

FSC® PACKAGING

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Cover: Tree image, © FSC Denmark Brian Kyed

Explanatory Notes

This document is intended to be used as an introduction to the Forest Stewardship Council® for organisations who are FSC certified and for those who are considering becoming FSC certified, specifying FSC packaging or working on behalf of an FSC-certified organisation.

For latest figures on FSC certificates and presence worldwide, please visit the FSC International website at www.fsc.org

For advice and guidance on the FSC system and standards, please contact FSC UK.

uk.fsc.org 01686 413916 info@fsc-uk.org

FSC®F000231



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ABOUT FSC

For 25 years, FSC's work in developing, defining and implementing rigorous certification standards has earned us the highest global reputation in forest management. We set standards for environmentally, socially and economically responsible forest management. We are a credible and trusted international, non-governmental organisation with a powerful track record in driving responsible management of the world's forests.



WE STAND FOR FORESTS

FSC works to take care of the world's forests for future generations – to help ensure we have *Forests For All Forever*.

We support this through a global forest certification system that awards forest management and chain of custody certificates. In practice, this means that when a product or packaging bears the FSC logo, customers are assured that it has been made with material from responsible sources.

The FSC forest management standards are developed through broad stakeholder engagement and set requirements for responsible forest management. Responsible forest management, as promoted by FSC, maintains and enhances biodiversity and ecological processes. It aims to protect the rights of workers, communities, and Indigenous Peoples while respecting the economic viability of forest management operations. By offering credible, simple ways for more people to make ethical choices, we are helping societies recognise the value of forests for a sustainable future.

OUR VISION

The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

OUR MISSION

Forests For All Forever – FSC shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

HOW WE DO IT

FSC provides an internationally recognised global certification scheme that helps ensure socially, economically, and environmentally responsible management of the world's forests. We operate as a multi-stakeholder organisation and have been doing so since 1994. FSC UK is a registered charity working to promote FSC in the UK.



PACKAGING MATTERS

Paper and paperboard made with forest-fibres are a popular choice for packaging materials. Paper-based packaging can protect goods, provide product information and be both biodegradable and easily recyclable. Forests can also provide fibre to make cellulose-based plastics and films. However, forest-based materials such as these can also be the product of deforestation or poor forestry practices: a threat not only to the world's forests but also to business and brand reputation.

Through responsible management of forests, the FSC certification system can help to secure a long-term source of paper and other forest-based products. FSC can enable you to demonstrate your commitment to responsible forestry to your customers. As consumers and businesses seek to reduce their impact on the planet, there is growing demand for sustainable products and packaging. FSC can help you meet this demand.

This publication aims to demonstrate the benefits that FSC can bring to your business and your clients and outlines some of the services and support we offer.

We want to work with you to help ensure that we have *Forests For All Forever*.





© FSC Denmark Brian Kyed

DRIVING THE HIGHEST STANDARDS

FSC has provision for organisations of different sizes to gain certification, including an option for groups of smaller businesses to operate under one certificate. We also support certificate holders of all sizes with a range of tools and services that enable them to promote their commitment to responsible forest management.

We have the highest standards, giving users the strongest assurance that FSC-certified forests are being managed responsibly. The FSC Principles and Criteria outline the essential elements of environmentally appropriate, socially beneficial, and economically viable forest management.

FSC CERTIFICATION

Forest management certification

Our forest management certification is awarded to organisations that manage their forest operations in socially, environmentally and economically responsible ways. As part of the certification process, an organisation's current management undergoes an in-depth review to check for any areas of non-conformity with FSC's standards. A certificate holder's compliance is checked by independent, FSC-accredited certification bodies conducting regular audits.

The management of both natural and plantation forests falls under forest management certification. We also offer streamlined certification procedures for small or low-intensity managed forests for small-scale producers.

Chain of custody certification

Chain of custody certification applies to manufacturers, processors and traders of FSC-certified forest products. It ensures that FSC materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified. Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest-based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

Promotional trademark licence

Organisations that do not need chain of custody certification may be eligible for an FSC promotional licence to authorise them to use the registered trademarks.

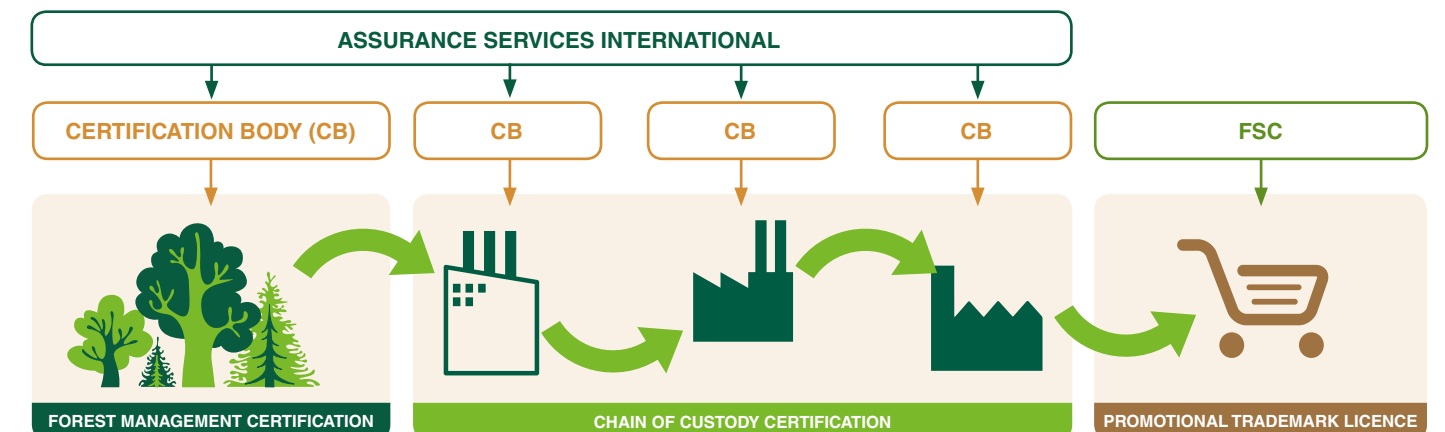
Principles for responsible forest management

Our 10 Principles include complying with relevant laws, respecting the rights of workers and Indigenous Peoples, improving community relations, protecting workers' health and safety, minimising negative environmental impacts, maintaining high conservation values, and implementing ecologically and socially appropriate forest management and restoration techniques.

Each Principle is supported by several criteria that provide a way of determining whether the principle has been met in practice.



© FSC Peru



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TEN REASONS TO CHOOSE FSC®



1. WE'RE GOVERNED BY OUR MEMBERS

We're democratically governed, and over 1000 social, economic, and environmental members help us to set the right policies to protect the world's forests.



2. WE HAVE THE HIGHEST STANDARDS

We set higher standards than any other forest certification scheme, which gives users the best assurance that certified forests are being managed responsibly.



3. WE'RE RESPECTED AND CREDIBLE

We are the preferred certification scheme for business and the one most widely used by members of the Fortune 500.



4. OUR IMPACT IS FAR-REACHING

Operating in over 100 markets, we issue more certificates globally than any other forest certification scheme.



5. WE HAVE A POSITIVE IMPACT

Of any existing forest certification scheme, we provide the highest level of protection for endangered species and natural forests.



6. WE HAVE INFLUENTIAL SUPPORT

Our membership includes the world's largest and most respected environmental NGOs, such as WWF, who are vocal in their support of FSC over others.



7. WE'RE TRANSPARENT

Every process and decision we make is open to public review and our product claims are independently audited.



8. OUR STANDARDS ARE GLOBALLY CONSISTENT

Wherever we operate in the world, our standards are based on the same principles and criteria.



9. WE THINK LOCAL

Every FSC forest certification process is open to local consultation so the people who live there can always have their say.



10. WE'RE RECOGNISED

FSC is recognised by LEED Green Building Certification and is a member of ISEAL Alliance, the global association for sustainability standards.



"The use of the FSC trademarks on our packaging affirms our strong commitment to sourcing with integrity and enables us to promote awareness of sustainable forestry and responsibly sourced forest-based products."

James Bell,
Sustainable Sourcing
Manager, Sainsbury's
Supermarkets Ltd.

PACKAGING FOR PROTECTION, PROMOTION AND PLASTIC REDUCTION

As public awareness around the environmental impact of plastics reaches new heights, businesses, organisations and the government have announced ways in which they have committed to change and innovate, in order to counter the tidal wave of waste.

In addition to reduction and reuse initiatives, the movement away from plastics is likely to mean a step towards customer-favoured renewable and recyclable materials: paper and cardboard.

When questioned, UK consumers show a clear preference for paper and cardboard packaging. In 7 out of 11 categories, consumers stated that they preferred paper/cardboard over glass, metal and plastic packaging (Two Sides).



As this renaissance takes hold, it is important that organisations making the transition to paper and card consider its environmental impact. Switching from plastic to cardboard packaging can be a positive move, however, if this packaging is not responsibly sourced it can still have a detrimental impact on the environment.

Packaging made from forest-fibre has the potential to be both renewable and recyclable/biodegradable, but only when it is responsibly sourced and sensitively processed. FSC-certified packaging can help to demonstrate a commitment to responsible sourcing through the use of FSC-certified materials and the application of the FSC labels.

Packaging can carry the FSC label if it is produced using FSC-certified materials under a valid FSC chain of custody certificate. Including the FSC label on packaging is a great way to capitalise on one of its key functions: promotion.

FSC certificate and licence holders have access to the FSC Marketing Toolkit (marketingtoolkit.fsc.org), which features the FSC *Forests for All Forever* brandmarks and other assets. The use of these assets, which add further information and a more emotive angle to the promotion of FSC, can increase the influence of the FSC label. This is particularly important in packaging and other applications where sustainability can be a key differentiator. Brands that use FSC-labelled packaging can be granted authorisation to promote it using the iconic FSC trademarks via an FSC promotional trademark licence, thus facilitating online, offline and in-store promotions.




THE FSC LABELS EXPLAINED

It is possible for both a product and its packaging to be FSC certified e.g. a wooden hairbrush packed in a cardboard sleeve. Alternatively, it may be that an FSC product is packed in uncertified packaging or vice versa; in cases such as these it must be made clear to which element the FSC label refers. FSC labels can include a range of product types, including 'wood', 'paper', 'board' and 'packaging'. Packaging can carry the FSC label if it is produced using FSC-certified materials under a valid FSC chain of custody certificate.

The FSC logo, the name Forest Stewardship Council and the acronym FSC are all registered trademarks. It is the responsibility of the relevant FSC-certified entity to ensure that the trademarks are used correctly. Appropriate approval should be sought for all uses of the FSC trademarks.

An FSC-certified company will have access details for the FSC Trademark Portal where they can download labels featuring their own unique licence code, along with the FSC logo for promotional use. If you are creating artwork on behalf of an FSC-certified company, they may provide 'for placement only' graphics to incorporate into your designs.

There is provision within the FSC standards whereby two FSC-certified organisations can enter into an agreement which allows the supplier to label products with the buyer's FSC licence code. The products to be labelled need to be included in the certificate scope of both organisations. For full details, please refer to FSC-STD-50-001.



Moebius loop: The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels. The percentage figure reflects the post- and pre-consumer reclaimed material content.

Registered trademark symbol: Either ® or ™ depending on the registration status in the country/countries where the products are to be distributed.

FSC logo: Also referred to as the checkmark and tree logo.

FSC website address: For further information about FSC.

Label title: See page 13 for more information about the 3 FSC labels.

Product type: Describes the certified material or content to which the label relates.

Label text: Set text used to describe the FSC label title.

FSC licence code: Identification code issued to organisations that have licence to use the FSC trademarks. This code can be used to identify the organisation that applied the label. A certified organisation can request that their FSC-certified supplier apply an FSC label which features their own FSC licence code.



FSC 100%

All of the timber or fibre in the product comes from an FSC-certified forest. FSC-certified forests are managed with consideration for people, wildlife and the environment. They are independently audited to meet FSC's Principles and Criteria for Forest Management. FSC 100% products are processed using the FSC transfer system.



FSC MIX

The timber or fibre in an FSC Mix product is a mixture of some/all of the following:

- Virgin timber/fibre from an FSC-certified forest
- Reclaimed/recycled timber/fibre
- Virgin timber/fibre from other controlled sources (Controlled Wood*).

*Controlled Wood is material which has been assessed using the relevant FSC standards as being at low risk of coming from the following unacceptable sources:

- Illegally logged
- Harvested in violation of traditional or civil rights
- Harvested in forests in which high conservation values are threatened by management activities
- Harvested in forests being converted to plantations or non-forest uses
- From forests in which genetically modified trees are planted

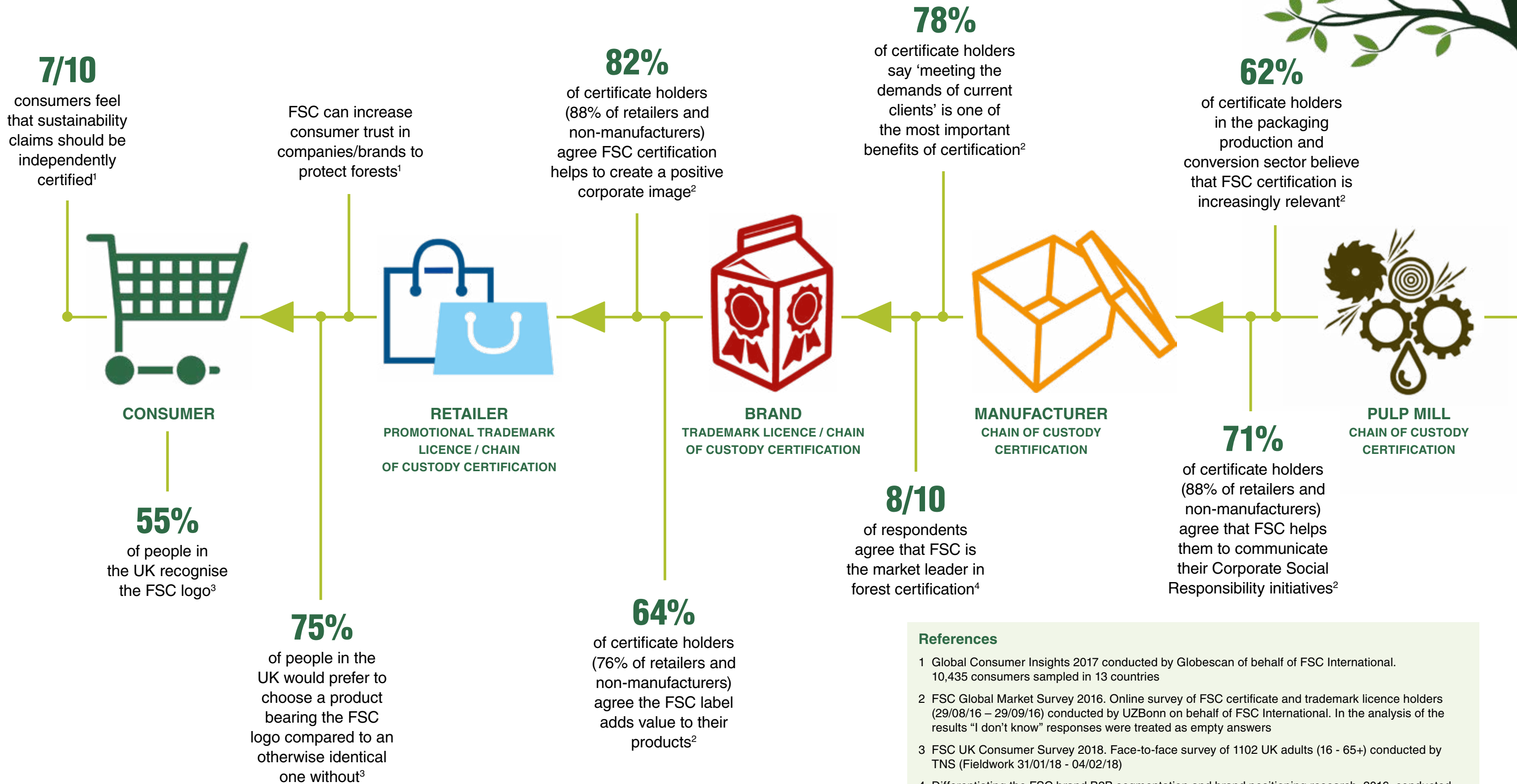
When produced under the FSC percentage system, the product must contain a minimum of 70% FSC-certified wood/fibre and/or recycled input, and the balance must be Controlled Wood. If the product is produced under the FSC credit system, there is no minimum FSC input; however, only a proportion of products can be labelled and/or promoted as FSC certified. Again, the balance must be Controlled Wood.



FSC RECYCLED

All timber or fibre must be pre-consumer or post-consumer reclaimed. For wood products produced under the FSC percentage system, a minimum of 70% of the inputs must be post-consumer reclaimed; there is no threshold for paper products, but all inputs must be verified as reclaimed. FSC Recycled products can also be produced under the FSC credit or transfer systems.

FSC CAN SUPPORT YOUR BUSINESS



References

- 1 Global Consumer Insights 2017 conducted by Globescan on behalf of FSC International. 10,435 consumers sampled in 13 countries
- 2 FSC Global Market Survey 2016. Online survey of FSC certificate and trademark licence holders (29/08/16 – 29/09/16) conducted by UZBonn on behalf of FSC International. In the analysis of the results "I don't know" responses were treated as empty answers
- 3 FSC UK Consumer Survey 2018. Face-to-face survey of 1102 UK adults (16 - 65+) conducted by TNS (Fieldwork 31/01/18 - 04/02/18)
- 4 Differentiating the FSC brand B2B segmentation and brand positioning research, 2016, conducted by B2B International on behalf of FSC International. 332 external respondents in 13 markets plus 71 internal interviews. The confidence interval is +/-5.4% of all FSC members and licence holders (at a 95% confidence level).

FSC AND YOUR SUPPLY CHAIN



The FSC logo is available to FSC promotional trademark licence holders for promotional materials and marketing campaigns, giving retailers, brand owners and other organisations the opportunity to promote FSC-labelled packaging.

Some brands choose to hold their own FSC chain of custody certification so that the licence code (contained within the FSC label applied to their products) links back to themselves rather than their supplier.

An FSC promotional trademark licence does not allow you to pass on an FSC claim (through sales and delivery documents) as the chain of custody is no longer intact. You will need to gain FSC chain of custody certification if your customers wish to make an FSC claim.

FSC promotional trademark licence

FSC chain of custody certification



Fillers or packers of products (e.g. a company that encloses a sandwich within an FSC-labelled sandwich pack), who do not transform or label the FSC packaging product, do not need FSC chain of custody certification – unless they are adding forest-based materials.

If an FSC claim for packaging is required by customers then fillers or packers of products may become FSC certified and establish a product group for packaging in order to pass on FSC claims through sales and delivery documents.



Gaining FSC certification will enable your organisation to:

- sell your FSC-certified products with FSC claims on sales documents
- label your products as FSC certified
- promote your FSC-certified products

FSC claims are required in cases where your customers want to use the FSC-certified products as input for the manufacturing of other certified products and/or for resale as FSC certified.

Chain of custody certification is not required for organisations who provide services to certified organisations without taking legal ownership of certified products.

FSC chain of custody certification

FSC forest management certification

SPECIFYING FSC PACKAGING

FSC-certified paper and board is widely available and most carries either an FSC Mix or an FSC Recycled claim. Timber products and cellulose may also be sourced with FSC certification for use in packaging applications.

Using an FSC-certified packaging supplier

Packaging can be labelled as FSC if it is produced and labelled under a valid FSC chain of custody certificate. If your supplier is FSC certified and sourcing the FSC-certified materials on your behalf, the FSC label can be applied to your packaging. Text-only claims printed on packaging such as 'Made from FSC-certified board' are not permitted. An FSC label must be used and only an FSC-certified organisation can apply this.

To search for and verify FSC certificates you can use the FSC Public Certificate Search database: info.fsc.org

Instead of using plastic packaging or unrecyclable wax paper to package our mints and gum, we use FSC-certified cardboard boxes. We encourage more companies to get on board with using more sustainable packaging.

Sasha Holt, Head of Marketing at Peppersmith

To ensure your packaging carries an FSC label you should:

- Use an FSC-certified packaging supplier
- Specify FSC-certified materials from the outset and request that your supplier apply the appropriate FSC label

Why is it important to apply the FSC label and specify FSC from suppliers?

Specifying FSC-certified materials and asking your packaging supplier to apply an FSC label gives your customers an assurance that your business has chosen to source responsibly. It can also enhance your Corporate Social Responsibility policy and increase credibility with stakeholders, governments, NGOs, and the general public.

An FSC-certified packaging supplier can issue an invoice which includes the FSC claim(s) and their FSC certificate code. This is your assurance that you have purchased FSC-certified packaging.



"We decided on FSC through a cautious selection process, and we currently believe it to be the right decision for us as it matches our company values."

Jes Faltum, Director, Environmental Sustainability, the Lego Group



"For Tetra Pak, FSC is the gold standard for ensuring that the paperboard that we use in our packages is from responsibly managed and other controlled sources. It is therefore a key component of delivering our sustainability strategy to protect food, people and our future."

Gavin Landeg, Head of Environment for Tetra Pak in North West Europe



GETTING FSC CERTIFIED

"Trees have always been important to us at Taylors of Harrogate, that's why we are very proud that our Yorkshire Tea boxes carry the trademark of the Forest Stewardship Council, promoting responsible forest management and wood harvesting in a way that assures the forest's biodiversity, productivity and ecological processes are preserved."

Kathryn Patchett,
Sustainable Development
Coordinator,
Taylors of Harrogate



FSC chain of custody certification ensures that FSC materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified.

Who needs FSC chain of custody certification?

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim in sales documents.

Any change of ownership in the supply chain requires FSC chain of custody certification if the receiving organisation wants to make an FSC claim about their products. Organisations that do not take ownership (legal title) of FSC-certified products (e.g. transport, sales agent) do not normally need chain of custody certification.

Companies that use FSC-certified packaging produced by a certified company do not normally need to hold their own FSC certification. Fillers or packers of products (e.g. a company who enclose a sandwich within an FSC-labelled sandwich pack), who do not transform or label the FSC packaging product, do not need FSC chain of custody certification, unless they are adding forest-based materials.

If an FSC claim for packaging is required by customers, fillers or packers of products may become FSC certified and establish a product group for packaging in order to pass FSC claims through sales and delivery documents.

An FSC-certified organisation may outsource activities within the scope of its certificate to FSC-certified and/or non-FSC-certified contractors provided the all FSC chain of custody requirements are met. An outsourcing

agreement must be held with each contractor and the FSC-certified organisation must maintain legal ownership of all materials during outsourcing.

BENEFITS OF FSC CERTIFICATION

- Improved market access
- Enhanced public image and meet customer expectations
- Use of the FSC trademarks and supplementary marketing assets
- Compliance with Government Procurement Policy and meeting Corporate Social Responsibility

STEPS TO BECOMING FSC CERTIFIED

- Step 1** Contact FSC-accredited certification bodies (and/or small business group schemes if appropriate) to request quotes.
- Step 2** Submit a certification application to the FSC certification body of your choice.
- Step 3** Ensure that an appropriate chain of custody management system is in place, in line with the requirements of FSC-STD-40-004.
- Step 4** Undergo an on-site audit by your chosen certification body.
- Step 5** Gain certification approval and receive an FSC certification code (XXX-COC-000000) and an FSC trademark licence code (FSC-C000000).



Choosing FSC gives us authentic and independent assurance that the woodlands harvested for our paper and card packaging are managed to rigorous standards of environmental and social criteria – vital for a beauty and wellbeing company that places the sustainable, ethical sourcing of natural ingredients and care for both people and the planet at its heart.

Louise Green, Head of Organic, Neal's Yard Remedies

"Our goal is to lead the way in sustainability. Demonstrating the FSC certification of DS Smith's entire paper and packaging supply chain creates sustainable value by balancing the needs of our business, our environment and our people. As a result, we operate ever more responsibly and delight our customers through our sustainable performance."

Stefano Speck, Audit and Certification Manager, DS Smith

PROMOTING FSC-CERTIFIED PACKAGING

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

By signing an FSC promotional licence agreement, companies can create their own unique and powerful point-of-sale materials, signalling their commitment to responsible forest management.

Use of the FSC trademarks via a promotional trademark licence can also help brands to enhance the transparency of their supply chains and communicate their corporate responsibility.

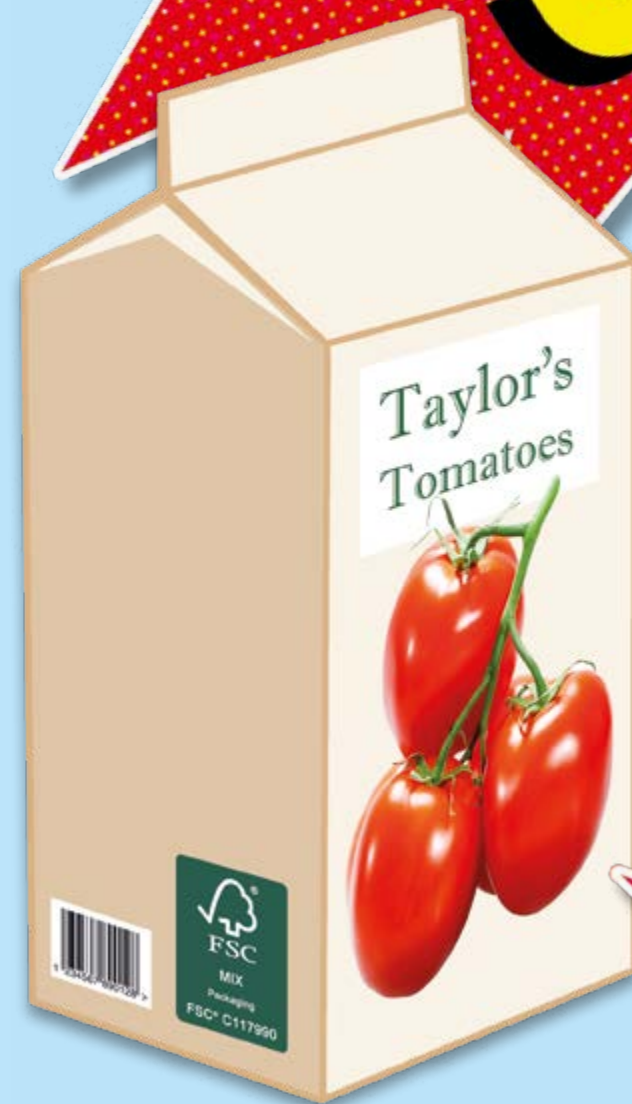
Some brands choose to hold their own FSC chain of custody certification in order that the licence code (within the FSC label applied to their products) links back to themselves rather than their supplier.

In order to find out whether you are eligible to hold an FSC promotional trademark licence, please contact FSC UK, the trademark service provider for the UK: info@fsc-uk.org

"It's important for us to consider ethics in all aspects of our work. Therefore, when we were looking for a packaging alternative to plastic bottles, we chose FSC-certified cartons because it gave us the trust and reassurance that the paperboard used came from well-managed forests and other controlled sources, giving us the peace of mind that we were not having a detrimental effect on the planet."

Emily Frank, Marketing Director, The One Brand

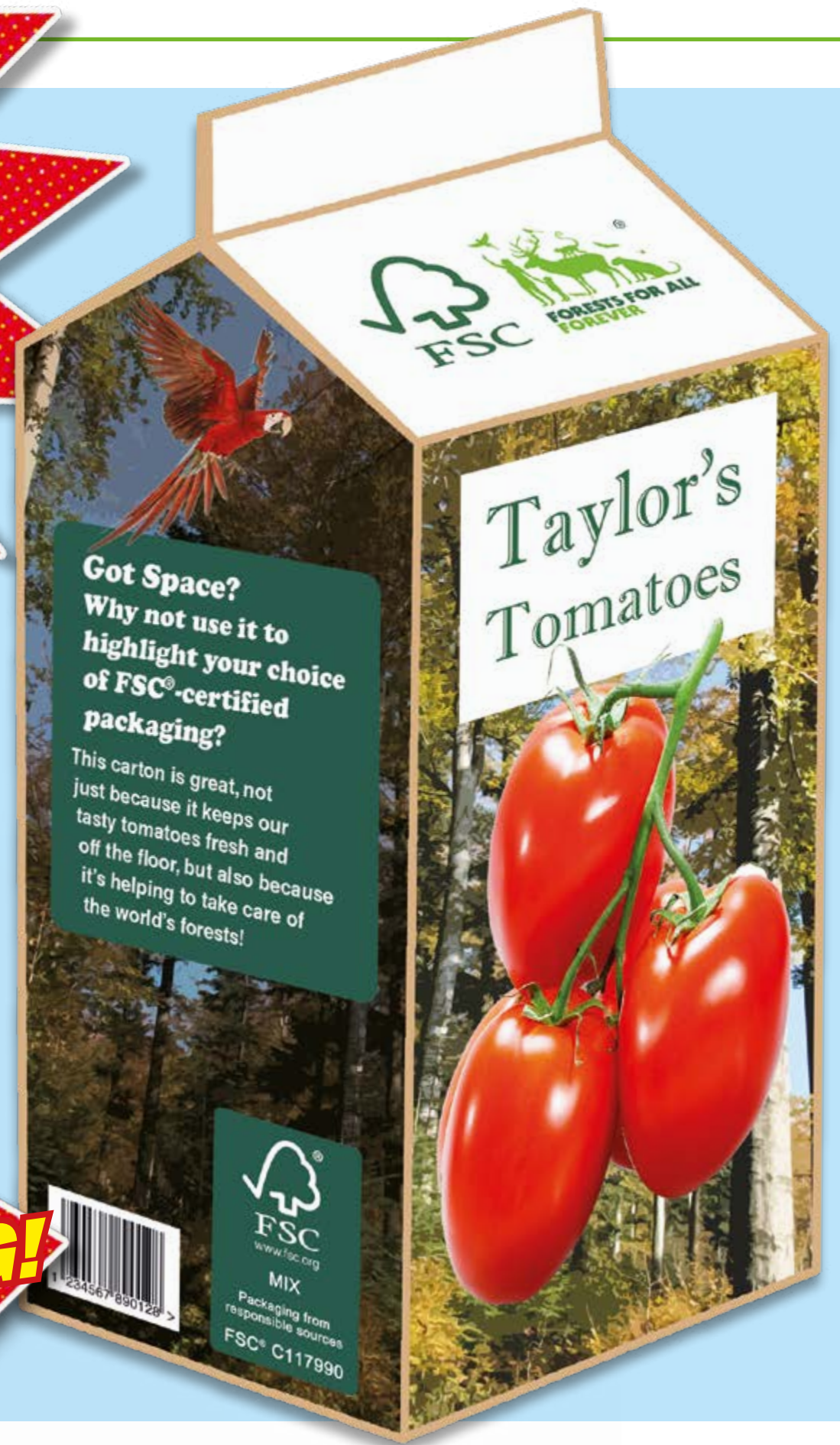
**THE WHOLE
SHEBANG!**



**From
one
little
label...**

to the whole

SHEBANG!





FSC SERVICES

FSC Worldwide

FSC is represented around the world and can be found online at: www.fsc.org

Market Info Pack

A biennial document that outlines the evolution of FSC certification. It provides an overview of sectors, the FSC brand, recent market trends and relevant figures and statistics.

FSC Trademark Portal

Provides FSC licence holders with access to the FSC label generator (for FSC certificate holders), promotional panel generator, and a collection of related resources.

FSC Marketing Toolkit

A complete and dynamic set of campaign materials to help licence holders communicate their FSC commitments across various channels, including social media, print, pack and point of sale.

FSC Trademark Training Course

FSC certificate holders can access an online training course in how to use the FSC trademarks. For access instructions see the FSC Trademark Portal.

Find these and other tools at www.fsc.org or trademarkportal.fsc.org

FSC UK

FSC UK offers a range of services designed to help you and/or your organisation understand and benefit from the FSC system:

- Advisory service
- Online training
- Guidance on the FSC standards
- Notification of revision of FSC standards, interpretations and updates
- Online business, consumer and educational resources
- Bespoke on-site training
- Marketing/communications support

- Trademark protection & licensing
- Forest Matters newsletter
- Stakeholder events
- Fibre testing of FSC-certified products
- UK membership administration
- Press office and picture desk

Visit our website at: www.fsc-uk.org

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Visit the FSC UK website

Take part in public consultations

Follow us on Twitter @ FSCUK

Enhance public image

Ask FSC UK for guidance

**Buy FSC
Get certified**

Ask for the label

**Promote through FSC
Get FSC training**

Apply the FSC label

Connect with the consumer

Read Forest Matters

Benefit from increased market access

Get in touch!



The Billiard Room
Town Hall
Great Oak Street
Llanidloes
Powys
SY18 6BN
01686 413916

uk.fsc.org