THE VALUE OF FSC® FOR

CONSTRUCTION
CONTENTS

Forests help mitigate climate change 1

FSC is the gold standard in responsible sourcing 3

FSC is the most trusted forest certification solution 5
   Trusted by NGOs
   Trusted by big brands

The benefits of FSC 7
   Characteristics of an FSC certified forest
   Wood with a built-in sustainable advantage
   Risk mitigation
   Communicate your sustainable advantage

Get certified 12
Sustainable forestry is one of the most effective means of mitigating climate change. Trees absorb carbon dioxide (CO₂) from the atmosphere. When harvested, the carbon released is no more than the carbon absorbed, which is why forests are often called carbon sinks, or referred to as being carbon neutral. In a sustainably managed forest, wood is a renewable source of material, and removing wood from the forest has minimal impact on the environment. In addition, it benefits the people that live and work in the forest.

More and more firms understand how important sustainability is for their customers. They know it is increasingly important for forest-based products to come from sources that do not damage and destroy forests, and to be able to verify this to prospective clients.

More and more businesses understand how important sustainability is for their customers. They know it’s increasingly vital for timber and timber products to come from sources that don’t damage and destroy forests, and to be able to verify this to prospective clients.

FORESTS HELP MITIGATE CLIMATE CHANGE
FSC IS THE MOST TRUSTED SUSTAINABLE FOREST MANAGEMENT SOLUTION

With more than 75,000 organizations holding FSC chain of custody certification, FSC is the leading sustainable forest management solution, providing the highest assurance of supply chain integrity from forest to end user globally.

As the world’s most trusted and comprehensive assurance of sustainable forest management, the FSC label assures you and your clients that the wood and wood-based products you use have legal and sustainable origins.

Our research shows*:

- Over half of the manufacturers of construction materials who are FSC-certified agree the FSC label adds value to their products*

- Over two thirds of construction contractors who are FSC-certified say they use FSC labelling because their clients demand it, or it boosts demand*

FSC adds value:

- A 7% increase in the median value of green buildings has been reported by their owners, compared to traditional buildings.

- FSC is usually comparably priced to non-certified materials.

TRUSTED BY NGOs

When we set our standards, we consult with our members, who represent over 1,000 of the world’s leading environmental, social and economic experts. Our governance is set up in such a way that each group of these experts has an equal say in how we work. That’s why our certification of sustainable forest management has been backed by world-leading environmental NGOs. And why end users have faith in us too.

“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’

“Wolf Ridge ELC sees that, whether Living Building Challenge (LBC), LEED, or others standards, the consumer and industry demand for appropriately and responsibly sourced products is growing. I’ve already been contacted by citizens who are using the LBC as the behavior guidelines for remodeling their kitchen or nursery, and other home projects. Clearly the future is more informed choice, with product and material transparency. FSC certification will supply the demand so many are asking of our wood fiber materials”

-Wolf Ridge Environmental Learning Center

We are the only forest certification scheme with ISEAL Alliance membership – which confirms that our sustainability standards meet codes of good practice and promote measurable change through open, rigorous and accessible certification systems.
Across the globe, leading construction projects are choosing FSC. They know the FSC certification shows their commitment to sustainable building. It’s not just the right thing to do for the planet. It’s the right thing to do for their business.

“More than ever, buyers and end-users across the supply chain are looking at how manufacturers address environmental issues. FSC certification gives us a competitive advantage in the face of cheaper import products that are not certified and helps level the playing field among other certified players”.

- Kevin Shotbolt, Vice President of Sales and Marketing, Arauco North America

“JRA Green Building builds homes that reflect our businesses values related to healthy communities and sustainability. FSC certification helps us deliver these values through added carbon sequestration seen on FSC managed forestland and reduced chemical use. It turns the "do no harm" mantra around by enabling our net zero homes to have positive impact. I bring these values to my clients as part of who I am and what my business represents. The FSC community connects me to forests, land managers, and a supply chain that supports this central mission.”

- James Ray Arnold, Founder, JRA Green Building

“As a distributor of forest products, we must make sure that the present supply needs of our customers are met. Using FSC-certified wood means we do not get our needs met at the expense of future generations getting their needs met. - The work of the FSC changes the wrong question if, “Should we harvest trees?” to the right question of, “How do we harvest trees so we have them forever and for every one?”

- Diane Haugen, Owner, Certified Wood Products Inc.
THE BENEFITS OF FSC

FSC is the sustainable forest management solution trusted by businesses that want the competitive advantage that assured compliance brings. It proves businesses are helping to ensure forests thrive today and for future generations.

Characteristics of an FSC-certified forest

- **Zero deforestation and positive climate impact**
  Although trees are harvested, there is no net loss of forest over time.

- **Environmental protection**
  Biodiversity is maintained, and high conservation value areas - including old growth forest - are protected.

- **Indigenous peoples’ rights respected**
  Forest inhabitants are consulted and engaged, and cultural rights are maintained.

- **Fair wage and work environment for workers**
  Training, safety and decent wages for all workers are assured.

Therefore, when a forest becomes FSC certified, it’s an assurance that all these factors have been considered. That assurance extends to the materials that come from the forest, like FSC-certified wood, paper, cardboard, etc.

Wood with a built-in sustainable advantage

It is projected that the sustainable building market will grow by more than 280 billion US dollars by 2020, driven by environmental concerns and associated regulations.*

Wood has excellent thermal insulation properties. It can therefore cut a building’s heating and cooling costs. In addition, producing wood can be 24 times less energy-intensive than producing steel. This means building projects can claim lower carbon emissions when wood has been sourced sustainably.

All in all, FSC-certified timber makes good business sense, which is something your investors will appreciate too.

FSC-certified timber is available in engineered forms for long spans, standard conventional uses, decorative finishes and even for tall buildings. From dimensional lumber, cross laminated timber plywood to flooring and hardwood panels, almost any wood building product is available.

*Source***
When FSC is part of a timber procurement policy or a project, it gives the double assurance of outstanding credentials and compliance. FSC is recognized by BREEAM, LEED, the UK Timber Procurement Policy and aligned to the EU Timber Regulations. FSC is the only recognized forest products certification standard for both LEED and Living Building Challenge. Others include Green Star, DGNB and CASBEE.
COMMUNICATE YOUR SUSTAINABLE ADVANTAGE

Consumers will value hearing about your efforts towards sustainable forest management. Use the various tools we created to tell the story of your commitment to forests. From market research results on consumer behavior to ready-to-use or editable campaign assets, we have developed a robust marketing platform for our certificate and license holders to get the most of their certification: the marketing and communications toolkit.
SELECT THE WOOD YOU CAN TRUST TO HAVE A BUILT-IN SUSTAINABLE ADVANTAGE

There are thousands of FSC-certified wood products and species to choose from globally, to meet construction or design needs. We encourage you to use the power of our globally-recognized brand to communicate your commitment to sustainable forest management.
Firms who want to use FSC-certified materials but transform them in some way can apply to hold FSC chain of custody certification.

For construction projects, FSC project certification helps businesses align with LEED certification, the EU Timber Regulations and many other local regulation standards and laws.

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

Find out more on fsc.org/construction