

THE VALUE OF FSC® FOR

FURNITURE



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ENSURING BETTER OUTCOMES FOR FORESTS AND MARKETS

FSC is the world's most trusted sustainable forest management solution. As the original pioneers of forest certification, FSC has over 25 years of experience in setting the gold standard for sustainable forest management.

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 markets, communities and forests for today and future generations.



FSC'S ASSURANCE OF RESPONSIBLE SOURCING

The furniture industry is a significant user of timber, either as a raw material for manufacturing, or in components and finished products.

Illegal logging poses a threat to global forest resources by contributing to deforestation and causing biodiversity loss. It also undermines responsible forest management while reducing the income of producing countries.

A growing number of countries and regions – including the European Union, USA and Australia – have introduced legislation banning the trade and use of illegally harvested timber and derived products. In addition, consumers have become more aware of environmental issues and increasingly want to know the source of products.

FSC-certified timber can help you successfully mitigate these risks. Respecting all relevant laws is the first of our ten principles and part of the FSC certification and auditing process. Our certification system vastly reduces the risk of being confronted with illegal timber. Furthermore, national, regional and local governments – such as those of UK, Netherlands, Germany, Australia and Spain – increasingly reference FSC as one of the ways to comply with their public procurement policies while seeking products that support sustainable forest management.

When it comes to forest-based products, FSC certification is the most trusted sustainable choice.



THE VALUE OF FSC

FSC-certified forests have environmental, economic and social benefits

As the world's most trusted sustainable forest management solution, FSC labelling tells customers that the materials used originate from sustainable and legal sources.



Zero deforestation

Although trees are harvested, there is no net loss of forest over time



Environmental protection

FSC certification requires biodiversity to be maintained, and high conservation value areas - including old growth forests - to be protected



Indigenous Peoples' rights respected

FSC certification requires forest inhabitants to be consulted and engaged, and cultural rights to be maintained



Fair wage and work environment for workers

FSC certification requires training, safety and decent wages for all workers

Therefore, an FSC-certified forest gives the assurance that all these factors have been considered. That assurance then extends to all the materials coming from this forest.

FSC is not only good for forest management, it is also good for businesses using materials from FSC-certified forests.

FSC IS GLOBALLY CONSISTENT WHILE REMAINING LOCALLY RELEVANT

FSC develops policies and standards that are globally consistent – based on the same principles and criteria all around the world. These are adopted as national standards to meet local needs and allow FSC-certified companies to gain access to new international markets while keeping their sustainability claims locally valid.

FSC CERTIFICATION

Organizations of different sizes can gain FSC certification, including groups of smaller businesses that can operate under one certificate.

Forest management certification

FSC's forest management certification is awarded to organizations managing their forest operations in socially, environmentally and economically responsible ways. The management of both natural and plantation forests falls under forest management certification.

Chain of custody certification

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, or re-labelling) must obtain chain of custody certification to apply an FSC label to their products and/or sell them with an FSC claim.

FSC Trademark promotional licence

Brands that buy finished products, labelled as FSC, from an FSC-certified company may apply for a promotional licence to use the FSC trademarks in promotional materials and marketing campaigns.



BIG BRANDS TRUST FSC TO MEET THEIR SUSTAINABILITY GOALS

Across the globe, leading brands are choosing FSC. They know the FSC label signals that their products are sourced responsibly. It is not just the right thing to do for the planet. It is the right thing to do for their business.



“Working with FSC provides us with the most robust system to improve responsible forest management as we are committed to only using wood from more sustainable sources (wood which is FSC certified or recycled) by 2020.”

- Mikhail Tarasov, Global Forestry Manager, IKEA of Sweden



“The FSC label with its demanding social and environmental criteria, is the best way to guarantee our customers sustainable forest management.”

- Irina Coupé, Sustainable Procurement Manager, Maisons du Monde I



“Within the scope of our Corporate Responsibility Strategies (CRS) we are pursuing the ambitious goal to offer all wooden furniture of our home brands with a FSC-certificate by 2025.”

- Jan Filler, Division Manager Furniture, OTTO (GmbH & Co KG), member of OTTO Group



“[FSC certification] has raised our profile within our industry and outside it and has definitely added clients to our portfolio. We are also very happy that we can offer our clients the assurance of great quality value and conscientious purchase.”

- Alan Marshall, Managing Director, Blue Line Office Furniture

With more than 75,000 organizations holding FSC chain of custody certification, we are the leading sustainable forest management solution.

Certificate holders trust FSC to meet their client demands

6 in 10 surveyed FSC certificate holders who are furniture manufacturers agree that the FSC label adds value to their products¹.



89% of certificate holders surveyed will renew their certificates for the next term



83% of certificate holders surveyed said that FSC helps them in creating a positive corporate image



78% of certificate holders surveyed cited 'meeting client demands' to be the most important benefit of FSC



75% of certificate holders surveyed are satisfied with FSC certification

¹ FSC Global Market Survey 2018. Sample: 404, FSC chain of custody certificate holders.

FSC IS ENDORSED BY LEADING NGOS

FSC is governed by our members, who represent over 1,000 of the world's foremost environmental, social and economic experts. Each group of these experts has an equal say in the way we work and get regular opportunities to meet to exchange their points of view on our system.

This democratic governance is one of the primary reasons why world-leading environmental NGOs back our certification scheme. They know that when we say forests for all forever, we mean it.



FSC is a member of ISEAL Alliance, the global membership organization for credible sustainable standards. ISEAL full membership means that FSC has been independently evaluated against strong codes of good practice, which support measurable change through open, rigorous and accessible standards and certification systems.



“WWF considers FSC to be the most credible and rigorous forest certification scheme currently available to ensure environmentally responsible, socially beneficial and economically viable management of forests.”

- WWF, 'Responsible Sourcing of Forest Products: The Business Case for Retailers, 2017'²



“The Sierra Club and most other environmental groups are united in support of the Forest Stewardship Council (FSC) as the highest standard for forest certification.”

- Sierra Club, 'About Forest Certification' Our Wild America campaign³

² Published in April 2017 by WWF-World Wide Fund For Nature, Gland, Switzerland.

³ <https://www.sierraclub.org/forests/forest-certification-green-building>



CONSUMERS TRUST FSC TO PROTECT FORESTS

Consumers want sustainable products, and furniture is no exception. FSC-certified wood is a trusted solution, showing your brand's commitment to deliver better outcomes for forests, people, and businesses – today and for future generations.



8 in 10 surveyed consumers expect companies to ensure that the wood or paper products they sell are not contributing to deforestation.¹



8 in 10 surveyed consumers who recognize the FSC label are likely to recommend FSC-certified products to friends and family.²



8 in 10 surveyed consumers who have purchased or recall purchasing FSC products say that an FSC label on a product has a positive effect on their purchasing decision.²



7 in 10 surveyed consumers expect information about sustainability on products to be certified by an independent organization.¹

¹GlobeScan FSC Consumer Insights Survey, 2017. Sample: 10,435 consumers in 13 countries

²GlobeScan Consumer Insights Survey, 2017. Sample 3,991 consumers in 13 countries

FSC TOOLS TO COMMUNICATE SUSTAINABLE ADVANTAGES

FSC has developed various tools to help businesses tell their consumers about their FSC commitment. These include ready-to-use or editable campaign assets, to help businesses create their own campaigns as well as campaign examples by other brands. These can be found on an online platform for certificate and licence holders, the FSC Marketing and Communications Toolkit: <https://marketingtoolkit.fsc.org/>

**SHOW CUSTOMERS YOUR
FURNITURE SUPPORTS BETTER
RESULTS FOR FORESTS, PEOPLE
AND BUSINESSES**



STEPS TO BECOME FSC CERTIFIED

Become an FSC certificate holder to benefit from the most trusted sustainable forest management solution.



Find out more information on the relevance and benefits of FSC for the furniture industry and how to contact us through this webpage: [fsc.org/furniture](https://www.fsc.org/furniture)





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