

CALL FOR CANDIDATES

Technical Working Group on the Mix label and Controlled Wood statements

Objective:	Develop a proposal aligned within the Technical Working Group about how to standardize communication about Controlled Wood in the Mix label and in promotional statements for FSC licence holders.
Role:	Technical advisory to FSC International & its Board of Directors
Decision maker:	<i>FSC International Board of Directors</i> https://ic.fsc.org/en/what-is-fsc/governance/board-of-directors
Steering of the project:	<i>CW Strategy Steering Group</i> , which is composed of members of FSC International senior management: Gemma Boetekees, Hans-Joachim Droste, Frank Harnischfeger, Jeremy Harrison, Stefan Salvador, Lieske van Santen.
When:	Mid November 2019 till end February 2020
Application deadline:	18 th November 2019

Preamble:

After an extensive and open process, the FSC International Board of Directors approved the [controlled wood strategy](#) on 30 April 2019. It provides a vision and overall aim for the future of FSC Mix and the controlled wood used in its production. The overarching goal, aligned with the FSC Global Strategic Plan, is to increase FSC forest management certified forests and increasing impact on uncertified forests. This will lead to a decrease in reliance on controlled wood (CW).

The strategy defined four core objectives, amongst which is *improved communication*, which states: “We communicate transparently, truthfully and comprehensively about controlled wood, mixing, FSC Mix, and FSC 100% to achieve truth in labelling.” The strategy implementation, therefore, includes a revision and potential change of the FSC Mix label text, and the development of fixed statements that FSC licence holders can use to communicate about CW. Any



changes will need to be reflected in the standards that define the correct use of the FSC trademarks. All FSC labelling, communication and branding materials globally will need to be adapted accordingly.

Scope of the Group's work:

1. Agree on a proposal for a **new text of the FSC Mix Label**
2. Agree on a proposal for the **implementation process of the new Mix Label** text.
3. Agree on a proposal for **statements about Controlled Wood** to be used as guidance for licence holders to speak about CW

How will the Group work together and how much time does it require:

- **Decision making and chairing of the group**
All members of the group have an equal say and decisions are aimed to be taken by consensus. The group may decide to nominate a chair if needed, if all group members agree.
- **Facilitation**
The facilitation of the group and its coordination will be conducted by FSC International.
- **Development of proposals**
FSC will provide proposals and options for the group to discuss, potentially refine, and agree on. External communication support will be available.
- **Conference calls**
FSC will schedule about 5 conference calls of about 2 hours between November 2019 and February 2020.
- **In-person meeting**
Depending on the needs of the group, FSC may organize one in-person meeting in February 2020 for the group to agree on its final recommendations.
- **Time required in-between calls**
Preparation time of about 2 hours will be required from each group member in-between the calls to read or comment documents and proposals provided by FSC or other group members.
- **Agenda preparation and minutes**
FSC to prepare the calls / meetings and to summarize results.
- **Non-disclosure agreement (NDA)**
Group members will have to sign an NDA with FSC International.
- **Expectations for group members**
 1. Seek solutions with a view of what is best for the FSC system as a whole.
 2. Work together throughout the process, with respect for each other's views, discussing and interacting with each other as a group in and outside of meetings.
 3. Seek advice on relevant technical aspects from other constituents (they may be representing).



4. A commitment to spend the time indicated for participation during the timelines specified further below.
5. Recommend when proposals are ready for public consultation.
6. Review and consider comments received in the public consultation round.
7. Formally recommend that the final draft be submitted for its approval.

Remuneration:

FSC does not provide remuneration for the work of the Technical Working Group. In case of travels to potential in-person meetings, the expenses shall be covered by FSC.

Technical working group composition:

- FSC seeks for a group of 3 to 5 stakeholders (members and non-members) with expertise in communication, labelling, and the Controlled Wood system.
- The choice of the experts will also be determined by their expertise in assessing market impact, by their knowledge of the different stakeholder expectations within FSC, and by their knowledge about how to implement new labelling and communication solutions.
- FSC seeks for a group with a balance to represent different interests within the FSC system.
- The selection criteria:
 1. Understanding of and support for FSC's mission and vision.
 2. Specific expertise in the areas mentioned in the previous bullet points.
 3. Desire to seek and reach consensus on controversial issues, through the principle of shared values.
 4. Up-to-date knowledge and experience of FSC's systems and procedures.
 5. Ability to review and comment in English language is beneficial.
 6. Gender balance.

Terms of reference and timelines of the working group

The working group is planned to be confirmed by **19th November 2019**.

1. Evaluate and potentially refine the criteria proposed by FSC for rating alternative label texts.

Timeline: by **28th November 2019**

2. Evaluate new label text alternatives as collected and proposed by FSC. Find an agreement about one new label text to put forward for consultation (if not possible: a limited number of proposed alternatives).

Timeline: by **16th December 2019**



3. Evaluate and potentially refine statements about CW proposed by FSC as guidance for licence holders to talk about CW. Propose an agreed statement (or several options) for public consultation.

Timeline: by **16th December 2019**

Public consultation about the proposed new label text and potentially about the CW statements. Timeline: **6th January till 3rd February 2020** (1 month)

4. Evaluate the feedback from the public consultation and agree on a final proposal for the new label text and for statements about CW.

Timeline: by **28th February 2020**

5. Evaluate the roll-out process options for the new label text as proposed by FSC.

Timeline: by **28th February 2020**

Target timeline for decisions by the Board of Directors:

- New label text: **Mid-March 2020**, BoD meeting
As requested in the Controlled Wood strategy
- Future implementation process **Mid-March 2020**, BoD meeting
- CW statements: **May 2020**

Contact for the application:

Please fill out the application form published on the FSC website. Please send the form and/or your questions and comments to Julian Nierentz, Program Manager (Trademark Management) at: j.nierentz@fsc.org