



FSC® Media Kit



**FORESTS[®]
FOR ALL
FOREVER**

Let us start with who we are

The Forest Stewardship Council (FSC) is the world's most trusted sustainable forest management solution.

FSC has over 26 years of experience in setting the gold standard for sustainable forest management around the world. FSC's unique democratic standard-setting process enables forest owners, communities and businesses to jointly make decisions on issues impacting forests today and in the future. This ensures inclusivity in finding the best solutions. Through our global standard, unrivalled stakeholder engagement and support from businesses and NGOs, we are the world's most credible solution for sustainable forest management; trusted to secure better outcomes for the markets, communities and forests for today and future generations.

Our vision

Meeting the rights and needs of the present generation without compromising those of future generations.

Social:

respectful and supportive



Ecological:

sustainable & biologically diverse



Economic:

responsible and profitable



our Mission

Our mission

FSC will promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

In numbers

26+ years of existence

211.52+ million certified ha

42,743+ chain of custody certificates

1,725+ forest management / chain of custody certificates

1,165+ members in 89 countries

What is the FSC certification?

Everyday, we work towards the care of our forests and those who rely on them by protecting plant and animal species, ensuring Indigenous Peoples' rights, requiring forest workers' safety, and much more.

We achieve this through FSC certification, to ensure that forests around the world are responsibly managed—with certification being a voluntary, market-based tool, verified from forest origin through supply chain.

FSC provides two main types of certification:

1

**FSC Forest
Management
certification**

2

**FSC Chain
of Custody
certification**

To earn FSC certification, an organization must meet FSC's standards, which are based on ten core principles that cover issues ranging from environmental impact to community relations and workers' rights to monitoring and assessment processes.

**10 Principles
and 70 Criteria
that apply to
FSC-certified
forests around
the world.**

1. Compliance with laws
2. Workers' rights and employment conditions
3. Indigenous Peoples' rights
4. Community relations
5. Benefits from the forest
6. Environmental values and impact
7. Management planning
8. Monitoring and assessment
9. High conservation values
10. Implementation of management activities

An independent organization audits the forest or supply chain to ensure it meets the FSC standards.

The meaning behind our labels

Each of the three labels provides information about the nature and origin of the materials used to make the finished and labelled product:



FSC 100%: All the materials used in products, or part of a product, bearing this label are sourced from certified forests that are managed according to FSC's rigorous standards.

FSC Recycled: Products that bear this label contain 100% recycled content (either post-consumer or pre-consumer reclaimed materials).

FSC Mix: Products bearing this label are made using a mixture of materials from FSC-certified forests, recycled materials, or FSC controlled wood. While controlled wood is not from FSC-certified forests, it mitigates the risk of the material originating from unacceptable sources, such as deforestation.

By choosing products with the FSC label, consumers can be sure that the items they are purchasing have not been manufactured at the expense of the forest, or the animals, plants, and people who rely on it. When consumers purchase FSC-certified products, they are directly supporting responsible forest management.

Our spokesperson



Kim Carstensen

Director General
of FSC International since 2012

Mr. Carstensen has a proven track record as a global leader within the environment and development sectors. Prior to joining FSC, Mr. Carstensen managed Fair Green Solutions, an environmental strategy and sustainable development consultancy that, among other things, helped link the concepts of 'Green Economy' and sustainable development for clients in the Global South. His strategic approach to environment and development issues comes from a long history of global leadership at WWF, most recently as the leader of WWF International's Global Climate Initiative. Here, he led the organization's development of nationally relevant climate change programmes in the world's key economies, and WWF's push for global climate action across governments and businesses. Prior to this, Mr. Carstensen was the CEO of WWF Denmark, where he worked on issues related to global environment and development policy, and to environment and development projects in the Global South. Mr. Carstensen's broad development experience also comes from his prior role as Deputy Chairman of the Board of DANIDA (Denmark's Official Development Assistance Agency), where he participated in broad discussions of development issues in all sectors, and from his academic training as a sociologist.



Still need more information?

Please contact the FSC International media team at **media@fsc.org**

For region or country-specific requests,
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