

# WHY CHOOSE FSC?

FSC is the most credible sustainable forestry solution for these reasons.



**The FSC standards are among the most rigorous certification standards in the world.**

We are also the only forest certification system that is code-compliant with ISEAL, the global association for social and environmental standards.



**Our standards are globally consistent and nationally adapted.**

Operating in over 80 countries, our forest stewardship standards are based on the same Principles and Criteria. These national forest standards are adapted to fit the environmental, social, and economic context in which they are applied while upholding our rigorous standards.



**We're governed by economic, social, and environmental perspectives equally.**

FSC balances the needs of all forest stakeholders – environmental, social, and economic – through an open, member-led democracy. Our policies are uniquely shaped, set, and guided by over 1,200 individuals and member organizations.

## MOST TRUSTED



**We're backed by some of the largest NGOs.**

Our members include some of the world's most reputable environmental NGOs, such as WWF and Rainforest Alliance, who highly regard our strict standards and participative governance approach.



**Our business reach is the most extensive and brands trust us.**

FSC is the preferred certification system for many companies worldwide including IKEA, McDonald's, Amazon, and Tetra Pak, issuing more Chain of Custody certificates worldwide than any other forest certification system.



**The FSC logo is the most recognized mark for responsible forestry.**

Almost half of global consumers recognize the FSC logo. When compared to other organizations, consumers have the highest confidence in FSC, which is significantly higher than their trust in businesses or governments.

## PROVEN PROTECTIONS



**Our biodiversity protections are the most extensive.**

FSC certification assures the highest requirements for biodiversity protection currently available for commercial forestry. Managers must protect rare, threatened, or endangered species and critical ecosystem services.



**We champion the rights of Indigenous Peoples.**

FSC's Indigenous Foundation actively prioritizes the rights of Indigenous Peoples and promotes Indigenous-led actions and solutions. We require forest owners and managers to uphold the rights of land ownership, use of land, and access to resources, and ensure Free, Prior, and Informed Consent on all forest-related decisions.



**We offer the strongest protection for workers.**

FSC actively monitors if forest managers and companies uphold the strict principles and rights of workers required by the International Labour Organization.



**FSC certification is a proven solution to tackle the climate crisis.**

With the world's most rigorous forest management standards and practices, FSC-certified forests protect and strengthen forest ecosystems. For instance, FSC forests that measure carbon on average realize a 17% increase in carbon stocks over a management cycle.

## STRONGEST SAFEGUARDS



**FSC claims meet strict criteria.**

We ensure that sustainability claims companies make about FSC-certified products are truthful, relevant, and clear, guarding against greenwashing and upholding integrity. This is supported by independent audits performed throughout the supply chain and approval for each use of our trademarks.



**We don't allow bad actors in our system.**

Our system integrity team acts swiftly against unacceptable activities. For instance, our powerful Policy for Association uniquely allows us to expel organizations who engage in destructive activities, both in and out of certified areas, from the FSC system. The FSC Check tool allows us to assess the risk of companies and individuals seeking association with FSC and reject those that have engaged in destructive activities.

Visit [FSC.org](https://www.fsc.org) for more

