>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.</p> <p>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</p>
<p>Q 2.1</p>	<p>Consultation question for stakeholders – use of a retailer or brand owner’s FSC licence code on a product</p> <p>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.</p> <p>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.</p> <p>Question</p> <p>Stakeholders are asked to provide their view on whether (choose all that apply):</p> <p>(a) On-product labels should always carry only the certificate holder licence code, i.e. labelling agreements shall be possible only with certificate holders.</p> <p>(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.</p>

(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.





General comments related to this consultation question:

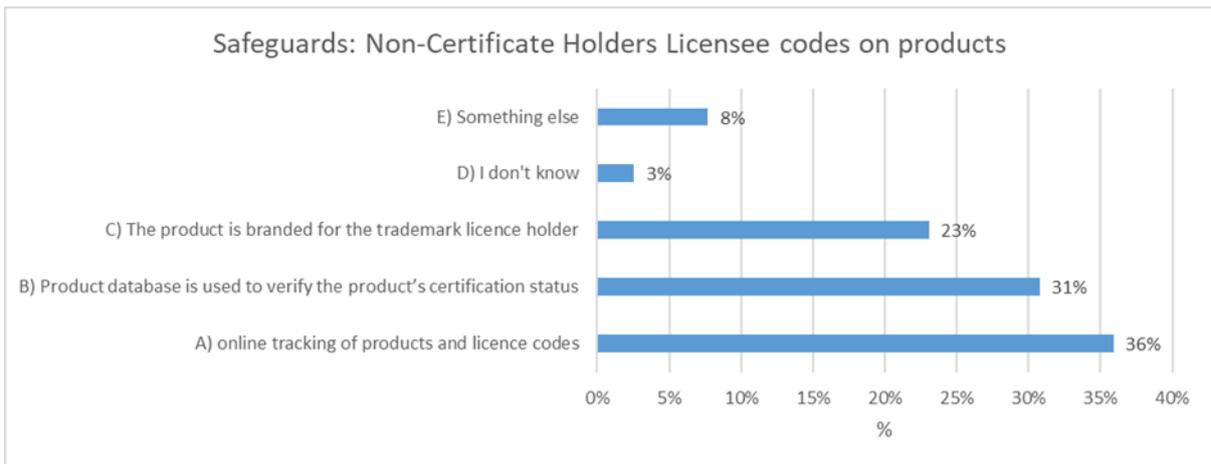
FSC trademark service license holder	I think products should be able to carry a retailers FSC trademark licence code as this protects the product suppliers identity. How would it work if a product was coming out of a certified factory, to an agency with a trade mark license and then onto the retailer whos trademark licence is called out. How would this be tracked?
FSC trademark service license holder	the ability for a retailer to get their TM licence code on a directly sourced product from a FSC-certified manufacturer is a game changer. It would allow them to promote more FSC sourced product to customers without their sensitive supply chains being divulged to competitors and without the complexity of getting COC in a space where product offerings can change rapidly.

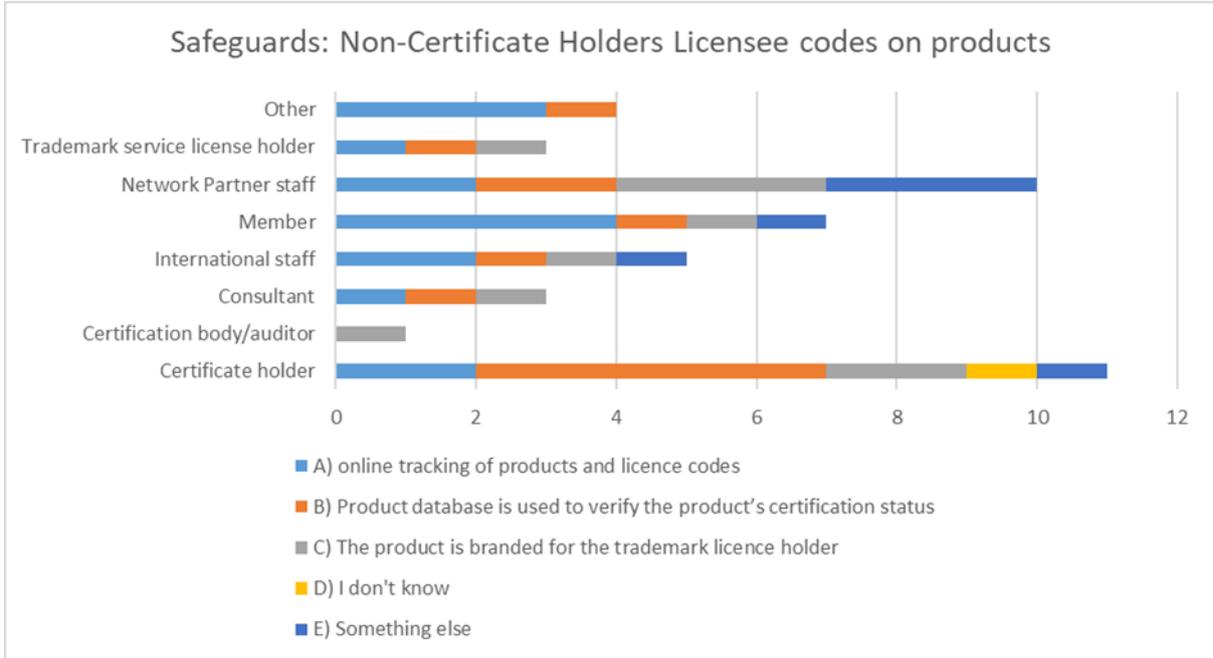
Q 2.2

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.



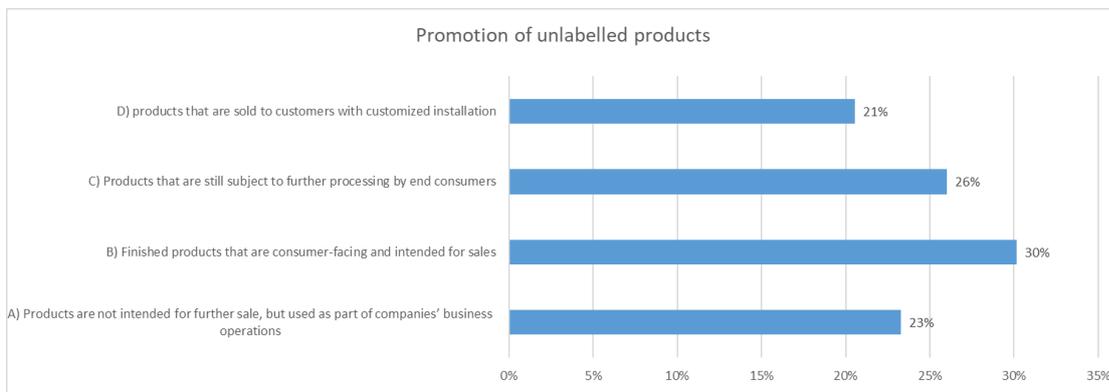


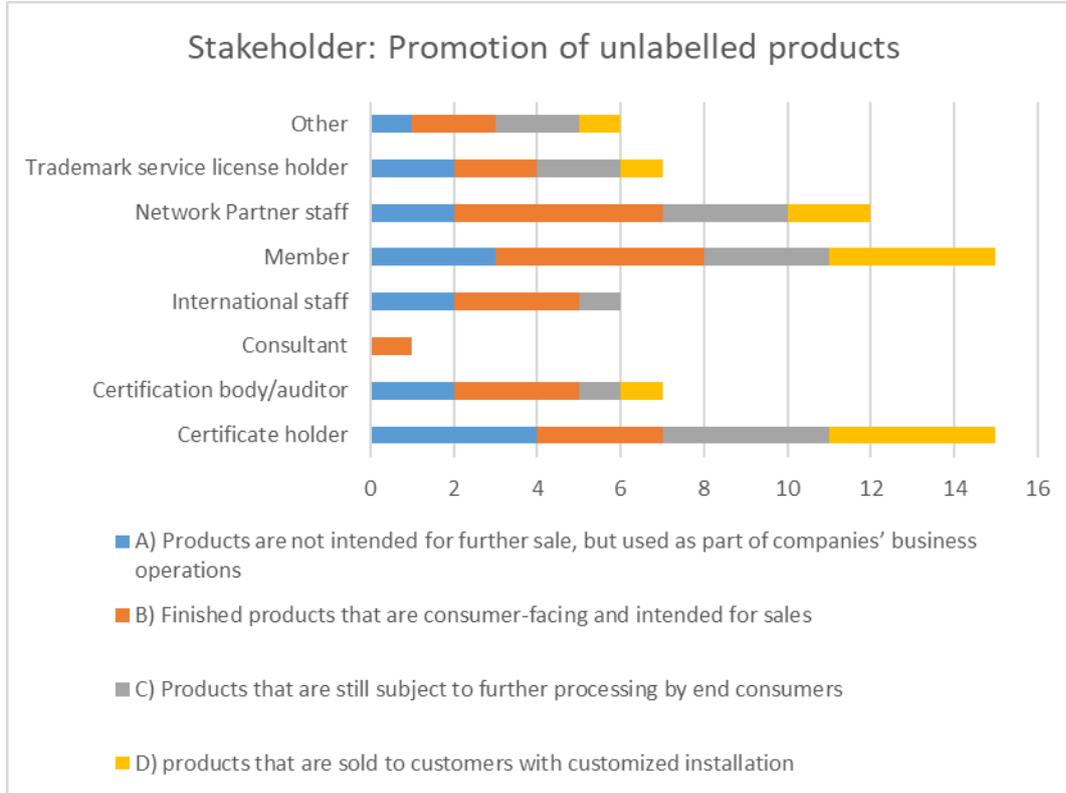


Specifications on answer (e):

CH, Economic South (ESP)	Las etiquetas en los productos deben ser solamente etiquetas con el código de un poseedor de CoC FSC, no debemos permitir etiquetar o poner un logo FSC en productos sin que sean titulares de certificados
CH, Economic South (ENG)	On product labels should only be those which include an FSC CoC holder's code. We must not allow labeling or use of the FSC logo on products of non-certificate holders.
FSC International staff	+ An internal control plan/program
FSC Network Partner staff	See the answer to the previous question
FSC Network Partner staff	An agreement between the license holder and the certified supplier, that the supplier's auditor can check during audits (is this what you meant by adequate labelling agreement?). This way we can avoid placing more responsibilities and work on the TSP for checking supplier lists.
FSC Network Partner staff	Sanctions for incorrect use
FSC Network Partner staff	I think an "adequate labelling agreement" could be a safeguard so chose both b & c.

Consultation question 3	<p>Consultation question for stakeholders – promotion of unlabelled products</p> <p>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.</p> <p>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.</p>
Q 3.1	<p>Question</p> <p>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):</p> <ul style="list-style-type: none"> 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).





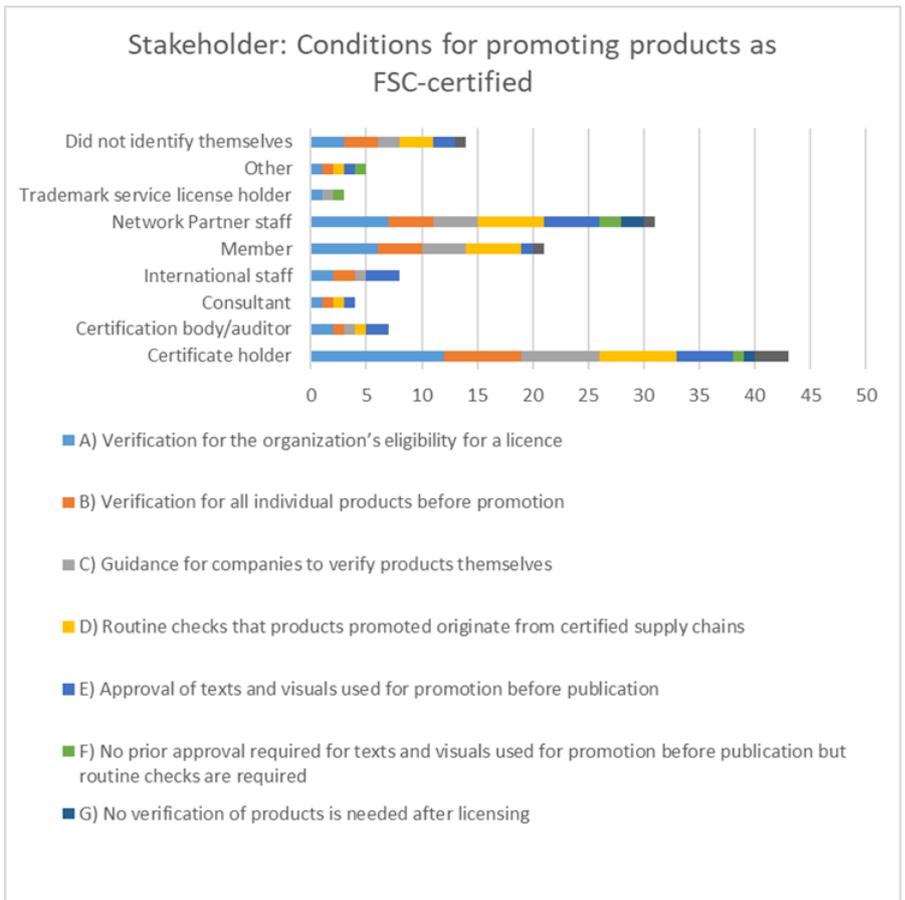
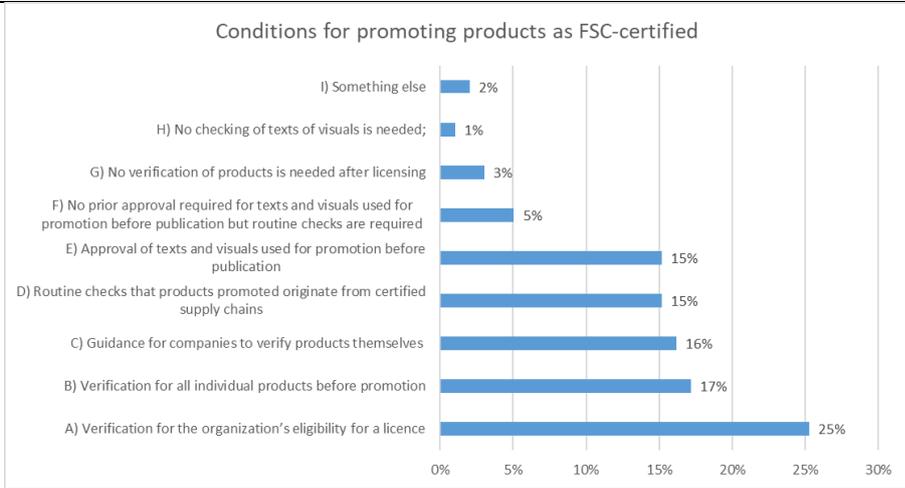
Additional comments related to the consultation question Q3

<p>FSC trademark service license holder</p>	<p>my comments refer to the "Consultation questions for stakeholders" in the document after 3.3/3.4) - while it would be great to promote off-product those items that do come form FSC COCs but are not labelled, we understand that in a retail situation, it could be easy for non-certified items (eg. lengths of timber, decking) to be mixed up with certified but unlabelled items by workers or customers. So it would not allow customers to be 100% confident in what they are purchasing.</p>
<p>CH, Economic South (ESP)</p>	<p>Completamente en desacuerdo con estas ideas. Estas organizaciones SI pueden promover los productos usados al interior de sus negocios. ES MUY SENCILLO.</p>
<p>CH, Economic South (ENG)</p>	<p>I totally disagree with these ideas. These organizations CAN INDEED promote products used within their businesses. IT IS QUITE SIMPLE.</p>
<p>FSC Network Partner staff</p>	<p>This has raised debate among us! We have mixed feelings between opening to more visibility & risks for FSC credibility and recognition/visibility by end users(since the labelling is seen as a guarantee) . Is there any research done regarding impacts? What would be the opportunity vs risks? What about other labels?</p>
<p>FSC International staff</p>	<p>I am not sure if I understand how the question above addresses the risks of allowing the promotion of unlabeled products. If I say yes or no to any of the questions above, does this mean that FSC will consider this as an indication of whether it is safe to allow the promotion of unlabelled products? I think that the question on this very important topic could have been formulated in a different way, to adequately collect stakeholders' input on the risks and opportunities of introducing such flexibility. FSC needs to discuss this topic carefully to avoid conflicts with project certification and procurement claims. If FSC allows non-certificate holders to promote unlabeled products, there is a risk that project certification will become irrelevant. FSC also needs to discuss safeguards to ensure that companies that currently need certification do not become eligible for TSP as well.</p>



FSC trademark service license holder	[Consultation question for stakeholders] Organizations should be allowed to promote unlabeled FSC products because It will make it easier for the organizations to promote which in turn will enhance the awareness of FSC. We expect ourselves to be able to promote more of our procured items if allowed.
Other, Economic North (ESP)	Cualquier producto que tenga la certificación correcta
Other, Economic North (ENG)	Any product that holds the correct certification.
CB	Whether sold or just used in business operations, products should carry the FSC label to give credibility to any promotional claims - if a sign says 'all our cups are FSC' but there is no label, then the consumer might ask 'how do I know?'
FSC Network Partner staff	This is very tricky! I think it needs to be clear what the certified product is and that those specific products are clearly identified as being FSC certified. This goes between on-product label use and promotion. For example in our FYI stores, it's not common practice for the store to have lumber which carries the FSC label. But if the store knows it's FSC certified, I think it's ok for the store to have a sign that clearly shows these X products are FSC certified. In this example, the product doesn't have packaging nor is wrapped up together. Of course, the FSC label on product would best. Same with the cup example in a) and b) but only if it's clear what cups the promotion is talking about. If some of the blank white cups are FSC certified and some are not, then that seems more questionable, but if the company is selling 2 brands and 1 is certified and they can put a specific sign designating that brand as certified, I think it's ok (but having the label on the cup or packaging is MUCH better). I think I may partially be thinking about procurement claims too, which in procurement claims, I don't think the product needs to carry the FSC label in order to count or be claimed as total volume of a product being FSC certified in an annual report.

<p>Consultation question 4</p>	<p>Consultation question for stakeholders – conditions for promoting products as FSC-certified</p> <p>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.</p>
<p>Q 4.1</p>	<p>Question</p> <p>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):</p> <ul style="list-style-type: none"> 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 of visuals is needed; i) Something else, please specify.





Specifications on answer (i):

CH	The use of trademarks by non-certified organisations must undergo audit, at least commensurate with certified organisations.
FSC trademark service license holder	routine/annual checks on a sample of promoted products - checking all in some retail situations may be onerous for TSP.
CH, Economic South (ESP)	El licenciario debe tener una política clara, escrita y publica donde manifieste su preferencia u obligatoriedad que sus proveedores tengan un Certificado Valido y que sus productos sean etiquetados y declarados certificados FSC en los documentos de venta.
CH, Economic South (ENG)	License holders must have a well-established, public policy that clearly states their preference or enforceability of a valid certificate by all their suppliers, and that their products be labelled and stated as FSC certified on sales documents.
FSC International staff	Specify that companies shall accept being part of the FSC fiber testing program. Check with <name omitted> the appropriate wording for the standard. FSC should have the ability to also test these products in our supply chain integrity investigations.
FSC Network Partner staff	Answer "d" is not so important, as others. I am not sure here.
FSC Network Partner staff	General comment about the question: This question and the relevance of some options is hard to understand. E.g. option a is already a requirement for the client to get a TLA in the first place. Option c is also something that we (TSP) should be able to provide. The bottom line: the TS licensee should have support from us and some form of internal system to ensure the correct use of FSC trademarks. We provide the support and documents for this. They implement routines to do so. We are very positive to self-approval and absolutely think it should be a part of the standard.
FSC Network Partner staff	This question is confusing.
FSC Network Partner staff	I think a) & e) are important and c) and d) are nice but not enough alone. I know this may be difficult, but I really think a volume check should be possible. A volume check from the certified supplier to the retailer and from the retailer to what they sold should be available to the TSP. Super difficult but would be really beneficial to both the retailer and FSC.



Individual comments by section and clause

Introduction	<p>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.</p> <p>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.</p> <p>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.</p> <p>FSC provides further tools to help organizations promote FSC and FSC-labelled products, such as:</p> <ul style="list-style-type: none">• 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. <p>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.</p> <p>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).</p>
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CH, Economic South (ESP)	La introducción no es clara y precisa en que la consulta esta orientada a requisitos para entidades no certificadas. Quizás falta una pequeña descripción de porque hay entidades no certificadas que desean usar el logo FSC. Mucha gente no lo entiende y es muy interesante divulgar esa motivación que muchas organizaciones lo hacen.
CH, Economic South (ENG)	The introduction of the consultation fails to clearly establish the requirements for non-certificate holders. Since it is still not clear for many people why so many organizations use the FSC logo, perhaps it would be pertinent to provide a brief explanation of their motivations for using it.
Consultant, Economic South (ESP)	Hello to everyone., Over the years (almost a decade), there has been a need of spreading awareness amongst the important members of supply chain i.e., the END USERS... Giving non-certified companies a chance to promote FSC will only take this supply chain to the Customer level. Not only this but various consultants., NGOs are to be given responsibilities to spread the word. And for this , use of FSC trademark should be streamlined.
Other, Economic South	"trademark" is a more commercial term. Instead it can be replaced as "Certification Mark" for better understanding and gives a Non-Profit organisation sense.
CH, Economic North	Not agree. Any FSC-certified product promotion by non certification holders without fee are "Free-ride". We certification holders is made to pay a fee depending on a handling amount of money every year. Free FSC promotion by non certification holders is limited only about FSC or FSC-certification system.
FSC trademark service license holder, Economic North	Regarding the internal control system:We have a head office and several branch offices.It is not clear from the texts in the standard if the head office needs to operate the inteanal control system for itself as well as for all the branch offices or if each office needs to operate the internal control system for itself.Our branch offices independently promote FSC in their regions in charge,so we would like to see clarified texts that allow operation of internal control systems by each office(head office and all the branch offices).



<p>FSC International staff</p>	<p>In regards to P2: the correct use of FSC trademarks as not to mislead the public about certification claims.... --> I wonder if you have analyzed those existing areas where consumers know nothing about the FSC certification scheme and its brand communicates no message to them. So, perhaps this initiative of ensuring the FSC message is well communicated should be accompanied by a concrete plan of brand awareness, so consumers can identify, recognize and assign value to the FSC brand. Otherwise consumers can not make informed decisions.</p>
<p>Other, Economic North</p>	<p>ok</p>
<p>Other, Economic North</p>	<p>ok</p>
<p>FSC Network Partner staff</p>	<p>All comments are on behalf of <<name omitted>. 1. Overall, the introduction can be revised to be more concise and easy to follow. You could structure it with a shorter introduction, then a section for who is covered by the standard, and another for who is not covered by the standard – the paragraph about CoC and labelling products should go in there. 2. The types of non-certificate holders covered by the standard should however be explained in more detail. A list that is similar to the TSP e-training (chapter 4 – specific TSP clients) would work. 3. Paragraph 2: Add a sentence about the importance FSC's brand and recognition, i.e. recognition of FSC's brand is important for the credibility and market value of FSC... 4. Section B - Scope: For the sake of clarity, we suggest changing this section to the following: "This standard covers the use of the FSC trademarks by all FSC non-certificate holders, both for the promotion of FSC-certified products and for the promotion of FSC itself. This standard also forms the basis for evaluation and approval by FSC TSPs of all non-certificate holders' uses of FSC trademarks.</p>
<p>FSC Network Partner staff</p>	<p>Title of document - could we come up with a better term than "non-certificate holders" and, if not, can we at least define this term. Internally FSC IC TMU calls these "trademark service licensees", should we adopt this name publicly? The first line of the introduction should be reworded to better define who this document covers. In para 2 could it state "customers" rather than "consumers" as there may be customers further back in the supply chain? The meaning of</p>

	<p>the text "to enhance the unified presentation of these messages to increase recognition to increase recognition of the licensee's commitments to sourcing FSC-certified products" is unclear and perhaps superfluous? The full title of the "A quick guide to FSC trademark use" should be included. There is typo in the second bullet (it should state "example of how" not "examples on how". Suggest deleting "and" between education and research institutions and also clarifying that their use may not need a licence and, as such, is not covered by this standard. Change TSP to Network Partner (it may not be clear to them who "their TSP" is). OBJECTIVE: "The promotion of FSC" is too vague. Amend to "...for the promotion of FSC certification by non-certificate holders"? SCOPE: In the scope it refers to the standard being mandatory for all "non-certificate holders that are eligible to use the trademarks". This highlights the problem with the term "non-certificate holder" as it could be argued that anyone who is not a certificate holder is a non-certificate holder and, therefore, that everyone who is eligible to use the trademarks (potentially any retailer, etc.) has to use this standard. Please can we define who is eligible to use the trademarks here? REFERENCES What is the relevance of FSC-STD-40-005?</p>
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Part I: Applying for FSC trademark licence

<p>Clause 1.1</p>	<p>1.1 This standard covers the following use of FSC trademarks by non-certificate holders, hereinafter called 'organizations':</p> <ul style="list-style-type: none"> (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).
<p>FSC Network Partner staff</p>	<p>To 1.1 (a): We all remember the situation with <name omitted>. Is it possible for similar companies sign TLA and promote FSC? In other words, it would be good to have a list with types of organizations, which under no circumstances can sign TLA and promote FSC. The formulation in 1.1 (a) is not enough. Or add more examples. I also think, that points 1.1 b and 1.1 c from the previous version of standard are important (about educational goals and mass-media). These two positions "fell out" from the discussed version of the standard.</p>



<p>FSC Network Partner staff</p>	<p>1.1 - There is a need to explain which organizations are referred to. There shouldn't be a referral to another standard to understand the requirements, or at least it could be in parentheses (as defined by FSC-STD-40-004). Why are certain non-certificate holders listed while others are excluded? You should write either "all non-certificate holders" or all types should be listed. Also, where are the rules for media, FSC members, consumers, NGOs that want to promote FSC? Does this mean they no longer get to use the logo (one-time use)?</p>
<p>FSC Network Partner staff</p>	<p>c) on the basis that all "non-certificate holders" should sign this. In terms of the text under 1: Organisations that are eligible to use the FSC trademarks", the clause refers to eligible uses rather than eligible organisations so either the heading or the text needs to be reworded to be aligned. 1a) this needs to be better defined. It is a circular clause given that 40-004 refers to organisations not needing CoC if they are eligible under 50-002. Would suggest removing c) certification bodies from this standard.</p>

General comments related to section 1:

<p>CH, Economic South (ESP)</p>	<p>Ahora entiendo a que se refiere "Entidades No certificadas". Al inicio de la consulta, pensé que se trataba de empresas que no requieren certificarse y que desean promover el concepto FSC, por ejemplo Retails, grandes marcas, gobiernos, organizaciones, etc.</p>
<p>CH, Economic South (ENG)</p>	<p>Now I understand the meaning of the reference to "non-certificate holders". At first, I thought the consultation dealt with companies, such as retailers and other major brands, governments and organizations, wishing to promote the FSC concept without the requirement of becoming certified.</p>
<p>FSC Member, Economic South (ESP)</p>	<p>Sería interesante identificar posibilidades de asociatividad entre la empresa con los productos certificados y la tienda minorista que desee comercializarlos; esto con el fin de mostrar en términos económicos las ventajas de comercializar (para en un futuro) producir productos con potencial de certificación FSC. Por otro lado, la promoción de esta asociatividad ayudaría en términos de competitividad, apoyo técnico y económico a las empresas minoristas en convertirse en un siguiente eslabón de la Cadena de Custodia. Ej. Empresas con CdC podrían</p>

	financiar a empresas / asociaciones de artesanos / comunidades para que éstas en un futuro sean otro canal de ventas de productos FSC.
FSC Member, Economic South (ENG)	It would be interesting to identify the possibility of establishing linkages between a company' with certified products and the retailer intending to market them; the above with the purpose of presenting, in economic terms, the advantages of (future) marketing, as well as of manufacturing products with the potential for becoming FSC certified. On the other hand, promotion of these linkages would provide assistance to all those retailers insofar as competitiveness, technical and financial support to become another link in the chain of custody. For instance, CoC companies might be able to fund artisan companies/associations or communities to become a future channel for sales of FSC products.
CB, Economic North	Multiple changes throughout standard: The proposed changes imply that media organizations promoting via news story or press release for example do not need to sign a TLA or get the TM uses approved by FSC. Was that the intent?
FSC Member, Economic South	Why are training, consultant organisations exempt? There is potential for abuse by these organisations making false claims to the detriment of FSC. Is it simply a case of not being able to keep track of these claims?

2 Identifying a trademark service provider

Clause 2.1	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.
Clause 2.2	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.
Clause 2.4	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

	<p>copy of the trademark approval from the company headquarters in case it is requested by their certification bodies.</p> <p>(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.</p>
FSC Network Partner staff	- The rules for applying for a TS license are under this section but do not fall under identifying a TSP – see our comments under General Feedback about the structure of the standard! 2.4 – Change to “A holding company or headquarter...”
FSC Network Partner staff	First mention state "trademark service provider (TSP)" for clarity. "commercial use" should be defined. Is clause 2.1 necessary given clause 2.2? It is unclear how the TSP would verify the products with labelling arrangements. We have serious concerns regarding this whole proposal 2.4 Again, there is the same issue with referring to "holding companies, etc. who "not required to be FSC certified". Needs to be better defined. Is the requirement under 2.4a) also addressed in FSC-STD-50-001?

General comments related to section 2:

FSC Network Partner staff	I heard that the educational, research & media part was taken out of the standard but will be a guidance document or something? Looking forward to seeing it and glad it will be easier to allow these types of FSC trademark use. I'm a nerd and really read these standards and think 2.4 could sound better if you replace "have" with "share". Not a big deal though. "company do not have/share a common license code".
FSC Network Partner staff	This is not simplification of trademark use, but rather an arrangement for TSP licence holders. The CHs licence number on labels is a safeguard both to better control/identify the end of the CoC (and missing links!) and to track and identify the wrongdoers when dealing with misuses/ infringements

<p>FSC International staff</p>	<p>The more flexibility FSC provides, the more complex the system gets. The system already provides an option for these companies. If they want to label products with their codes, they should get certified.</p>
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Part II: Promoting FSC-certified products and the FSC system

3 Ground rules for using the FSC trademarks

<p>Clause 3.1</p>	<p>3 Ground rules for using the FSC trademarks</p> <p>3.1 The Forest Stewardship Council AC (FSC) owns the following registered trademarks:</p> <p>(a) the name 'Forest Stewardship Council'</p> <p>(b) the initials 'FSC'</p> <p>(c) the FSC logo</p> <p>(d) the 'Forests For All Forever full' mark</p> <p>(e) the 'Forests For All Forever logo with text' mark</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>
<p>Clause 3.2</p>	<p>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.</p>
<p>FSC Network Partner staff</p>	<p>[Clause 3.1] In this clause, all five trademarks (a) to (e) are presented in a way that they look equal in terms of rules to follow. However, (a) and (b) are allowed to be used without the trademark license agreement under the “normative fair use” rule. This exception shall be specified in the standard in order to provide clarifications when making a procurement claims. [Clause 3.2] Products used internally in companies such as note books, copier paper, stationeries etc which are not handed to consumers, hence not covered by option a), should be able to be promoted without FSC on-product labels. Regarding the option c), it is not clear if this option covers interior materials used by a cafe or a</p>

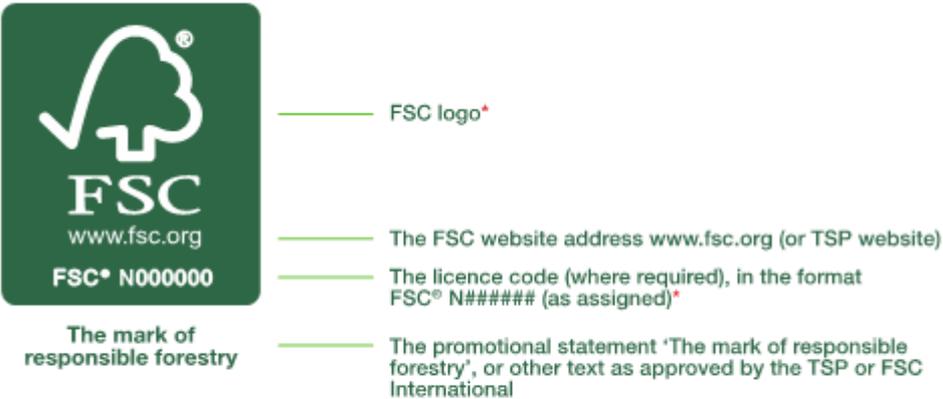


	<p>restaurant. If the option c) includes those materials, they are often very difficult to be FSC labelled, so promotion without the FSC label but upon verification by other evidences such as purchasing document should be allowed. Regarding the option d), Intention of the option is not clear.</p>
<p>FSC trademark service license holder</p>	<p>Promotion of the FSC logo should be used wherever possible. Artworks d and e on the left are rather chunky, could be one or the other (tick tree or other logo) we would struggle to put both on small artworks.</p>
<p>Clause 3.4</p>	<p>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 TM is recommended. The Trademark Registration List document is available in the FSC label generator and marketing toolkit.</p>
<p>FSC Network Partner staff</p>	<p>A note for option b in the consultation question: Finished products that are consumer-facing should carry an FSC on-product label, but it is sufficient for this to only be on packaging (e.g. the plastic that holds the cups, not on the cups themselves). Overall we think the ability for TS clients to promote unlabelled products is very important, as currently the rules punish clients with e.g. building materials, that cannot promote their materials as FSC-certified because they don't carry the label! Other general feedback: Part II title is not clear – what is the purpose of this section? See our comments under General Feedback about the structure of the standard. 3.4 – It shouldn't be necessary to include the registered trademark symbol when writing FSC/Forest Stewardship Council. This is not the case for other certification systems (e.g. MSC does not do this), and the companies writing about FSC almost never expect this to be a requirement (we often have to correct this).</p>

General comments related to section 3:

Certificate holder	Dont understand the relation between the questiontext and the selection of standpoints.
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4 Promotional elements

<p>Clause 4.1</p>	<p>4.1 When promoting with the FSC logo, the elements shall be:</p>  <p>The diagram shows a green square containing the FSC logo (a stylized tree with a checkmark), the text 'FSC', the website 'www.fsc.org', and a licence code 'FSC* N000000'. Below the square is the text 'The mark of responsible forestry'. Four lines point from the elements to their descriptions: the logo to 'FSC logo*', the website to 'The FSC website address www.fsc.org (or TSP website)', the licence code to 'The licence code (where required), in the format FSC® N##### (as assigned)*', and the text to 'The promotional statement 'The mark of responsible forestry', or other text as approved by the TSP or FSC International'.</p> <p>* Compulsory element</p> <p>The promotional panel arrangement is available in the Trademark Portal.</p>
<p>FSC Network Partner staff</p>	<p>4.1 – not very clear. The “compulsory element” term needs to be explained – currently it raises the question of why the website/promotional statement is included at all if they are not compulsory. Suggestion for 4.1 text: “This is the full promotional panel.” OR remove the figure here and explain the elements in text, then refer to the graphical rules for trademarks (where the promotional panel is presented). The figures could also be made to look more professional. - Move 4.4 to Part I.</p>

<p>Clause 4 2</p>	<p>4.2 When promoting with 'Forests for All Forever' marks, the elements shall be:</p>  <p>* Compulsory element The arrangement shown here is for illustrative purposes only.</p>
<p>FSC Network Partner staff</p>	<p>If the promotional statement and website are not required with the logo, it should be the same requirement for the Forest for all forever mark to keep consistency and flexibility.</p>
<p>CB</p>	<p>4.2 It is not clear weather the FFAF mark is sufficient or the FSC logo with initial should be added to FFAF mark during promotion</p>
<p>Clause 4.3</p>	<p>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.</p>
<p>FSC Network Partner staff</p>	<p>General precision needed : you can use either of these 2 panels . 4.3 : For better visibility/controlle, could we ask that the licence N° appears near the logo? +precise "To identify FSC certified products in a catalogue, the extra logo will be used"</p>
<p>FSC Network Partner staff</p>	<p>4 Does this section need more of an introduction (as per section 9.1 of current standard or 5.1 from 50-001)? Perhaps explain what the promotional panel is? 4.1 It states "The licence code (where required)" but, as the licence code is a compulsory element, is it not always required? 4.2 The graphic example is not aesthetically pleasing. Will examples of "promotional statements" be provided? 4.3 What would connect the logo to the code? How far apart can the elements be? Could they be on different pages of a catalogue or website?</p>

CB	4.1 & 4.2 How can the logo/ mark be compulsory if the elements are being presented separately as in 4.3? It seems like this just means the logo/mark is mandatory and CAN'T be broken into its elements. 4.3 Are all of the elements required if they are not used in conjunction with a panel, e.g. the promotional statement?
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General comments related to section 3:

CH	it's good
CH	I agree with content in this section
FSC International staff	A standard requirement for all promotional logos and promotional trademark use should be the presence of a disclaimer which states that a) the logo is for promotional purposes only and b) does not reflect the certification status of the company or whether the material is certified
CH, Economic North	Not only "N" but also "Non-FSC-certified holders" for non-certified holders label.
FSC Member, Economic South (ESP)	La declaración publicitaria quizás debería enfocarse en "comprando este producto, incentivas a las empresas a valorar y comercializar productos FSC" o "comprando este producto, apoyas a nuevos actores a involucrarse con la certificación FSC"
FSC Member, Economic South (ENG)	Perhaps, the advertising statement should focus on the following: "In buying this product you promote companies to value and market FSC products", or "In buying this product, you foster stakeholder involvement in FSC certification."
Certificate holder	ok

5 Promotional use of FSC trademarks in text

Clause 5.1	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.
FSC Network Partner staff	5.1 – Instead of using R on FSC and TM on Forest Stewardship Council, write “FSC or Forest Stewardship Council with the appropriate trademark symbol”. The use of each separately is confusing. 5.2 – Remove the requirements for submitting texts about FSC for approval to the TSP. We think this rule is very nitpicky and puts clients off getting TS licenses, at the same time as organisations without TS licenses often write whatever they want. Instead we suggest writing a guiding document with more examples and easy texts so that TS clients can better formulate their texts themselves.
FSC Network Partner staff	5.1 Does the term "on small items" imply on-product use? 5.1 Why could the text only trademarks not be used on "larger items"? Is it not a choice as to which trademarks to use? Some retailers use the acronym rather than the logo to identify their FSC products It is confusing to use both (R) and (TM) in the same sentence.
Clause 5.2	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.
FSC International staff	A standard requirement for all promotional logos and promotional trademark use should be the presence of a disclaimer which states that a) the logo is for promotional purposes only and b) does not reflect the certification status of the company or whether the material is certified 5.2 Further, it is advisable that all use of promotional material by non-certified organizations is approved by either FSC IC or the TSP

General comments related to this section 5:

FSC Network Partner staff	Please add some more examples in Annex B
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CH, Economic North	Agree.
FSC International staff	Part II-3.2: The criteria used to decide on exemption cases (products to be promoted for commercial sales shall carry the FSC on-product label) and internal control "role" should be communicated/easier to find.
Certificate holder	ok
CH	I agree with content in this section

6 Promotional restrictions on the use of the FSC trademarks

Clause 6.1	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.
FSC Member, Economic South (ESP)	De acuerdo con las opciones a), c), f), Nota 2 y Nota 3. Con respecto a la opción e), esto podría darse sí y sólo sí se hagan referencia a los productos con el sello FSC que hayan comercializado, de manera que permita saber la trazabilidad y el flujo de ingresos de los productos FSC.
FSC Member, Economic South (ENG)	I agree with options a), c), f), Note 2 and Note 3. With respect to option e) this might be feasible if, and only if, it is related to products that carry the FSC label, and which have been marketed in such a way as to enable tracking, as well as the income flow of FSC products.

FSC Network Partner staff	"Uncertified organisations" includes companies who are not permitted to use the trademarks at all, change to "Non-certificate holders" if this is what we are calling them. Alternatively revert to 50-001 wording "The trademarks shall not be used....."? Add clause "to promote product quality aspects not covered by FSC certification" (as per 50-001). 6.1 Could examples be included? Whole clause could be better worded.
Clause 6.3	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).
Clause 6.4	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.
Clause 6.5	6.5 Organizations shall not use the FSC trademarks for promotional purposes on any organizational stationery including business cards.
FSC International staff	In clause 6.5, I suggest that you include sales and/or delivery documents. It is unclear whether these documents are also considered stationary.
CB	6.5. Should this say uncertified organisations (since 50-001 now allows promotion on business cards for certificate holders).
CB	Clause 6.5: Given that the term 'organizations' includes 'certification bodies and their affiliate offices' according to clause 1.1.c, clause 6.5 needs to be clarified, otherwise it contradicts Annex C, 1.5 and 1.6.
Note 3	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.
FSC Network Partner staff	Really happy to see Note 3.

<p>FSC Network Partner staff</p>	<p>6.1 – Change opening text to “The FSC trademarks shall not be used:” 6.1b – Add “unless in agreement with FSC” – to cover events done by FSC and the client together 6.1d – hard to understand, especially if you include the exception that TS licensees can get their licence code printed on a product. Maybe this would be better explained in a note under the indicator. 6.1e – clarify what is meant by sales documents – the purpose is to pass on the FSC claim. Also, if you allow for two companies in the chain to hold a TS license (as per the question in part 1), you have to think about how this requirement will apply. 6.1g – simplify by writing “with any certificate holder’s FSC product labels, promotional panel or trademark licence code.” 6.3 – change to a point under 6.1. Delete 6.4, it feels like an unnecessary constraint on companies that are showing willingness to promote FSC. 6.5 – Revert to original indicator 13.2. It is much clearer. Note 3 feels misplaced – this should be an indicator on its own or be placed in part I. Do we not have the right to suspend the use of FSC trademarks if they fail to comply with any of the requirements in the standard, not just Part 6?</p>
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General comments related to this section 6:

<p>CH</p>	<p>I agree with content in this section</p>
<p>FSC International staff</p>	<p>Suggest also adding that promotional usage of FSC trademarks should not be alongside trademarks of other forest conformity assessment schemes, or used on products/used by organizations that are certified by competing forest conformity assessment schemes.</p>
<p>CH, Economic North</p>	<p>Agree.</p>
<p>FSC International staff</p>	<p>This part uses somehow not concise language (could, in a way...). So readers may ask how and who defines these issues one way or another..... Is there an established criteria for defining restrictions? Perhaps that would help.</p>
<p>Certificate holder</p>	<p>ok</p>

Part III: Requirements by user group

7 Promotion of FSC-certified products

Clause 7.1	<p>7.1 Organizations that wish to promote FSC-certified products shall:</p> <ul style="list-style-type: none"> (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).
FSC Network Partner staff	<p>Under 7.1, Note 4 "letters of confirmation". I think letters of confirmation are an important tool and needs to stay an option but these letters need to be verified by the CB. A CH could easily write these letters for many retailers but not have enough FSC certified material to send to each so some of the retailers may be getting non-certified material. Somehow the CBs need to be aware of the letters so they can check them during the audit. During the TSP/OCP pilots, we heard a checkbox in the system which would notify the CB would work but this was never actually developed (but could be in a system). Other ways to do this are welcome as well.</p>
Clause 7.2	<p>7.2 The evidence provided shall be addressed to the organization and shall include:</p> <ul style="list-style-type: none"> 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.

<p>Clause 7.3</p>	<p>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.</p>
<p>Clause 7.4</p>	<p>Point of sale or in-store promotions</p> <p>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.</p>
<p>Clause 7.5</p>	<p>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.</p>
<p>FSC Network Partner staff</p>	<p>Part III – the title has nothing to do with the content. See our comments in General Feedback about structure of the standard. Part 7 - The title (Promotion of FSC certified products) is uninformative and doesn’t tell you what the rules under this section relate to. We think Part 7 belongs under Part 1 about how to apply/use a TLA. See our comments about the standard structure under General Feedback. 7.1 – there should be a separate indicator detailing what an organization should do if they wish to promote the idea of FSC, not just FSC-certified products. Many companies misunderstand when they only wish to make a general statement about FSC, and then think they are required to send some kind of invoices in. 7.1b - what is a product information management extract? 7.3 - Is the trademark use management system the same thing as self-approval? Why has the name changed? “Trademark use management” are generic words that can easily be mixed up with something else, and thus harder to understand and communicate effectively to a TS client. Self-approval makes more implicit sense. 7.4 – good! Much clearer. 7.5 – Change the first sentence to “In promotional materials that list both FSC-certified and uncertified products, it is sufficient to present the promotional elements (see clauses 4.1 and 4.2) only once.” Note 5 Clear identification of products – Change first sentence</p>

	to “Promotions shall not give the impression that products without an FSC on-product label are FSC-certified.” And make into separate indicator.
FSC Network Partner staff	Part III - what is meant by "user group" If it is in reference to the type on TLH (e.g. retailer, etc) then Section 7 should be renamed to be a user group rather than a use and holding companies (Clause 2.4) should be covered here instead. Are there other user groups to include (e.g. print management companies, users of certified products, business directories, etc.)? 7.1 This clause should be restructured so that it is clear whether c) replaces b) or if it replaces a) and b). 7.1b) Define "tracked online claims" 7.1c) suggest "approved internal process in place sufficient to ensure". and perhaps refer to it as the Trademark Use Management System as under 7.3. Note 4 - Needs to include reference to "equivalent evidence". The note refers to letters of confirmation but these are not mentioned in 7.1b). 7.2 Suggest rewording to "The evidence shall be supplied by the direct supplier and shall be addressed..." 7.2 Suggest adding d) sufficient information to cross-reference the products with those being promoted (or similar wording). 7.4 This clause is confusing. Should it state that the products must be FSC labelled and not just certified? And that they may affix additional promotional materials? (similarly under Note 5 should it state "other unlabelled garden furniture" rather than just uncertified?) 7.5 Delete the fullstop after uncertified products. Should the first sentence of this clause be elsewhere given that it relates to all "user groups"? Could we encourage the use of "Look for our FSC certified products" in other cases (e.g. in a general promotion rather than product specific)?
Note 5	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.
FSC Member, Economic South (ESP)	De acuerdo con la Nota 5. Respecto a las condiciones para promover productos como certificados FSC, sugiero que la compañía asesore técnicamente al minorista en temas de control interno para la verificación de productos
FSC Member, Economic South (ENG)	I agree with Note 5. With regards to the conditions for promotion of products as FSC certified, my suggestion is that the company provides technical advice to retailers in such areas as internal control for product verification.

General comments related to section 7:

<p>FSC trademark service license holder</p>	<p>once a TM Use licence holders' due diligence process/system has been assessed by the TSP as sufficient/accurate, random spot checks should be sufficient - ie. requesting to see list of items being promoted and a sample of invoices to prove certification. Requesting all artwork would be impractical as promotional approval may be sought for a range of products but only selected may be used in catalogues/online at any time. Education of TM Use licence holders and fielding ad hoc questions by TSP for specific circumstances is best way to ensure promotion is being done correctly.</p>
<p>FSC Network Partner staff</p>	<p>The title of part III sounds not clear. Maybe "requirements for different user groups"?</p>

8 Consultants and training companies &

9 Investment organizations

<p>Clause 8.1</p>	<p>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.</p>
<p>CH, Economic South (ESP)</p>	<p>El punto 8.1 es muy importante que se remarque es una obligación. FSC nacional e Internacional debiera hacer el seguimiento. Pueden preguntar en Chile si se cumple, solo 1 empresa consultora lo cumple.</p>
<p>CH, Economic South (ENG)</p>	<p>It is very important to emphasize that item 8.1 is mandatory. Tracking should be carried out by national and International FSC. Since only one consulting firm presently enforces this requirement, it is important to verify whether in Chile this is being complied with.</p>
<p>CB</p>	<p>Clause 8.1: Clauses 1.1.b combined with 2.2 make this clause redundant.</p>
<p>Clause 8.2</p>	<p>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</p>

	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]'
CB	8.1. If the organisation offering training materials (not consultation) is a CB, does a separate TLA need to be signed? 8.2 Some of our courses are accredited by FSC, others may not be.
FSC Network Partner staff	- The disclaimer requirements feel redundant and has a negative tone – we are protecting ourselves against misinformation instead of encouraging our stakeholders to promote FSC. This should be part of the control done by TSPs rather than a requirement. - Why have media, research/educational purposes been taken out? Removing the indicators about media organizations/one-time use is good for the clarity of the standard. But we should develop clearer guidance documents directed at non-commercial use of the trademarks to help with this process.
Clause 9.1	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.
FSC Network Partner staff	9.1 What evidence shall be provided and how is this verified? Is this where Ecosystem Services investment claims will be addressed?
Clause 9.2	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'.
Certificate holder	8.1 no 8.2 yes 9.1 yes 9.2 yes



General comments related to section 8 & 9:

CH	I agree with content for this section
FSC International staff	NO comments - agree with the clauses
FSC Network Partner staff	What if a consultat just uses the initial "FSC" or the name "Forest Stewardship Council"? With no logos? Should they sign a TLA?
CH, Economic North	Agree.
FSC International staff	What type of controls are performed for these cases?
FSC Member, Economic South	This is ok, however there may be confusion between using the name FSC and using it in it's trademark sense? This needs to be clarified. For example if a consultant / trainer claims "xx clients have been certified to FSC", is this considered trademark use? Where do these organisations get permission from? This is not stated here.

Part IV: Graphic rules for promotion

10 FSC logo

<p>Clause 10.2</p>	<p>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.</p> <p>Figure 3: Pantone 626C</p> <div data-bbox="477 837 767 958" style="text-align: center;">  <p>Pantone 626C</p> </div>
<p>Clause 10.4</p>	<p>10.4 FSC trademarks shall be printed at a size at which all elements are legible.</p>
<p>Clause 10.5</p>	<p>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).</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <p>Recommended minimum size of logo</p> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 20px;"> <div style="border-left: 1px solid black; height: 10px; margin-right: 5px;"></div> <div style="text-align: center;">  </div> </div> <div style="display: flex; align-items: center;"> <div style="border-left: 1px solid black; height: 10px; margin-right: 5px;"></div> <div style="text-align: center;">  </div> </div> </div> </div> <div style="text-align: center;"> <p>Minimum size of logo</p> <div style="display: flex; align-items: center; margin-bottom: 20px;"> <div style="border-left: 1px solid black; height: 6px; margin-right: 5px;"></div> <div style="text-align: center;">  </div> </div> </div> </div>

CH, Economic North	10.5 Don't stop throwing away a mini-label. Don't change label minimum size of normal logo. New minimum size 6mm should be limited only on a mini-label.
Clause 10.6	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.
FSC Network Partner staff	10.6 Is the border still required? This wasn't identified in 4.1
CB	10.4 What is legible for one may not be for another. This will be difficult to check and enforce. 10.6. Has the relaxation of allowing text directly related to FSC within the exclusion zone been removed?
CB	10.4 What is legible for one may not be for another. This will be difficult to check and enforce. 10.6. Has the relaxation of allowing text directly related to FSC within the exclusion zone been removed?
FSC Network Partner staff	Could 10. include reference to the promotional panel in the heading? 10.1. This should state "should" not "shall" given that clause 10.3 allows for alternatives. Figure 2 - Reverse the order so the preferred green option is first, and also include illustrations for negative green and negative black/white. 10.2 include RGB and CMYK colour specifications as per 50-001. Figure 3 is unnecessary? 10.5 Suggest reordering to start with the actual minimum (6mm) and then give the recommended minimum (10mm) 10.5 Why is there no example of the minimum promotional panel? 10.6 Should this state "logo or promotional panel" rather than "trademark" given that the acronym and name are also registered trademarks? And provide an example of the exclusion zone around the logo? Perhaps the example should also use the full acronym FSC rather than just the F for clarity?



General comments related to this section 10:

FSC International staff	Very visual and clear.
Certificate holder	ok
FSC Network Partner staff	If the graphic requirements are the same for non-certificate holders as for certificate holders, you could consider having one document that describes the rules, and referring to that document in each standard.
FSC Member, Economic South	green positive
FSC International staff	No comments - agree with the clauses
CH	I agree with content in this section
CH	Great to have all options to fit the desired artwork.

11. 'Forests For All Forever' marks

Clause 11.1	<p>Colour and size</p> <p>11.1 'Forests For All Forever' trademarks shall be used only in the following colour variations:</p> <p>a) Dark and light green</p> <p>b) White and light green</p> <p>c) White and dark green</p> <p>d) White</p> <p>e) Black</p> <p>f) Dark green</p> <p>Please note that the colours refer to the trademark, not the background colour, which is given here only to display marks with white elements.</p>
FSC Network Partner staff	11.1 Are there no rules for the background for the FFAF trademarks? Would we not insist on sufficient contrast and a plain background? 11.2 Add codes for uncoated
FSC Member, Economic South (ESP)	De acuerdo con el logo c)
FSC Member, Economic South (ENG)	I agree with the logo in c)

Clause 11.3	11.3 No other colours shall be used; the marks shall not be reproduced if the required colours are not available.
FSC Network Partner staff	11.1/11.3 state the same thing – “The marks shall not be reproduced” part can be added to 11.1.

General comments related to section 11:

CH	I agree with content in this section
Member, Economic South	white and dark green
FSC International staff	No comments - agree with the clauses
CH	TREE prefers to use one logo - FSC for ease and understanding of communication.
CH, Economic North	Agree.
Certificate holder	ok
FSC trademark service license holder	If the format and colour ways of the outlines remain the same e.g black/white and green, we should be able to promote on any colourway. Restricting it to only these bases limits could limit the use of the logo.

12 Misuse of the FSC trademarks

<p>Clause 12.1</p>	<p>12.1 The following are not allowed:</p> <ul style="list-style-type: none"> a) changing the proportions of any designs; b) changing or adding contents of any designs beyond the specified elements; c) making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification; d) placing the FSC logo within another border or background; e) creating new colour variations; f) changing the shape of the border or background; g) tilting or rotating the designs in relation to other content; h) violating the exclusion zone around designs; i) combining any FSC trademarks or designs with any other branding in a way that implies association; j) placing the logo or the marks on a background that interferes with the design; k) using the shown elements of the 'Forests For All Forever' marks on their own. <div style="text-align: center;">  <p>The illustrations show various ways FSC trademarks are misused: a) FSC logo with a different background; b) FSC logo with a different shape; c) FSC logo with a different color; d) FSC logo inside a star shape; e) FSC logo with a different background color; f) FSC logo inside a circle; g) FSC logo inside a diamond; h) FSC logo with a different background and text; i) FSC logo with a different background and text; j) FSC logo with a different background and text; k) 'FORESTS FOR ALL FOREVER' text and logo.</p> </div>
<p>FSC Network Partner staff</p>	<p>12.1k – change “on their own” to “without the FSC checkmark-and-tree logo”.</p>
<p>FSC Network Partner staff</p>	<p>Should this be the same list as 50-001? Should the illustrations be the same, for consistency? This list is missing "Placing any trademarks in a way that is misleading about what they refer to". d) has been added, not part of</p>



	50-001 list. Could we add that it is not allowed to remove elements of the logo (e.g. removing the letters FSC)?
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General comments related to this section 12:

CH	I agree with the content in this section
FSC Member, Economic South	changing or adding contents of any designs beyond the specified elements;
FSC International staff	No comments - agree with the clauses
CH, Economic North	Agree.
FSC International staff	This is used of a more direct language....
Certificate holder	ok

Annex A Trademark use management system

CH	I agree with the content in this section
Clause 1.1	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.
FSC International staff	1.1 I think it would be premature to permit organizations to implement a trademark use management system instead of approaching FSC IC or its TSP for approval at this stage. At present we are starting with the use of FSC Trademarks by non- certificate holders, which in itself implies a reduction in control mechanisms and safeguards. There are already many instances of certificate holders using trademarks incorrectly, so why increase the risk. Perhaps it would be wiser to try out the system with only TSP and FSC IC approval for the present, and later, if the system is seen to be sufficiently robust, then we could evaluate the use of a trademark management system on a pilot basis.
Clause 1.3	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.
Other, Economic North (ESP)	1.3 substitur "podrá solicitar" por "deberá solicitar"
Other, Economic North (ENG)	1.3 replace "may request" with "shall request"
Clause 2.1	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:

	<p>a) appoint a management representative who has overall responsibility and authority for the organization’s conformity with all applicable trademark requirements;</p> <p>b) implement and maintain up-to-date documented procedures covering the trademark control within the organization;</p> <p>c) define the personnel responsible for the implementation of each procedure;</p> <p>d) inform the TSP personnel responsible for the implementation of each procedure and update the TSP in writing with any changes in personnel;</p> <p>e) define the scope of the system to include verification of products, promotional graphics with messaging, or both;</p> <p>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;</p> <p>g) maintain complete and up-to-date records of all trademark approvals, which shall be retained for a minimum period of five (5) years.</p>
<p>Clause 2.4</p>	<p>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.</p>
<p>FSC Network Partner staff</p>	<p>1.3 – Clarify what consistent failure means. 2.1d – should only apply to change in the management representative for the TSL. To re-iterate our feedback for indicator 7.3: Why has self-approval been changed to trademark use management system? “Trademark use management” are generic words that can easily be mixed up with something else, and thus harder to understand and communicate effectively to a TS client. Self-approval makes more implicit sense.</p>

FSC Network Partner staff	2.1d)and e) are unclear. 2.2 Should these sub-clauses be a) and b) rather than h) and i)? 2.2.i) Define "product categories" What is the meaning of this clause? 2.3 This clause is unclear (could this clause be consistent with the equivalent in 50-001?) 2.4 Do all TSPs have capacity to provide this training? Or will TMU provide online training?
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General comments related to section Annex A:

FSC Network Partner staff	We want to emphasize that with a Trademark use management system for NCH would radically change the TSP program and the TLA. Which services the National Offices will offer to the TSP clients without any check on certified suppliers and approvals on promotional materials? The TLA is a free of charge licence, without services and support it will be difficult to ask annual fees
CH, Economic North	Agree.
FSC Network Partner staff	The whole Annex A seems to be constructed based on the assumption that the user of the trademark use management system is a commercial organization. There seems to be indicators which are not applicable to organizations under category 0 agreement such as ENGOs and governments. Indicators which are not applicable to certain categories of organizations should be made clear.
FSC trademark service license holder, Economic North	Regarding the internal control system:We have a head office and several branch offices.It is not clear from the texts in the standard if the head office needs to operate the inteanal control system for itself as well as for all the branch offices or if each office needs to operate the internal control system for itself.Our branch offices independently promote FSC in their regions in charge,so we would like to see clarified texts that allow operation of internal control systems by each office(head office and all the branch offices).
FSC International staff	It is not clear who should be responsible for auditing the Trademark use management system..



FSC Network Partner staff	I do not think that the idea with self-approvals (annex A) is good in situation with non-certified companies. They are not so closely related to the system.
CB	Good system.
Certificate holder	management system = good
Consultant,	Non-CHs should also have to undergo an FSC trademark training, similar to CHs, prior to allowing them to use a TMK Use Mgmt System. Having experience with CHs, Consulting Firms, Retailers, CHs have a better understanding of the FSC and logo uses than others, typically. If they have to have a training, you should do the same, if not more, for non-CHs.



Annex B How to describe FSC and products with FSC claims

<p>How to describe FSC</p>	<p>How to describe FSC</p> <ul style="list-style-type: none"> • 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.
<p>How to describe a product with an FSC label/claim</p>	<p>How to describe a product with an FSC label/claim</p> <ul style="list-style-type: none"> • 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.
<p>FSC Member, Economic North</p>	<p>Wordings like - FSC® helps take care of forests for future generations. - FSC® helps take care of forests and the people and wildlife that call them home. - By choosing this product, you help take care of the world’s forests. - This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment. could not be supported. FSC has to provide evidence that FSC certification has an added value on biodiversity, ecosystems etc. FSC shall develop studies and impact assessments to demonstrate its ecological and social benefits after 25 years of forest certification. Mix Label: Please take into consideration the letters sent to FSC: - 2017, May 9: joint NGO letter re Mix Label - 2014, December: joint 3 chamber letter “truth in labeling” recycling label: “The</p>





	<p>FSC® label on this [product] ensures responsible use of the world’s forest resources.” This sentence will not be supported – - use of recycled material is supported, but recycling does NOT ensure a responsible use of the world’s forests in general! The recycling process itself is important, but it ensures NOT that the material (fiber, paper, wood) comes from sustainable managed forests.</p>
<p>FSC Member, Economic North</p>	<p>Because of a lack of evidence the following sentences could not be supported: - FSC® helps take care of forests for future generations. - FSC® helps take care of forests and the people and wildlife that call them home. - By choosing this product, you help take care of the world’s forests. - This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment. FSC has to provide evidence that FSC certification has an added value on biodiversity, ecosystems etc. FSC shall develop studies and impact assessments to demonstrate its ecological and social benefits after 25 years of forest certification. Mix Label: Please take into consideration the letters sent to FSC: - 2017, May 9: joint NGO letter re Mix Label - 2014, December: joint 3 chamber letter “truth in labeling” recycling label: “The FSC® label on this [product] ensures responsible use of the world’s forest resources.” This sentence will not be supported – - use of recycled material is supported, but recycling does NOT ensure a responsible use of the world’s forests in general! The recycling process itself is important, but it ensures NOT that the material (fiber, paper, wood) comes from sustainable managed forests.</p>
<p>FSC Network Partner staff</p>	<p>Suggest rewording to "How to describe a product with an FSC label" and delete "claim"</p>
<p>100% label</p>	<ul style="list-style-type: none"> • 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.

<p>FSC International staff</p>	<p>As a consumer, I find it so strange the statement that a tree was harvested to benefits smallholders, communities, wildlife and environment. It is like buying meat and reading in the package: this cow was killed to benefit smallholders, communities, wildlife and environment. Sounds hypocritical. We can for sure benefit communities, but how cutting a tree can benefit the wildlife and the environment?</p>
<p>Mix label</p>	<ul style="list-style-type: none"> • 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. <p>Do not say that products carrying the 'Mix' label are made of materials from responsibly</p>
<p>FSC Network Partner staff</p>	<p>[Mix label]If a certified printer print FSC Mix label and discription of the label on the certified brochures, they usually don't know which materials mixed to make the paper they use e.g. 100% and controlled materials or 100%, recycled and controlled materials. It is difficult to ask their paper supplier what materials are mixed. Hence these examples are not feasible for especialy paper industry.</p>
<p>Other, Economic North (ESP)</p>	<p>Etiqueta mixto: explicitar % de los distintos materiales?</p>
<p>Other, Economic North (ENG)</p>	<p>Mix Label: detailing % in the different materials?</p>

General comments related to Annex B:

FSC trademark service license holder	good guidance
CH	I agree with the content in this section
CH, Economic North	Agree.
FSC International staff	Would it be useful to describe somehow what "small holder" refers to? Informed consumers may want to know this concept to make a buying decision.

Annex C Trademark use by certification bodies and their affiliate offices

Clause 1.2	1.2 The CB shall only advertise or promote services or activities that are within the scope of their FSC accreditation.
FSC Network Partner staff	Points 1.2 and 1.6. If CB has accreditation only in CoC, can they write on business cards "FSC accredited certification body"? There is small contradiction. Following the logic of point 1.2 they should write the scope of accreditation on the business card to.
Clause 1.4	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.
CB	1.4. This should read, once per material NOT at every use of each FSC Trademark. There is some confusion between 1.5 and 1.6 and the use of FSC trademarks on business cards. The difference appears to be that in 1.6 CBs can add the word FSC(R) accredited certification body. 1.6 could say.

	Only CBs can add the words FSC(R) accredited certification body to business cards.
1.5	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.
CB	Clauses 1.5 and 1.6: These clauses seem to be contradictory. 1.5 states that affiliate offices can use the FSC trademarks on business cards, and 1.6 states that only 'CBs' (presumably meaning 'certification bodies' as distinct from 'their affiliate offices') can use the trademarks on business cards. In addition, 1.6 includes a required statement but 1.5 doesn't. Finally, these clauses directly contradict clause 6.5.
Clause 1.6	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'.

General comments related to Annex C:

CH	I agree with the content in this section
FSC International staff	No comments. CBs are usually aware of trademark usage requirements, since they are the ones who have to check for compliance in other organizations, so this issue should not be controversial.
CH, Economic North	Agree.
FSC Network Partner staff	Suggest removing CBs from this standard

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

Clause 1.1	1.1 The promoted products are finished and labelled. The promoted products are not subject to further modification or processing.
Clause 1.2	1.2 The trademark applicant is capable of providing the evidence from the certified supplier.
Clause 1.3	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.
FSC Member, Economic North	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 ; 1.2 and 1.3 In addition to the conditions specified above, the organization shall comply with at least one of the following conditions: 2.4
Clause 1.4	1.4 No more than two consequent links of licensed organizations may be allowed for promotion.
FSC trademark service license holder	"1.4 No more than two consequent links of licensed organizations may be allowed for promotion." not clear on what this means. does it mean: certified -> TM licence -> TM licence->customer? or can it also cover: certified -> un-certified agent -> TM licence->customer? "2.2 The supplier is supplying exclusively to the organization and this is the sole reason for it to exist." - so the supplier ie. manufacturer or agent does not supply any other company with the product?
FSC Network Partner staff	[Clause 1.4] Intention of the clause is not clear. More user friendly, easy-to-understand language should be used. [Clause 2.3] It is not reasonable to set a condition which asks to add contents. The condition 2.3 should be re-written as "The direct supplier does not alter it in any way. The direct supplier shall not add any forest-based materials to the product. Adding non-forest based contents to the certified products such as packaging is not considered altering the certified products"
Clause 2.1	2.1 The supplier and the organization are part of the same corporate structure.

Clause 2.2	2.2 The supplier is supplying exclusively to the organization and this is the sole reason for it to exist.
Clause 2.3	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.
FSC Network Partner staff	I really like Annex D! Glad it's in the standard. From 1.1, I think 2 or more non-certified links back are acceptable, correct? 1.4 I'm not 100% sure what this means. If there is a CH who sells to a non-certified organization (A) and A sells to another non-certified organization (B) and B sells to another non-certified organization (C) who can promote those products as FSC certified? CH, A and B, or CH, A and C, or CH B and C? Or is the requirement saying there can only be 2 consequent links or licensed organization only so C could never promote? I like keeping the options open. I really like seeing 2.3 which explains how fillers work.
Clause 2.4	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.
FSC Network Partner staff	We fully support Annex D! But some comments: Get rid of bold and underlined format, no need to emphasize something that is already normative. 1.2 – write “organisation” or TSL, not trademark applicant. Look at the use of terms in Annex D – “trademark applicant” versus “organization, “certified supplier” vs “direct supplier”, etc. Currently the terminology is quite confusing. 2.3 – what are you trying to say with this condition? That a supplier that re-packages a product and has a TS licence can sell to a company with a TS licence, but that a supplier that does not do this cannot? Why is it a condition that the supplier should add contents to the product? You could add a statement that clarifies that suppliers that do not add contents to the product OR suppliers that add contents without altering are both ok. 2.4 – delete “does not add any forest-based materials”, this is already covered by 1.1.
FSC Network Partner staff	Suggest more of an introduction/background to this. Perhaps include the first sentence of the original two-links back document "this annex outlines the conditions under which..." this then makes it clearer what they are being exempted from in Clause 1. It is unclear who "they" refers to in this first line or what the purpose is of this line - is it more of an internal line than for a standard.. 1.1. Is this not a condition for any promotion not just the

	<p>exemptions? If so, why is it here? 1.2 Suggest rewording "applicant" to "licensee" as it is likely that the licence will already be in place. 1.3 This clause is confusing. Perhaps delete it? 1.4 Should this state "uncertified" rather than "licensed"? 2. Would these be better as 2.1 a) b) c) and d) rather than separate clauses given that they only need to comply with one? 2.3 Define "contents" or at least give an example. e.g. sandwiches 2.4 "Trademark licensee" rather than applicant (as above). The notes from the original two-links back document may be helpful to include.</p>
CB	<p>add to 2.4 that branding and label must be on the product or packaging in such a way that they are always present together.</p>

General comments related to Annex A:

CH	I agree with the content in this section
FSC International staff	No comments, agree with the requirements stated in the clauses
FSC Network Partner staff	Please insert some examples to explain the logic behind
FSC International staff	How are these conditions demonstrated/how are they verified? Perhaps consider including some informative notes
FSC Member, Economic South	De acuerdo
FSC Member,	I agree

Economic South	
FSC Network Partner staff	Unfortunately, without specific examples, Annex D is not clear at all.
Consultant,	There shouldn't be an exemption.

Annex E Terms and definitions

General comments related to Annex E:

CH	I agree with the content in this section
FSC International staff	Would it be useful to include the definition of TRADEMARK MISUSE?
FSC Member, Economic South	De acuerdo
FSC Member, Economic South	I agree



Other comments?

CH	no
CH, Economic South (ESP)	Es necesario mantener un seguimiento constante del uso de la marca, especialmente en fabricantes que ponen el logo sin tener su CoC. Existe un numero importante de empresas que usan el logo porque "dicen" abastecerse de materias primas certificadas. Tenemos que resguardar con más celo el uso del logo FSC especialmente cuidarnos del "Lavado Verde" o GreenWaashing" donde es muy pero muy tentador hacer una simple declaración de buena voluntad sin realmente exigir o privilegiar materias primas o productos FSC.
CH, Economic South (ENG)	It is necessary to do continuous tracking of the use of trademarks, especially among manufacturers that use the logo without being CoC certified. There is a large number of companies that use the logo because they "claim" that they source FSC-certified raw materials. We must be more vigilant in safeguarding the use of the FSC logo, and be especially cautious of "greenwashing", where it is quite tempting to present a simple statement of good will, without actually requiring or enforcing the use of FSC-certified raw materials or products.
FSC International staff	Permitting the use of promotional material with FSC trademarks by non-certificate holders is welcome in terms of increasing the visibility and market value of FSC, and acts as a form of indirect advertising. However, there is a danger that if enough checks and balances are not maintained and enforced in the system from the beginning itself, there could be a possibility of leakage and organizations, either by inadvertent omission or by choice, start misdirecting promotional material as certified. The standard should consider a remedy for such a lapse also - preferably in financial terms so that it acts as a deterrent.
FSC Member, Economic North	Please provide the questionnaire als pdf - it is very userunfriendly if you can only work online and if you cannot get an overview of the whole questionnaire. An overview is needed to prepare the answers etc. Also if you want to work in a group we cannot share discussions in thet online plattform. Pleas provide a pdf in the document center!!
CH	Great independent verification for customer confidence. Also good indicator of factory standard should they have this accreditation!



FSC Network Partner staff	- Please consider to have an e-training for NCH on then new 50-002 - It is necessary to make some considerations on the concept of "trademark": according to 50-001 the registered trademarks also include the acronym "FSC" and the full name "Forest Stewardship Council": even these brands are covered by 50-002? If so, TLA should be needed for their use; otherwise, it would be useful to clarify that for 50-002 only graphic logos are considered. On this, the opinion of the Legal Department will be useful - an aspect of the procedure (FSC-PRO-30-006 V1-0), that is the possibility to use the FSC trademarks also in relation to this project.
CH, Economic North	NO Free-ride.
FSC trademark service license holder	FSC requirements should be changed to make it easier to promote FSC and FSC-certified products to raise FSC awareness.
FSC International staff	Some information on details like internal control, exemptions, small holders, consequences for infringements could be improved.
FSC Member, Economic South (ESP)	Se debería hacer pruebas piloto identificando empresas con productos FSC y actores con potencial de comercializar y a su vez, sean futuros eslabones de la CdC (asociaciones de artesanos, comunidades nativas, carpinteros, etc).
FSC Member, Economic South (ENG)	Pilot tests should be carried out to identify companies that carry FSC products, as well as stakeholders with marketing potential, and which may become CoC links (artisan associations, native communities, carpenters, etc.).
FSC Network Partner staff	Do organizations that have a partnership with the FSC need to sign TLA? It would be good to prescribe in the standard similar situations: "FSC and a partner"



<p>Certificate holder</p>	<p>Hard to follow</p>
<p>FSC Network Partner staff</p>	<p>Overall, we think that you have done a good job and taken many important things into account! Our primary comment is that you should look over the overall structure and readability of the standard. See comments under each section for specifics. About the structure of the standard: The titles and subtitles you use currently do not match the requirements in each section. Part III in particular is misleading: the larger part of this text is about how the TSP system works, and not about different user groups. We propose the following: Part I – "Application and use of the FSC trademark licence". Move section 7 under here, and sections 8 and 9 under section 1 about organizations that are eligible to use the trademarks. Part II – "Rules for the use of FSC trademarks". Part III – "Graphic rules for promotion". We also propose that Annex A be incorporated into the standard under section 7 (but within Part I as proposed), and that Annex C be incorporated into section 1. Some other comments: - The term "Organization" is used in many FSC standards, but with different meanings (here it is a TS licensee, in the CoC standard it is a certificate holder, etc.). Would it be better to refer to them as a TSL? - Have you thought about exceptions for trademark use for FSC members? We feel that FSC members should be allowed to communicate that they are members without the need for a TLA, e.g. on their websites or CSR reports. This could be stated as an indicator, with the requirement that the use of the logo may not be associated with marketing.</p>
<p>CB</p>	<p>This standard assumes in depth knowledge of the COC Standard and would require working with that standard before this one can be implemented.</p>



<p>FSC Network Partner staff</p>	<p>It still needs to define who is eligible and could be better structured to make it more user-friendly. One suggestion would be to follow the same structure/format as FSC-STD-50-001 or alternatively, start with eligibility and applying for a licence, then look at evidence requirements and then graphic requirements. Does there need to be further information on International licences (perhaps an Annex)? There are some clauses from the current version of FSC-STD-50-002 and in FSC-STD-50-001 that, perhaps, should be included: Add to Clause 3 – [Clause 1.2 from 50-001] – “In order to use these FSC trademarks, the organization shall have a valid FSC trademark licence agreement.” Add to Clause 3 – [Clause 3.6 from old 50-002] “The organisation shall submit artwork of all new reproductions of FSC trademarks for approval to their TSP or to FSC International, as applicable.” Submitting artwork is mentioned in 7.1 but this is specific only to retailers promoting products. All users, including consultants and investment companies need to submit all artwork. Add to Clause 3 – [Clause 2.6 from old 50-002] – “FSC reserves the right to suspend or terminate the licence agreement if the organization fails to comply with the FSC trademarks requirements as set out in this standard.” Add to Clause 3 – [Clause 2.7 from old 50-002] – “The interpretation of the requirements in this standard is at the sole discretion of FSC.” Use this clause instead of Clause 5.1 – [Clause 5.5 from 50-001] – “When referring to FSC without using FSC logo or ‘Forests For All Forever’ marks, the license code shall be included at least once per material.” Adapt Clause 6.5 from 50-001 for this standard. Can we include guidance on how the trademarks can be used on social media (twitter, YouTube etc). There is a CH Interpretation which states "As long as the Twitter/Facebook account is linked to the certificate holder's website where all the required information is presented clearly, there is no need to have the license code and registration symbol in place.", does this also apply to Non-certificate holders?</p>
<p>Consultant</p>	<p>Annex A - who will have to pay for this system? Is this something that will be added to CH fees? Or is this up to the CBs????</p>
<p>FSC Member, Economic North</p>	<p>This is a step in the right direction that will allow access for the label to be in new places in the market.</p>



FSC Network Partner staff	Really great job!!!
Other	<p>- Please consider to have an e-training for NCHs on then new 50-002 - It is necessary to make some considerations on the concept of "trademark": according to 50-001 the registered trademarks also include the acronym "FSC" and the full name "Forest Stewardship Council": even these brands are covered by 50-002? If so, TLA should be needed for their use; otherwise, it would be useful to clarify that for 50-002 only graphic logos are considered. On this, the opinion of the Legal Department will be very useful</p> <p>- Within the procedure FSC-PRO-30-006 V1-0 there is the possibility to use FSC trademarks also in relation to the ecosystem services: in particular, I'm referring to the Part IV Market Tools – Using FSC ecosystem services claims. It should be considered the inclusion of some requirements for NCHs concerning the use of trademarks in relation to the ecosystem services</p>