

Motions for the 2011 FSC General Assembly

No. / Title: 43) Policy to avoid misleading claims for FSC Mix products		Category: Policy
Original <input type="checkbox"/> Amended <input checked="" type="checkbox"/> New <input type="checkbox"/>		Submitted language(s): English <input checked="" type="checkbox"/> Spanish <input type="checkbox"/>
Vote by: show of cards		Result: PASSED
Proposed by:		
Name: Uwe Sayer		
Organization: – (individual member)		
Chamber: Environmental North		
E-mail: uwe@sayer-online.de		
1) Seconded by:	2) Seconded by:	
Name: Jason Grant	Name: Nina Griebshammer	
Organization: – (individual member)	Organization: WWF Germany	
Chamber: Economic North	Chamber: Environmental North	
E-mail: Jason@jasongrantconsulting.com	E-mail: nina.griesshammer@wwf.de	
MOTION:		
<p>In the interests of securing the integrity and credibility of the FSC brand, FSC shall develop policy designed to avoid misleading claims and communications in relation to FSC Mix products. Specifically, the policy shall guide certificate holders in communicating truthfully and transparently about FSC Mix products whose visible and characterizing components (e.g. the visible part of engineered wood flooring, the veneered and solid wood components of furniture with particle-board substrates) are not FSC-certified but are instead Controlled Wood.</p>		
Purpose and/or additional information:		
<p>This motion seeks for improvements within the labeling of FSC-Mix-products to protect consumer-interests.</p> <p>Currently it is possible to label FSC-Products with FSC-Mix-Labels, where the characterizing (name-giving) specie has to be only controlled wood verified and not FSC-certified. For example an FSC-certified oak-kitchen is according to current rules possible when the visible oak-veneer is controlled wood and the remaining rest (mainly chip or particle board) is FSC-Mix as long as the whole production process of the kitchen follows COC-requirements.</p> <p>A consumer would expect that the oak-veneer of an FSC-certified oak-kitchen is FSC-certified. Especially with products of controversially discussed species (some tropical timber species) it is confusing that the name-giving and visible specie of a product has not necessarily to follow FSC-requirements for this specie.</p> <p>Comparable regulations are already implemented within the COC-requirements, where it is currently not allowed to use uncertified components as visible faces as veneer on top of other materials (FSC-STD 40-004; Part IV: Supplementary Requirements, 13 Minor components, 13.1.2). This motion aims to extend this concept and restrict the use of Solid wood veneer used as visible face veneer on top of the other materials only to FSC-certified materials in cases where the product is sold under the name of this visible face veneer.</p>		
Document(s) to be revised / developed: FSC-STD 40-004		
Timeline: End of 2011		
Cost to FSC: No external costs		