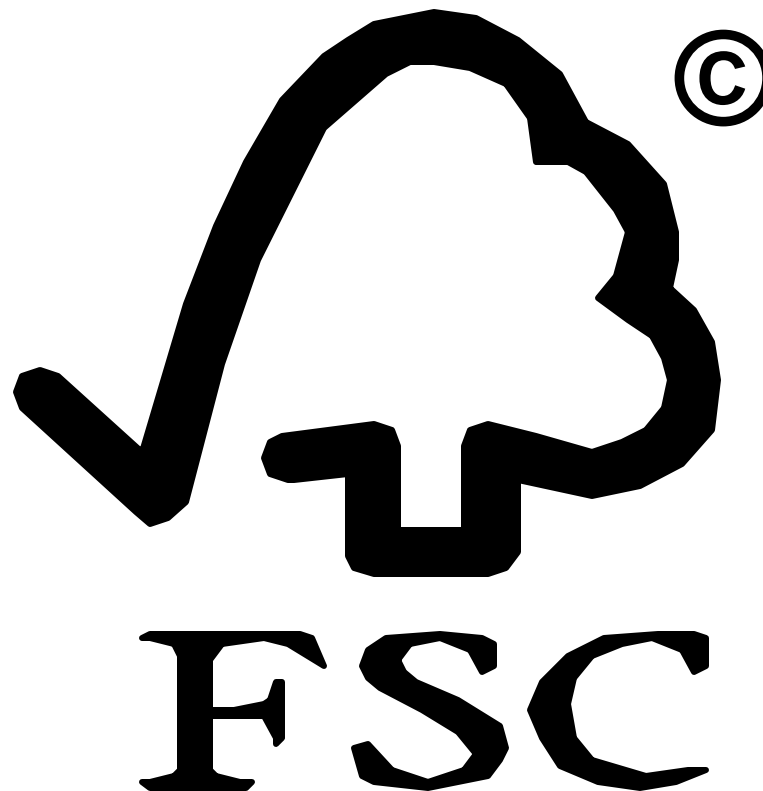




# The Mark of Responsible Forestry





**Anna Jenkins**

**Director**

**Forest Stewardship  
Council UK**



# Why independently certify?

- Concern about forests
- Markets favour little or no management
- To tip the balance in favour of responsible forest management
- Misleading claims
  - WWF UK study - only 3 out of 80 claims could be partially backed-up



The paper used to produce this card comes from beautiful forests which are hacked down into little pieces by burly Scandinavians with big beards.

However, they are followed by the good tree fairy who plants more trees in their place. This sustains a comfortable income for the burly Scandinavians of tomorrow.

BM34 - Lesson



The Odd Squad

©Allan Plenderleith/  
Emotional Rescue Ltd.

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# **FSC's Mission**

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



# What is the FSC?

- Independent, international, non-profit organisation
- An association of almost 500 members:
  - **Environmental:** Greenpeace, WWF
  - **Economic:** B&Q, Sainsbury's, timber traders
  - **Social:** Trade unions, indigenous peoples



# What is the FSC?

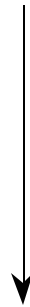
- An umbrella within which independent forest inspection bodies can operate
- An accreditation body
- Chain of custody management and monitoring
- Ongoing monitoring, checks and balances



# How does FSC work?

FSC (Accreditation body)

*Accredits*



Independent Certifier

*Certifies*



Forest





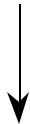
# How does FSC work?

Forest

*Forest Management Certification*

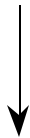


Board Mill



Furniture Factory

*Chain of Custody  
Certification*



Retailer



# What is the FSC?

- Single label on products from all countries
- The mark of responsible forestry
- FSC is the only independent, international timber labelling system.



# FSC Standards

- Fair and compatible standards used all over the world:
  - Forest management standards
  - Standards of inspection
- FSC *Principles & Criteria* form the framework for all standards



# FSC Principles

1. Compliance with laws and FSC Principles
2. Tenure and use rights and responsibilities
3. Indigenous peoples' rights
4. Community relations and worker's rights
5. Benefits from the forest



# FSC Principles

6. Environmental impact
7. Management plan
8. Monitoring and assessment
9. Maintenance of high conservation value forests
10. Plantations



# FSC is not just about timber

- FSC can cover any *Forest Product* including Non Timber Forest Products
- Already available:
  - Chicle chewing gum & palm hearts
- The potential:
  - Brazil nuts, honey, venison, mushrooms, ratan, berries, moss, oils, spring water!
- The value:
  - Increases value of forests
  - Forest can support more people



# Markets for FSC products

- Members of the global Forest and Trade Network and their suppliers
  - In the UK - WWF 95+ Group
- Local Authorities
- Architects and Specifiers
- General Public
  - FSC label launch in UK planned for Autumn 2001 - Spring 2002



# Who's asking for FSC?

**HOMEBASE**

Sainsbury's  
making life taste better



**Tetra Pak**

**shaw's**  
Supermarkets



**OBI**



**castorama**

**WOOLWORTHS**

**THE BODY SHOP**

**TESCO**



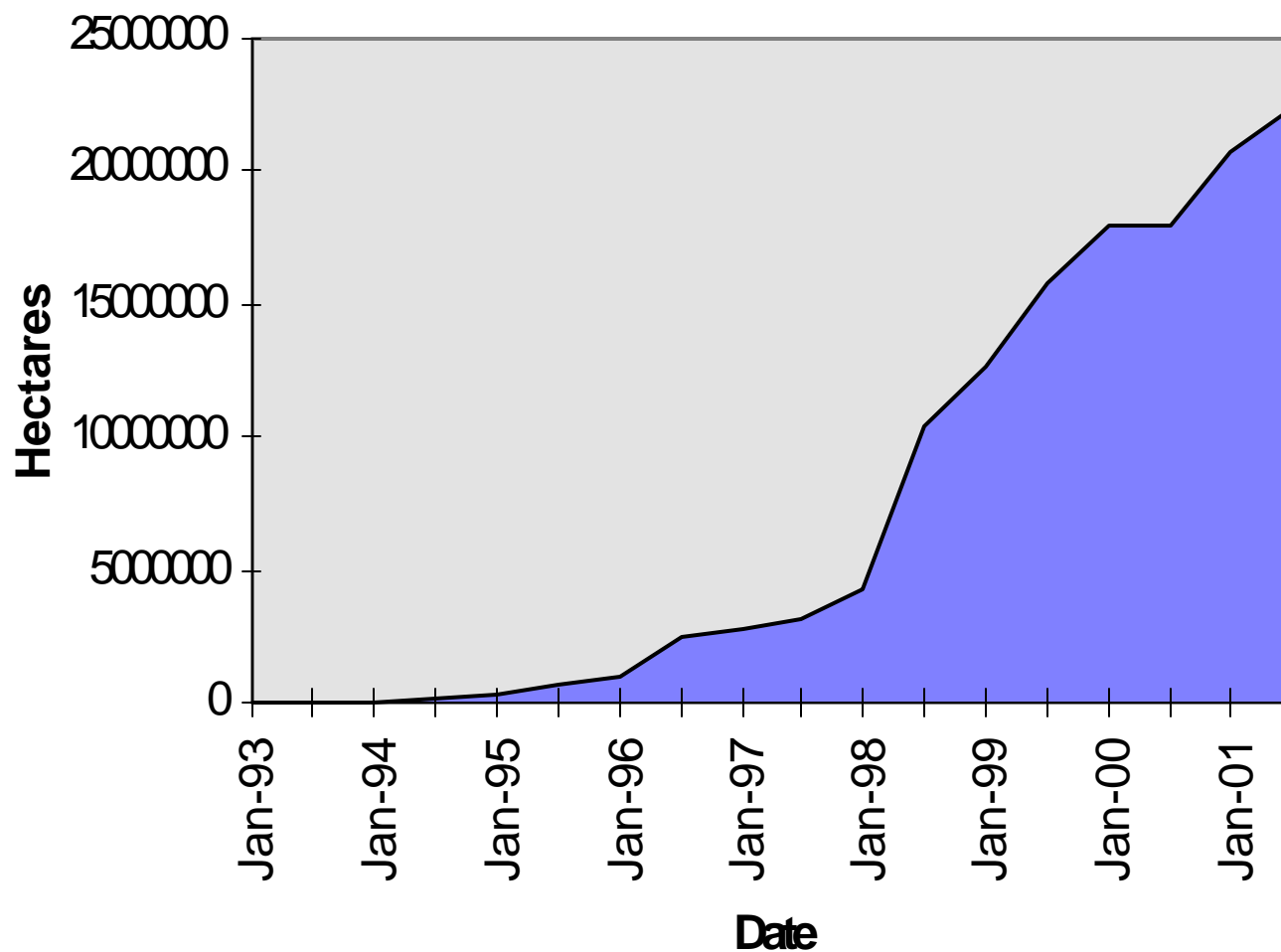


# Progress to date

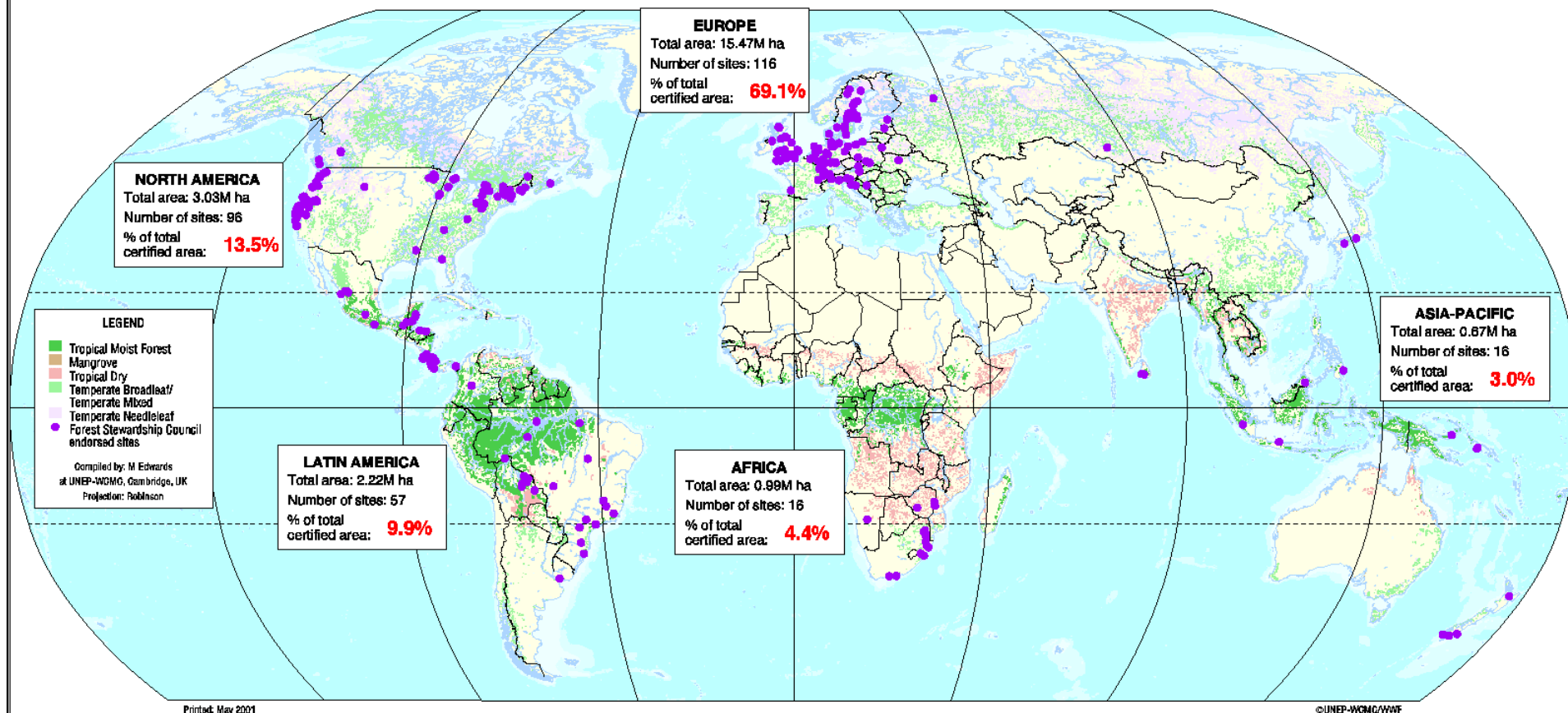
- Over 22 million hectares of forest certified in 41 countries from the UK to Zimbabwe, Japan to Brazil
- Over 1 million ha certified in the UK (36% forests & 65% com. production)
- Over 1400 chain of custody certificates in 37 countries including the Philippines, Brazil, China & Germany
- 11 FSC accredited certification bodies
- Over 10,000 FSC labelled products in UK from MDF to wallpaper, hairbrushes to garden furniture



# Growth of FSC - Forest Area



# CERTIFIED FOREST SITES ENDORSED BY FSC, 30 April 2001



**Total Area Certified:**  
**22.38 Million ha**  
**Number of Countries: 41**  
**Total Number of Sites: 301**



The material and the geographical designations in this report do not imply the expressions of any opinion whatsoever on the part of WWF or UNEP-WCMC concerning the legal status of any country, territory, or area, or concerning the delimitation of its frontiers or boundaries.



# Summary

- FSC is *The Mark of Responsible Forestry*.
- FSC is the only independent, international timber labelling system.
- FSC is the only system with support from:
  - international environmental NGOs
  - indigenous peoples
  - timber growers and traders
  - manufacturers
  - major high street retailers



# Contacts

## **FSC:**

- UK: tel + 44 1686 413916

[www.fsc-uk.demon.co.uk](http://www.fsc-uk.demon.co.uk)

- International Office: tel + 52 951 46905

[www.fscoax.org](http://www.fscoax.org)

## **Web search engines:**

- [www.forestworld.com](http://www.forestworld.com)

(Global forest & product search - remember to specify FSC!!)

- [www.certifiedwood.org](http://www.certifiedwood.org) (under development)



# The Mark of Responsible Forestry

