

# FORESTS FOR RESPONSIBLE FASHION

**FASHION  
FOREVER  
GREEN  
PACT**





**Faced with today's climate, social and environmental challenges, companies throughout the apparel industry are rethinking and reviewing their business models to move towards more responsible fashion.**

**To be successful, the fashion industry collectively needs to adopt sustainable forest products that can have a positive impact on the world's forests and ensure that forest ecosystems meet societies current needs without compromising on the rights and wellbeing of future generations.**

**As the footprint of fashion increasingly overlaps with forests, FSC advocates for sustainable forest management and can help companies verify their forest-based products and materials come from responsible sources.**







## WHAT IS FSC?

FSC is the sustainable forest management solution trusted by NGOs, consumers, and businesses alike to protect healthy and resilient forests, for all, forever.

As the most recognized, trusted and rigorous forest certification system, FSC's "check tree" label – found on millions of products worldwide – verifies sustainable sourcing from forest to consumer. FSC's responsible forestry standard, linked to a strict chain of custody certification, is a proven solution to tackle today's climate and biodiversity challenges.

As the original pioneers of a multi-stakeholder governance system that gives equal weight to economic, environmental, and social chambers, FSC is widely regarded as the most credible and effective forest certification system.

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



**84%**

people expect companies not to contribute to deforestation<sup>1</sup>



**FOREST**

**78%**

of certificate holders say 'meeting the demands of current clients' is one of the most important benefits of certification<sup>1</sup>



**MANUFACTURER**

**66%**

of certificate holders (88% of retailers and non-manufacturers) agree the FSC label adds value to their products<sup>2</sup>



**BRAND**

**50%**

of people worldwide recognise the FSC logo<sup>1</sup>



**CONSUMER**

**9/10**

consumers agree that we need to protect forests for future generations<sup>1</sup>

**74%**

of certificate holders (90% of retailers and non-manufacturers) agree that FSC helps them to communicate their Corporate Social Responsibility initiatives<sup>2</sup>

**83%**

of certificate holders (89% of retailers and non-manufacturers) agree FSC certification helps to create a positive corporate image<sup>2</sup>

**7/10**

consumers feel that sustainability claims should be independently certified<sup>1</sup>

<sup>1</sup> Global Consumer Insights 2021 conducted by Globescan on behalf of FSC International. 12,000 consumers sampled in 15 countries

<sup>2</sup> FSC Global Market Survey 2018. Online survey of FSC certificate and trademark licence holders (31/10/18 – 03/12/18) conducted by UZBonn on behalf of FSC International. In the analysis of the results, "I don't know" responses were treated as empty answers



# ENSURING RESPONSIBLE SOURCING OF WOOD-BASED PRODUCTS IN THE FASHION INDUSTRY



## PACKAGING, TAGS & SHOPPERS

Packaging, tags, shoppers, catalogues and brochures are usually the first objects that the consumer sees, reflecting the company's message concerning sustainability. Ensuring they are FSC certified and labeled with the FSC trademark, can be an excellent way to communicate about the company's commitment to protect forests. Packaging and tags may carry both the FSC label in reference to the product they contain or to which they are related and/or in reference to the certification of the packaging/tag itself.



## FURNITURE & INSTALLATIONS

The fashion industry can be an important driver to ensure sustainability in the furniture sector, both for office furniture and fittings and shopfitting.



## FSC PROJECT CERTIFICATION

Temporary set-ups, in fairs, events, shops, if made and purchased by FSC certified companies, can become an FSC Project Certification. The project certification allows the buyer who requests it to be able to communicate and tell about the sustainability of the forest-based components present in the object of the project.

## TEXTILES FIBERS

Forest-based fabrics such as rayon, viscose, modal or lyocell are increasingly being used by the fashion industry. However, 50% are sourced from uncertified and irresponsible forestry, contributing to environmental and social harm. Now more than ever, it is important to ensure that the demand for these fibres don't generate negative impacts on forests from where they are sourced. The non-for-profit organization Canopy works with the fashion industry and viscose producers to develop business solutions that prevent sourcing fibres from ancient and endangered forests. Moreover, within the sphere of this initiative FSC is recognized as part of the solution and the most credible sustainable forest management certification for virgin wood inputs, with the capability to ensure responsible sourcing within textile supply chains.

While forest based fibers have contributed to more sustainable fashion production practices, the sector still faces considerable social and environmental challenges. Heavy reliance on raw material sourcing has resulted in deforestation, illegal logging, and continues to negatively impact biodiversity.

As an industry on the cusp of significant growth in forest based fibers, it's crucial to take advantage of the narrow window of opportunity that's available. Harnessing the potential of forest based fibers and taking steps toward fashion circularity requires re-strategising the root cause: irresponsible sourcing.

True sustainability using forest based fibers requires long-term forest protection to stop these negative patterns in their tracks and allow the forest to thrive beyond its purpose in providing fibre.

Viscose  
Lyocell (TENCEL®,...)  
Modal  
Cellulosic acetate (Naia®,...)  
Bamboo fibers



Apparel



Home  
textile



Technical  
fibers



Shoes &  
accessories

### MIXING MATERIALS

FSC-certified products can also contain neutral materials (e.g. cotton fibre, synthetic rubber, plastic).

### OUR ADVISE IS SIMPLE:

#### RESPONSIBLE PROCUREMENT

Join the CanopyStyle Initiative to address the risks of sourcing from all forests, including the valuable ancient and endangered areas.

#### CERTIFIED SOURCING

Ensure sustainable sourcing by demanding FSC®-certified Man-Made Cellulosic Fibres from FSC-certified suppliers.

#### LABELED GARMENTS

Share your contribution to the forests and our environment by labelling your certified products with the FSC label.

#### JOIN THE FASHION FOREVER GREEN PACT

Join likeminded brands and organisations by committing to the Fashion Forever Green Pact initiated by FSC and Canopy. To learn more, see page XX in the brochure or visit [fashionforever-green.org](https://fashionforever-green.org)

## NATURAL RUBBER

Natural rubber comes from the sap of the rubber tree (*Hevea brasiliensis*), native to the Amazon Basin. Unlike synthetic rubber, which is a petroleum product, natural rubber is a renewable resource. Natural rubber can be used to produce many products including soles. As a key global commodity, best practices are crucial for ensuring a sustainable supply in the long term.

More and more brands are shifting to natural rubber from synthetic rubber, which is a good movement, as it replaces fossil fuel based fibers with natural renewable fibers.

However, when making the shift, it is crucial, that brands demand FSC certified rubber. That way they help support the more than 6 million smallholders Worldwide producing rubber improve their livelihoods and help ensure that the rubber plantations are managed sustainably with care for biodiversity, water management, social conditions and wild life.

We are seeing a vast increase in the demand for FSC certified rubber, ensuring the sustainable management of hundreds of smallholder plantations in especially South East Asia and it is the footwear and fashion industry leading the way. Your brand can help push the transition along by demanding certified natural rubber too.







## THE VALUE OF THE FSC LABEL

The FSC Label adds value to FSC-certified products, helping organizations to demonstrate a commitment to responsible sourcing through the use of FSC-certified materials and the application of the FSC labels. The FSC label can be applied to products and/or packaging/tags produced using FSC-certified materials under a valid FSC chain of custody certificate. The FSC logo, the name Forest Stewardship Council and the abbreviation FSC are all registered trademarks.

To use the FSC trademarks, you need to become either FSC Chain of Custody certified or obtain an FSC promotional license. Which solution is the best fit for your company, depends on your type of business and what type of trademark use you are looking for.

On the next page we help you identify which solution is likely to be the best one for your organisation.

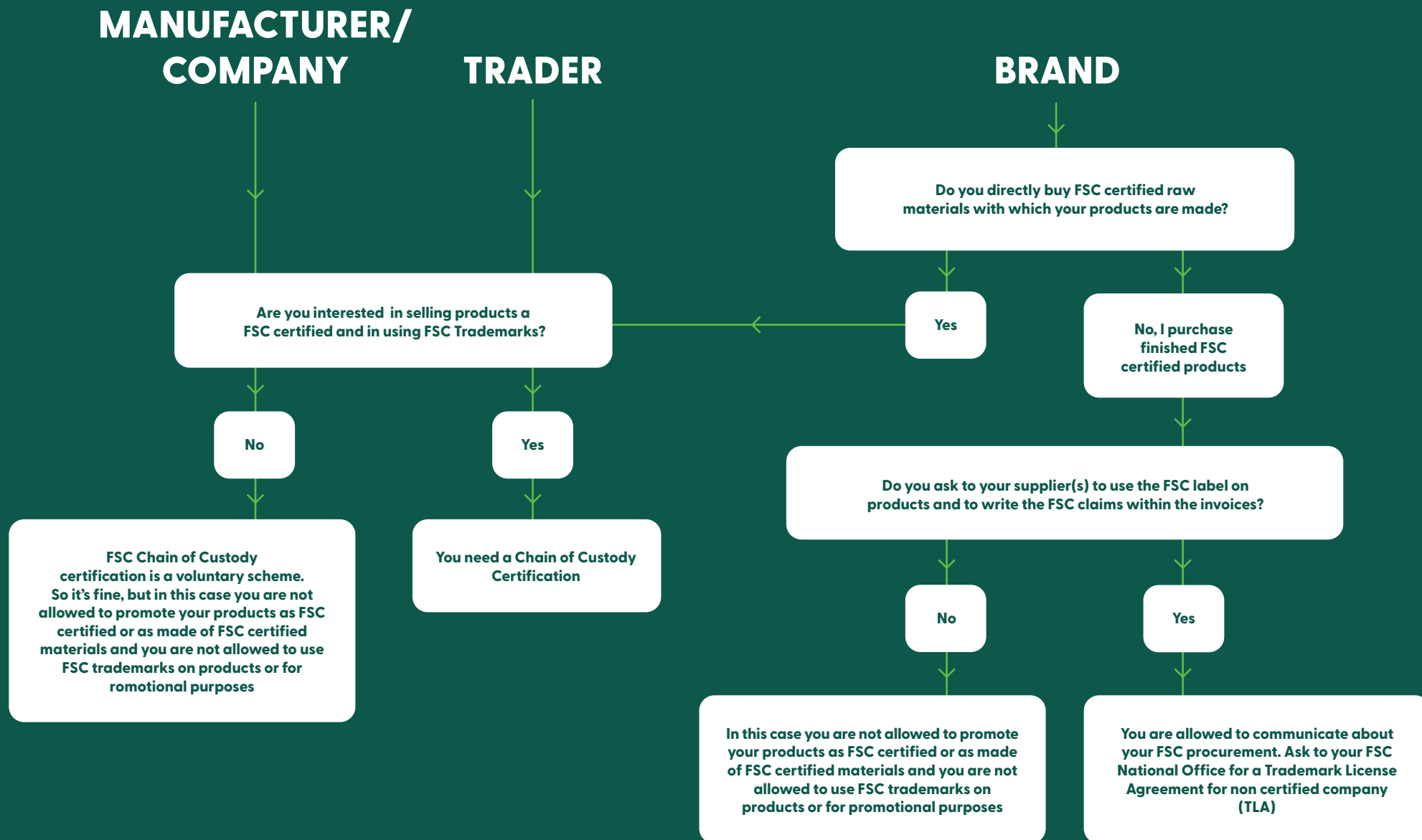


**“Putting the FSC label on clothes allows us to show our commitment, to be transparent, but also to invite our customers to question themselves and to turn to more responsible purchasing.”**

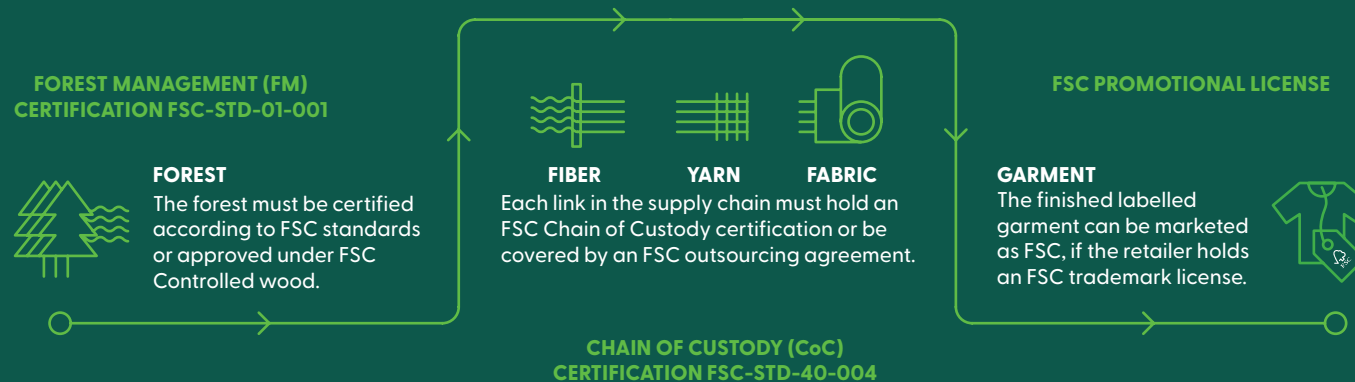
**ELLEORE BOMSTEIN**  
– CSR MANAGER, SÉZANE



# WHAT IS THE RIGHT FSC SOLUTION FOR YOUR BRAND?



# HOW DOES A PRODUCT GET FSC CERTIFIED?



## THE CHAIN OF CUSTODY CERTIFICATION

FSC chain of custody certification verifies that FSC-certified material has been identified and separated from non-certified and non-controlled material as it makes its way along the supply chain, from the forest to the market. Any company involved in the processing or transformation of FSC-certified products who owns the property of the materials, must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

### OUTSOURCING

All outsourcing activities can be carried out by non-certified companies, as long as they never enter the property of the material and do not add any of wood-based element.

### FSC CORE LABOUR REQUIREMENTS

FSC chain of custody certificate holders are required to comply with ILO Core Conventions principles in their operations and must be able to demonstrate the compliance to external third-party auditors.





## OPPORTUNITIES FOR MANUFACTURES

Fashion is changing. Being FSC certified gives to manufactures organization the chance to enter an evolving fashion market that will increasingly focus on the sustainability of the supply chains from which it is sourced. Responding to customers' needs and differentiating not only for the quality of the product itself but for the attention to the origin.

### GAINING FSC CERTIFICATION WILL ENABLE YOUR ORGANIZATION 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.

## OPPORTUNITIES FOR FASHION BRANDS

Demonstrate to its consumers and stakeholders its commitment to reducing its impact, ensuring a sustainable supply of forest products. Controlling the supply chain getting help from a recognized and credible third-party scheme.

Based on their own procurement system and the type of products covered by FSC certification, Brands may apply for FSC Chain of Custody Certification or a License for Promotional use of FSC Trademark (See schema).

