

# FSC's Response to the EU Roadmap on Empowering the consumer for the Green Transition

The [Forest Stewardship Council \(FSC\)](#) welcomes the EU Roadmap and strives to support the EU Commission in enabling consumers to play an active role in the 'green transition'. FSC is committed to give consumers reliable information on sustainable products across the EU, thus FSC calls the EU Commission to:

## 1. Endorsing and using ISEAL Codes of Good Practice as a voluntary reference for robust and trustworthy labels meeting strict sustainability standards

While there are many standards and certification schemes on the market, some schemes are more credible than others because they meet strict sustainability standards. [ISEAL is the global membership organisation for credible sustainability standards](#). In particular, [ISEAL's Codes of Good Practice](#) provides a globally recognised framework used by credible sustainability standards. Moreover, ISEAL's [Credibility Principles](#) represent the core values on which effective sustainability standards are built. The credibility Principles have been developed through a global consultation with a diverse group of more than 400 stakeholders. The fundamental qualities highlighted in the principles make standards likely to achieve positive impacts. By voluntarily recognizing ISEAL's Codes of Good Practice the EU Commission would support a robust framework, which can help identifying what credible sustainability standards are, and thus ensuring a high level of consumer protection in line with article 169 TFEU.

## 2. Endorsing credible sustainability standards whilst fighting labels and logos contributing to misleading or unfounded information on products' environmental characteristics on a case by case basis

FSC strives to thoroughly fight greenwashing activities. [FSC certification is internationally recognised as the most rigorous environmental and social standard for responsible forest management](#). This is because FSC is managed through a transparent democratic model inclusive of economic, social and environmental stakeholders, working in three distinct Chambers, all with equal authority and influence. Moreover, FSC is the only label of its kind trusted by both international environmental and social NGOs, as well as many of the [world's biggest and most progressive brands](#). In order to earn FSC certification, a forest management or wood products manufacturing company must be assessed by a [third-party certification body](#). Other (forest) certification schemes represent only a narrow selection of views, such as industry only, and are thus less rigorous and robust. Hence, we call the EU Commission to endorse credible sustainability standards meeting strict criteria whilst identify and oppose labels and logos giving misleading information to consumers on products' environmental characteristics. This should be done on a case by case basis as a blacklist is unlikely to be effective, given the need to assess whether each claim is sustainable individually.

## 3. Recognise trustworthy labels and logos already giving reliable info to consumers and that are driving the EU Green Deal Climate objectives

While there are labels on the market which cause confusion and misinformation, there are others which provide reliable information to consumers, are trusted by consumers and [empower them in making sustainable choices](#). For instance, half of consumers worldwide recall seeing the FSC label. Moreover, among consumers who recognize the FSC label, 44% have good understanding of it. Also, it has been studied that FSC certification can increase consumer trust in companies/brands to protect forests and that nearly half consumers have a lot or complete trust that FSC is effective in protecting forests. As such, we call the EU Commission to fight only standards which do not provide clear information and mislead consumers. At the same time, the Commission shall protect/endorse standards and labels which are [already driving the EU Green Deal climate objectives](#), and also embed [social and economic considerations](#), thus empowering consumers in making sustainable choices.



## About FSC

As the pioneer of forest certification, FSC has 25 years of experience in sustainable forest management and is widely regarded as the world's most trusted forest certification system. FSC uses its expertise to promote the responsible management of the world's forests, bringing together experts from the environmental, economic and social spheres. FSC develops the standards that define how forests can be managed sustainably and provides a label for businesses to show their products originate from these certified forests. FSC standards are based on ten core principles designed to prevent deforestation and degradation, and safeguard biodiversity, water quality, carbon storage, and Indigenous Peoples' and workers' rights, among other key environmental and social values. More [here](#).

## Quires and contact

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