

# FSC GLOBAL PERSPECTIVE

FERNANDO RODRIGUEZ – PROGRAM MANAGER NETWORK DEVELOPMENT

# Forests sustain life on earth ...



**31%**

of Earth's land area is comprised of forests.



**80%**

of the world's terrestrial species are supported by forests.



**1.6 B**

of people's livelihoods are supported by forests.



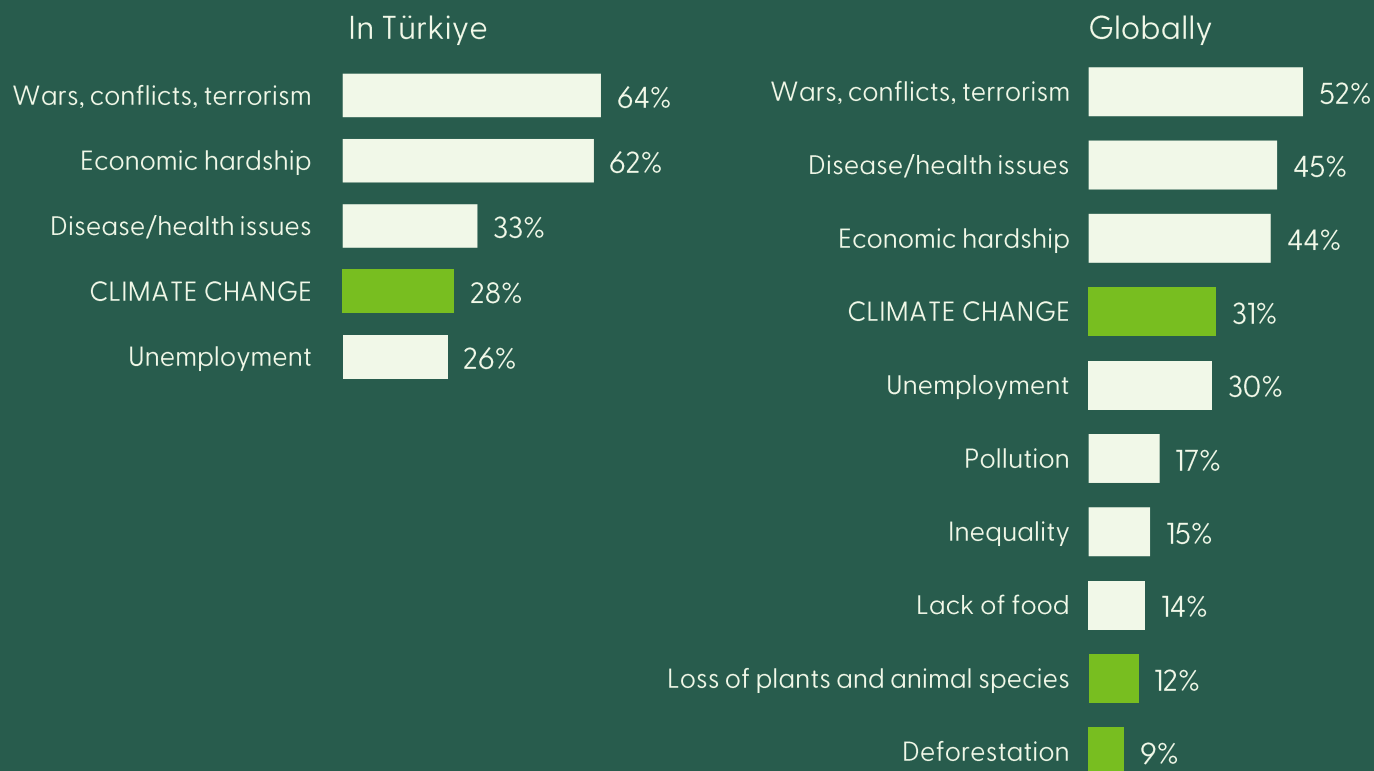
Forests protect our soils, provide much of our fresh water, and regulate and stabilize our climate.

**... and must be protected**



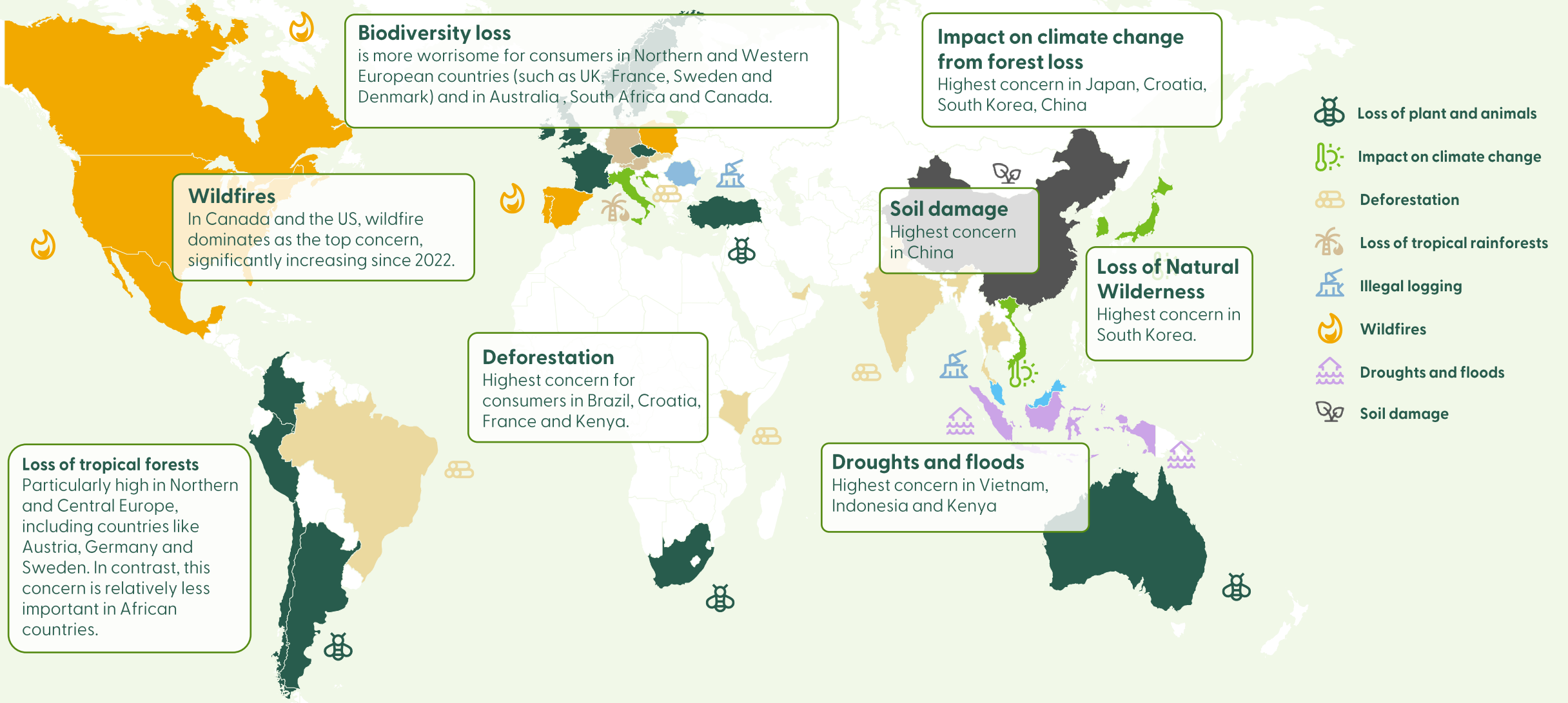
# Climate change concern holds steady but is overshadowed by immediate crises

Despite rising impacts worldwide, public attention shows little shift – global concern for climate change remains in fourth place, overshadowed by rising concern of immediate crises like wars and health.



Q1. To start with, which of the following issues worry you the most? Please select up to three issues from the list. (10 issues)  
 Base: Total global sample (n=40,802)  
 Note: Light green bars are the most relevant issues for FSC.

# #1 forest concerns around the world



**Q11.** There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most?  
Please select the three issues that concern you the most, in order of importance. (13 issues)  
**Base:** Total of 29 full study countries (n=24,002)

# Consumers expect companies to not contribute to deforestation



Across 50 countries, 31% say climate change is a top concern; while in the 29 countries asked, 72% prefer products that do not harm plants and animals.

## CONSUMER EXPECTATIONS

**66%** 78% in TR

I expect companies to ensure that the wood/paper products and packaging they sell are not contributing to deforestation

**65%** 73% in TR

Information about sustainability on products should be certified by an independent organization



Q10. How well does each of the following statements describe your opinion? (7-point scale: 1= Does not describe my opinion at all, 7= Describes my opinion very well)  
Base: Total of 29 full study countries (n=24,002)

# Consumers, markets, and regulators reshaping value chains

## Consumer Sustainability Concerns

Consumers increasingly demand responsible sourcing to address biodiversity loss, climate change, and deforestation issues.

## Market Demand for Verification

Markets require credible, verified evidence of sustainability performance beyond voluntary claims to ensure product integrity.

## Regulatory Policy Impact

New policies, especially in the EU, enforce sustainability and deforestation-free requirements in trade and market access.

## Business Transformation

Sustainability shifts from niche to mainstream affecting sourcing, supplier relations, risk management, and competitiveness.





# VALUE OF FSC



### **Comprehensive Certification Solutions**

FSC offers forest management and chain of custody certifications ensuring traceability from forests to consumers.

### **Independent Third-Party Audits**

Audits by accredited bodies overseen by Assurance Services International ensure standard-setting and verification independence.

### **Tools for Traceability and Risk Mitigation**

FSC provides tools that enable risk management and clear communication of verified sustainability impacts.

### **Building Market and Societal Trust**

FSC aligns forest practices with market demands and societal expectations fostering transparency and trust.



**173 M**

hectares of forest land certified

*8% of the global certified area is in Türkiye*



68,921

certificates that verify sustainable sourcing

# Globally renowned brands are committing to FSC exclusively



## P&G Accelerates Commitment on Responsible Forestry

New ambition of 100% FSC® Certification for Charmin, Puffs, and Bounty products by 2030 raises the bar for the pulp industry

By Waqas Qureshi 29 August 2019

## Tetra Pak records 500 billion FSC-labelled packages

Tetra Pak has delivered more than 500 billion packages labelled with the Forest Stewardship Council (FSC) logo globally.

Kimberly-Clark Company Brands Investors Sustainability Suppliers Careers Newsroom

### Responsible Fiber Sourcing: FSC® Certification

Topics on this Page

- Forests & Biodiversity
- Aspiration & Goals
- Strategy & Approach
- Responsible Fiber Sourcing: FSC® Certification
- Biodiversity
- Forest-Dependent Communities

The Forest Stewardship Council® is an international nonprofit organization with the mission to promote environmentally sound, socially beneficial, and economically prosperous management of the world's forests. We believe FSC® certification represents the most rigorous standard for the responsible management of the world's forests, which is why FSC®-certified virgin fiber is the only virgin fiber we consider to be an environmentally preferred fiber and allow to count toward our goal of sourcing 90% EPF for our tissue products by 2025.

We remain committed to supporting the broad uptake and robust implementation of the FSC® Canada forest management standard and its heightened requirements for the protection of threatened woodland caribou habitat and the upholding of Indigenous rights.



## patagonia

### What's Next

We are committed to continuing our use of cellulosic fibers and natural rubber from responsibly managed forests and we place preference on sourcing materials that are FSC certified.

## JYSK commits to 100 percent sustainable wood

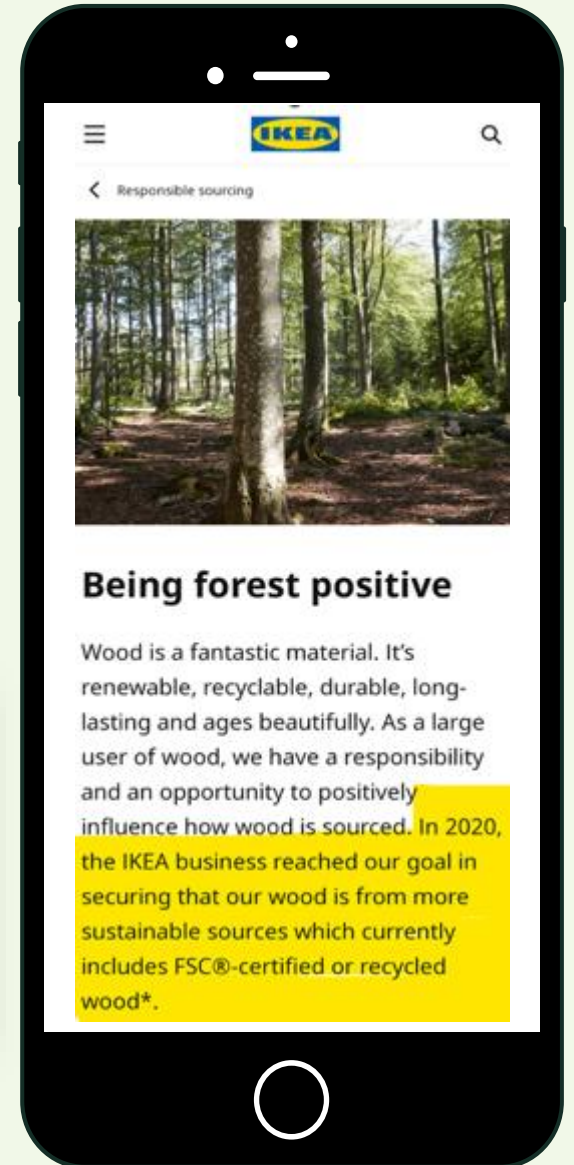


As of 1 January 2022, all new wooden products launched in JYSK will be FSC certified. By the end of 2024, all wood products in JYSK will be made from FSC certified wood.

## Certified Paper/Cardboard FSC™ or PEFC

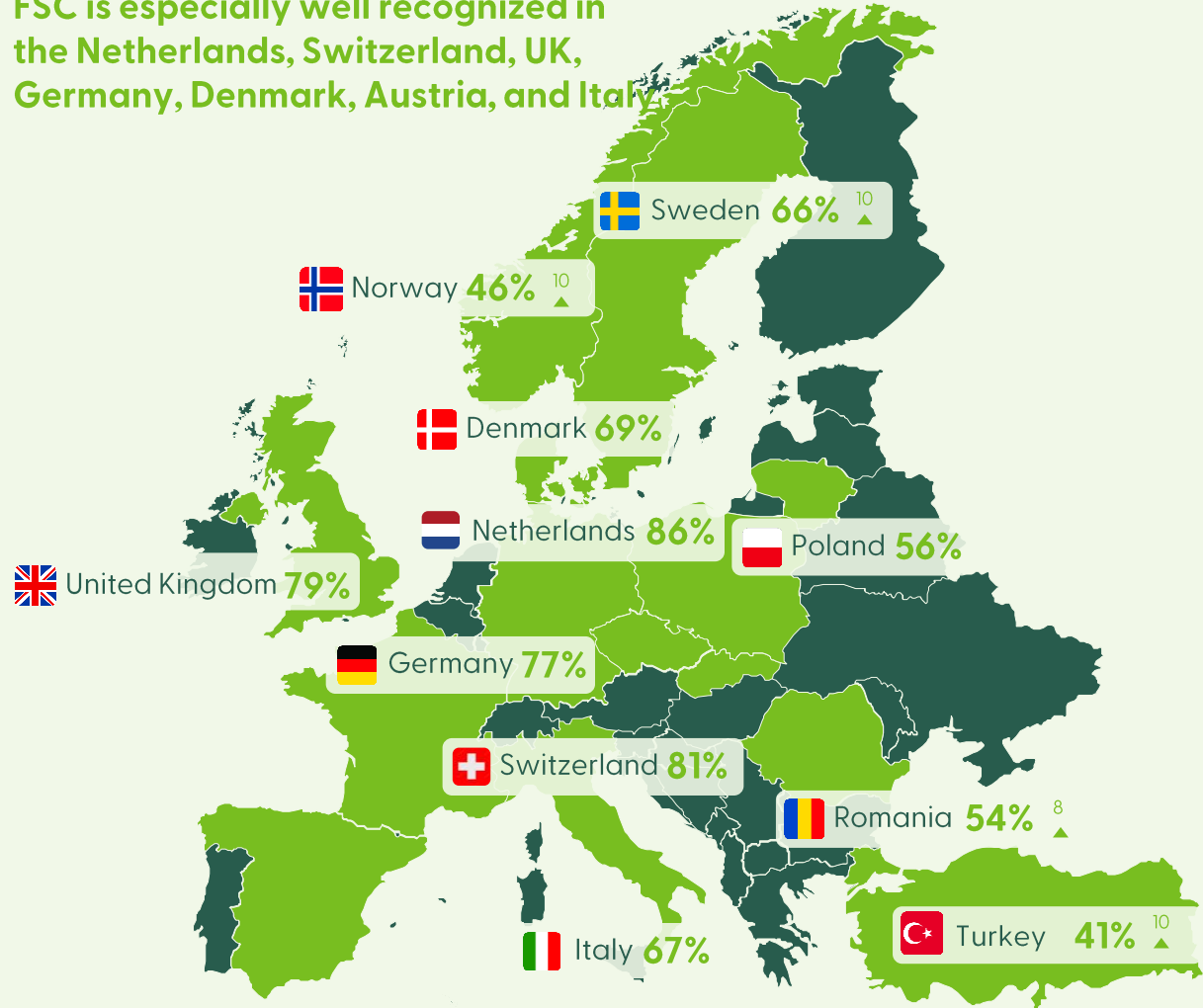


The paper or cardboard used in the product packaging (leaflets or folding boxes) come from responsibly managed forests or other controlled sources that are respectful of the environment, biodiversity, and people. They are independently certified following the conditions defined by either the Forest Stewardship Council™ (FSC™) or the Program for the Endorsement of Forest Certification (PEFC).



# Within Europe, 19,200 consumers were surveyed covering 24 countries

FSC is especially well recognized in the Netherlands, Switzerland, UK, Germany, Denmark, Austria, and Italy



## FSC AWARENESS

EUROPEAN AVERAGE **58%**

|             |            |                |            |
|-------------|------------|----------------|------------|
| Netherlands | <b>86%</b> | Poland         | <b>56%</b> |
| Switzerland | <b>81%</b> | Romania        | <b>54%</b> |
| UK          | <b>79%</b> | Croatia        | <b>53%</b> |
| Germany     | <b>77%</b> | Spain          | <b>51%</b> |
| Denmark     | <b>69%</b> | Portugal       | <b>49%</b> |
| Austria     | <b>68%</b> | Norway         | <b>46%</b> |
| Italy       | <b>67%</b> | Latvia         | <b>44%</b> |
| Belgium     | <b>67%</b> | Estonia        | <b>44%</b> |
| Sweden      | <b>66%</b> | Lithuania      | <b>41%</b> |
| Finland     | <b>65%</b> | Turkey         | <b>41%</b> |
| France      | <b>61%</b> | Czech Republic | <b>39%</b> |
| Slovenia    | <b>57%</b> | Ukraine        | <b>30%</b> |

Q3. Have you ever seen the following logos or labels? (4-point scale)

Base: Total global sample n=40802; 24 countries surveyed in Europe, n=800 per market totaling to 19,200 consumers)

# 79%

of the consumers  
who recognize  
FSC trust a  
brand carrying  
the FSC logo

Approximately 4 in 5  
consumers who recognize  
FSC are more likely to trust  
a brand if FSC is present.



Q9. If you learned that a brand promotes, supports or offers FSC-certified products, what influence would it have on your trust in that brand? (5-point scale)

Base: Total of 29 full study countries (n=24,002: Recognizer of FSC (seen often & seen occasionally, according to Q3) n=13,202



**FSC'S STRENGTH LIES ON OVER 1200  
MEMBERS IN 90 COUNTRIES AND THE  
TRANSPARENCY TOWARDS  
STAKEHOLDERS**

# FSC as Dialogue Platform

FSC is the pioneer of a multi-stakeholder governance system that gives equal weight to economic, environmental, and social perspectives – an approach respected by many NGOs as the gold standard.



**33.3%**  
Environmental

NGOs, environmental interest groups, research organizations and others



**33.3%**  
Economic

Forest management and forest product companies, retail companies and others



**33.3%**  
Social

Indigenous and community organizations, labor unions and others

# FSC members propose motions to prioritize issues or ideas that are important for the development and the strategic direction of FSC.

Some strategic priorities for FSC in the coming years:

- Climate, Biodiversity and Ecosystem Services
- Simplification of the Normative Framework
- Strengthening our System Integrity
- Collaboration with Governments
- Demonstrating Impact through Data
- Addressing Conflicting Interests Through Dialogue

*In 2027 FSC will launch a new strategy until 2032*



# FSC is a relevant player at international sector discussions



2. Name some organizations: e.g. FAO, UN, We participate in expert groups, EU, etc. also outside EU, (ask Matteo for FSC participations),

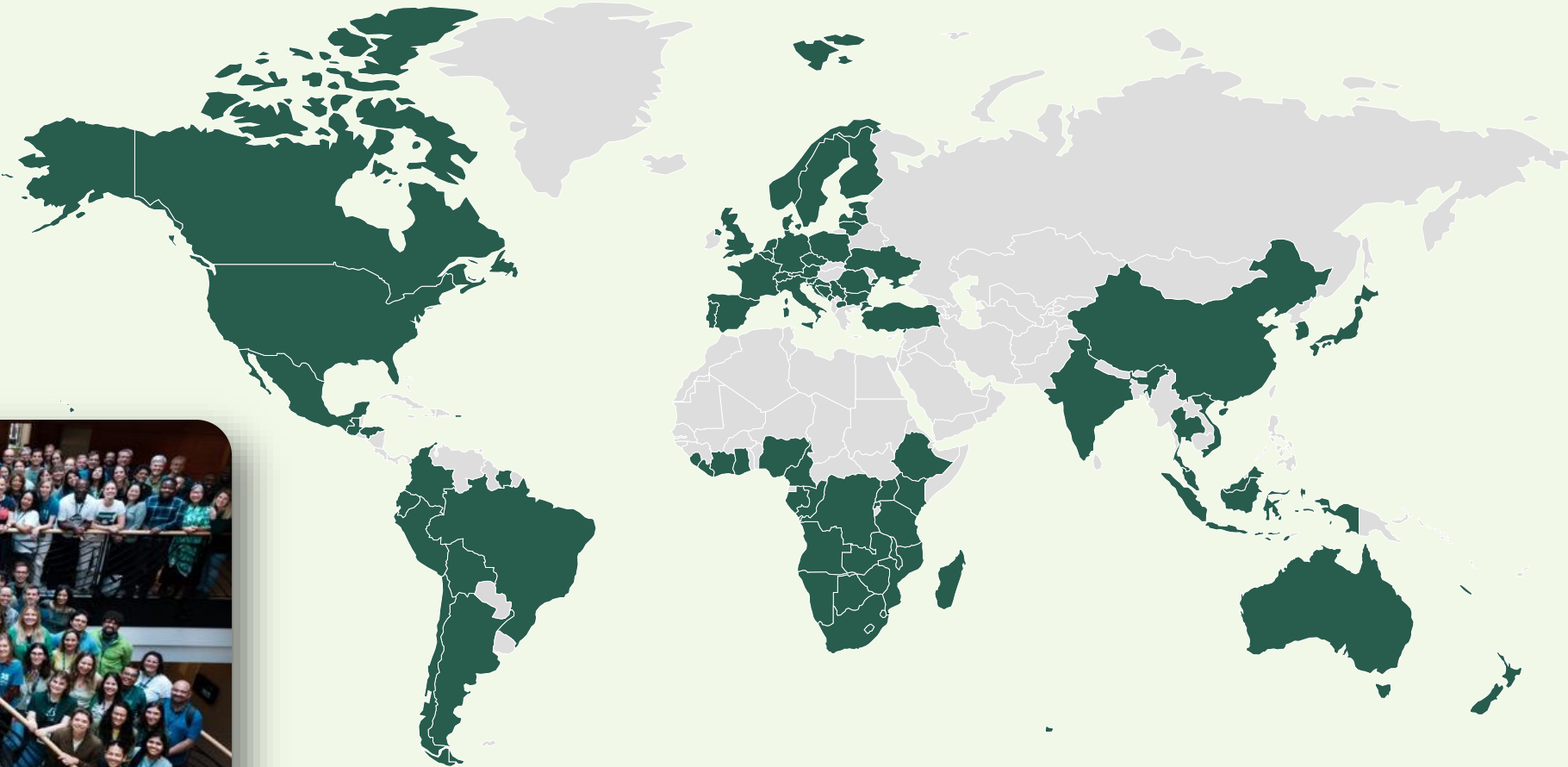
Delegations and side events at the COPs, for Climate and Biodiversity, UNFF (Forum n Forest) of where we have the privilege to have the chair here with us, Ismail Belen. We look

COP 31 for Climate is in Turkiye, and we wish the turkish government all the success. FSC will be there

# Forests are everywhere and so are we.



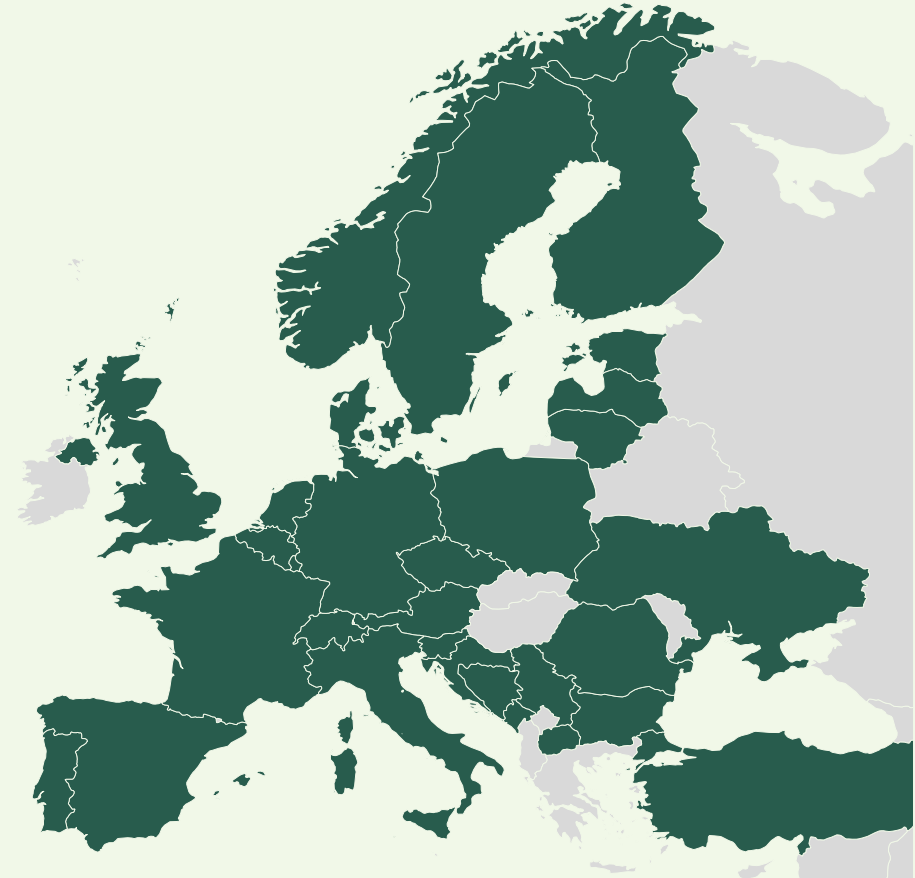
The FSC Network is actively present with over 500 staff members in more than 100 countries through local representations



# FSC Türkiye is part of an experienced European Network



- The European Network is strongly supported by FSC International and FSC Europe
- FSC's European network enables robust collaboration and exchange of best practices among member countries.
- FSC Türkiye actively links the local forest sectors to broader regional and international demands.



 Countries with local FSC Representation (27)



# FSC is a **ready-made solution**, a bridge between aspiration and action.

Every FSC-certified product helps support sustainable forestry.



All forests and forest-based products are FSC-certified



**Thank you**