

HOW SUSTAINABILITY AND COMPLIANCE ARE INFLUENCING PURCHASING DECISIONS

Helen Too, Senior Director
Forest Stewardship Council



Türkiye

is a critical player in the global forestry supply chain because of its strategic location, strong wood-processing capacity, deep integration with EU markets, competitive manufacturing base, and a growing focus on sustainability. For global buyers,

Türkiye

offers a unique combination of speed, quality, compliance potential, and supply-chain resilience.

You are in the right business



Even better when sustainably sourced, these materials can be renewable and continue to capture carbon.



Plus you can derive more value from certified forests



Culture



Biodiversity



Carbon

Investing in ecosystem services helps harness the full potential of forests' positive power as a scalable solution to the climate and biodiversity crises.



Air Quality



Soil



Recreation



Water

Your consumers are your best Ambassadors



CONSUMER EXPECTATIONS

66%

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

65%

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

CONSUMER TAKING ACTION

72%

I prefer to choose products that do not damage plants and animals

62%

I try to buy products packaged with renewable materials such as paper instead of plastic

61%

I can help to protect the forests by purchasing products that have been 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)

**SO HOW DO WE MOVE
FROM
GOOD TO GREAT**

Understanding the landscape for Sustainability & Compliance



Trends

- Evolving regulatory requirements
- Global buyers are tightening sustainability and compliance requirements
- EU regulations directly affect exports from Türkiye
- Retailers & Brands want transparent, low-risk, responsible supply chains
- Suppliers who adapt early gain competitive advantage



ENFORCEMENT



Opportunities

- Win long-term contracts
- Access premium markets
- Reduce operational risks
- Attract investment
- Strengthen brand reputation
- Differentiate from competitors

Procurement strategies in response to EUDR



Risk-based procurement: deforestation free, origin and compliance.



Integrating EUDR requirements into supplier onboarding and data updates.

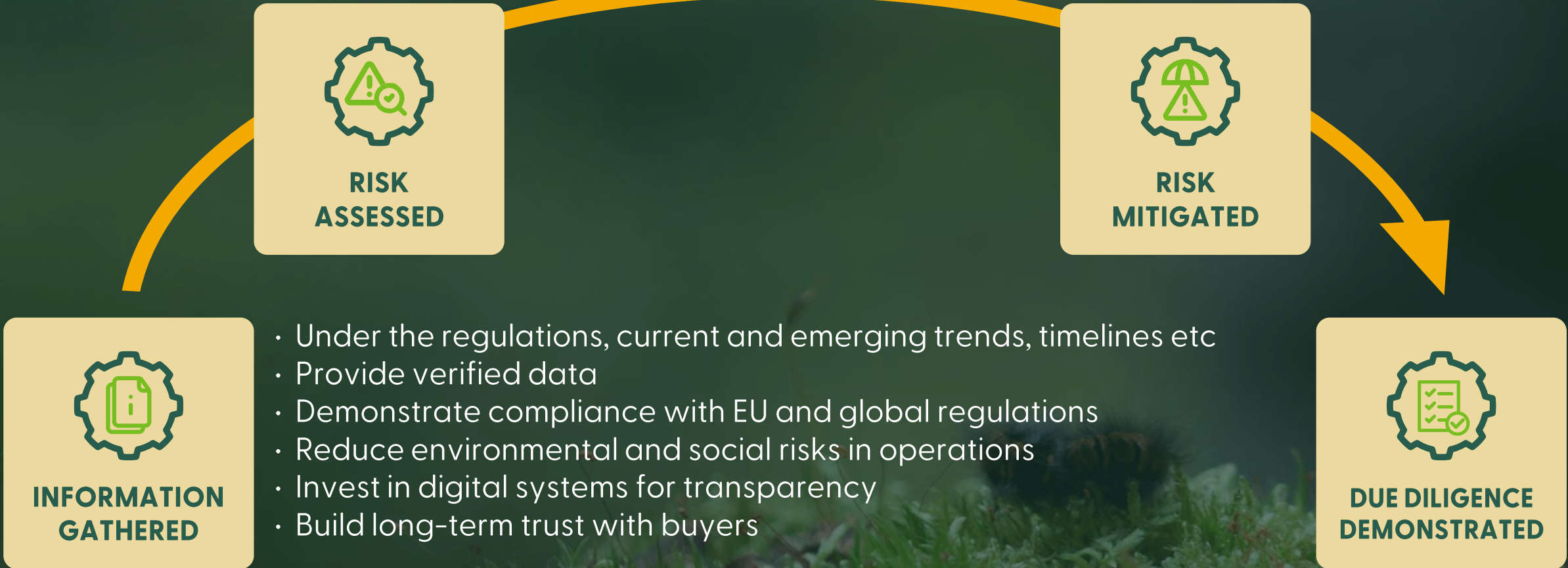


Prioritizing suppliers who can provide ready-to-use compliance data.



Longer-term relationship to reduce regulatory and reputational risks

Steps you can take if you're just getting started



The future belongs to transparent, compliant, responsible suppliers.



Sustainability and Compliance are now core purchasing drivers



Turkish suppliers who invest early will reduce risk, strengthen competitiveness, secure long-term market access and become preferred partners for global buyers



FSC Aligned Tool for EUDR can support strengthening your path towards compliance, traceability and data management system.



Seeing sustainability as part of export strategy, not only risk management.



The market is not waiting for perfection – it is rewarding preparedness, transparency, and credibility.

Concerns you might have

Getting **accurate geolocations and times of production** from suppliers

Developing **credible risk assessments** when sourcing material from many locations

Difficulty understanding & implementing a **complex regulation**

Secure, reliable data-sharing mechanism

Interoperability of different systems working across different commodities

Producing & managing required **due diligence** statements

HOW FSC ALIGNED FOR EUDR SUPPORTS YOU TO BECOME EUDR COMPLIANT

FSC Aligned for EUDR: Solutions to support different compliance aspects

FSC Aligned for EUDR



FSC Aligned for EUDR - Early Adopters



**PANDA
Panels**

The EUDR Early Adopter Programme has helped us to fully appreciate the scope of the EUDR process and provided us with an excellent template to work from. ”

HELENA ARNOLD

Panda Panel Agencies Ltd.

Implementing the simplified risk assessment template eased the complexity of compliance with EUDR by synthesizing the most essential elements in one template. “

ELIAN ALVARADO

Grupo Fortaleza



Grupo Fortaleza

FSC Aligned for EUDR - Early Adopters



TATWIN

The FSC Regulatory Module has helped Tat Win's natural rubber latex supply chain meet EUDR requirements with the assurance of third-party verification.

”

KEELONG FOO
Tat Win

FSC translates the complex EUDR requirements into a familiar and structured format. Early adoption allowed us to support clients with verifiable evidence for compliance.

“

PAULINA ALVAREZ
Arauco

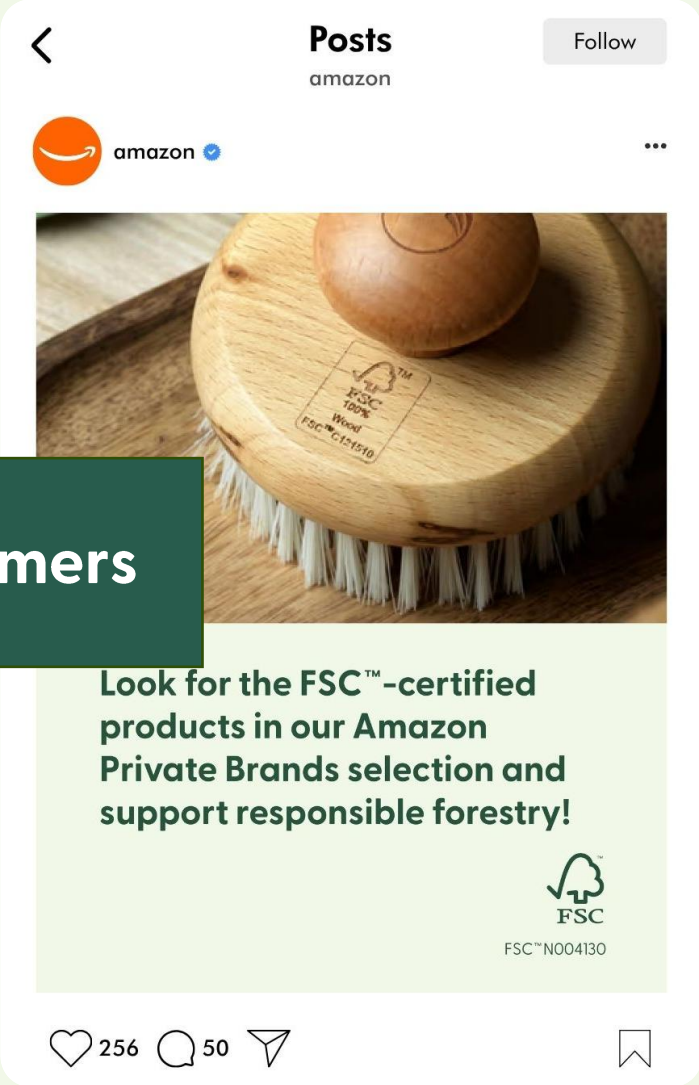
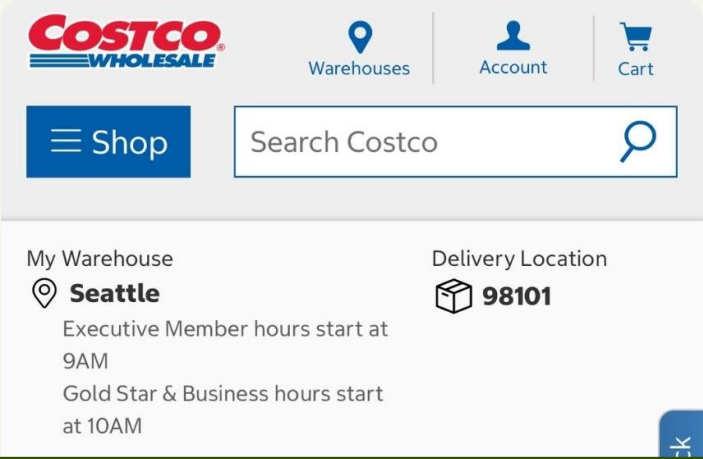
arauco

Retailers are not the end of the supply chain – they are the start of a growth engine.

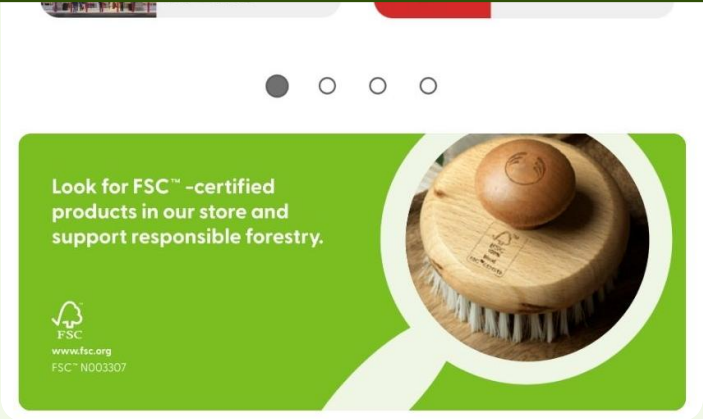


62%
of the world's top 50
retailers are already
FSC's clients

One coordinated action: global awareness surge



FSC's global reach: 2 billion consumers



The opportunity is to turn compliance into competitive advantage. businesses that invest early in traceability, supplier support, and integrated governance will not only avoid penalties but also position themselves as *preferred partners* in global supply chains.

Thank you



Forest Stewardship Council®
FSC® Global Development



Room 709, Building 134, 15th Street, Guoyang,
Deqin County, Beijing 10010, China
T +86 (0)10 278 3878-30

FSC® Global Development © All rights reserved

FSC® F000100
www.cn.fsc.org
www.fsc.org

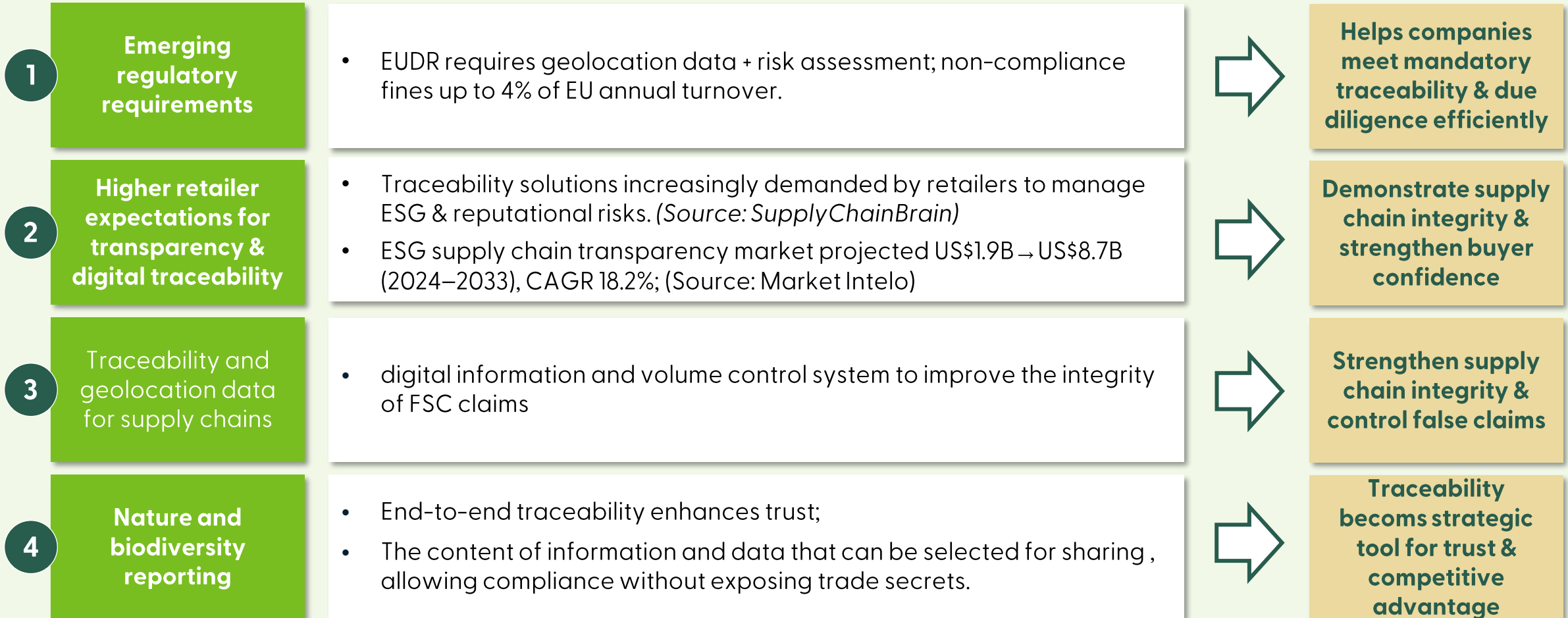
Understanding the landscape for Sustainability & Compliance



Trends

Facts & Data

Opportunities



Steps you can take if you're just getting started

Review current due diligence systems against EUDR requirements

Create an **inventory list** of products in scope

Collaboratively **prepare with your supply chain**



FSC.org/STARTEUDR

Plan for **secure data exchange**

Review the requirements in the **FSC Regulatory Module**

Start your **risk assessment** or keep track of the **FSC Risk Assessments**