Project Documentation

AMAZON CLIMATE PLEDGE FRIENDLY (CPF) PROGRAM

External Project Documentation

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Glossary Of Terms

Term	Definition
CPF	*Climate Pledge Friendly* is a program by Amazon which highlights products that meet sustainability standards and help preserve the natural world.
B2B	*Business to Business* refers to interactions between businesses rather than between businesses and individual consumers.
CH	*Certificate Holders* are companies who have the Chain of Custody (CoC) certification.
PLH	*Promotional Licence Holders* are companies that are not certified but do sell or use FSC-certified finished and labelled goods and are allowed to utilize FSC Trademarks.
CoC	*Chain of Custody Certification* ensures that forest-derived materials adhere to stringent standards as they transition from forest origin to finished goods, with the FSC label indicating compliance with these requirements throughout the supply chain.
PLA	*Promotional Licence Agreement* is a contract signed by both FSC and companies that allows them to start becoming PLH.
FSC®-Certified Products Portal	Allows users to add and delete FSC Certified Products to their chosen sustainability program(s).
TSP	*Trademark Service Providers* are local offices that handle Trademark-related activities their regions of scope.
Digital ID Project	A long-term solution to identify FSC-Certified products at a product level.

Background of the CPF Program

About the CPF Program

In 2019, Amazon founded The Climate Pledge — a commitment to be net-zero carbon across its business by 2040, 10 years ahead of the Paris Agreement. The Amazon Climate Pledge Friendly (CPF) Program was created by the company to highlight products that meet sustainability standards and help preserve the natural world. To do this, Amazon has partnered with trusted third-party certifications to show their customers that they are committed to building a sustainable business.

Products included in CPF drives average **10% increase in Product Page Views** through 18 discovery features, advertising & marketing activations, and B2B features. **CPF products** are sold at a higher average selling price, demonstrating higher customer willingness to pay. CPF is also **driving customer switching behaviour** - millions of customers switching to more sustainable products within a given product type YTD 2022*. You may learn more about the program from the links below:

1. **Amazon.com: Climate Pledge Friendly**
2. **Climate Pledge Friendly | Linktree**

The CPF Program and FSC

Since September 23, 2020, the **Forest Stewardship Council (FSC)** has been participating in **Amazon's Climate Pledge Friendly (CPF)** program, which makes it easier for customers to discover and shop for more sustainable products. When searching for products, customers see the **Climate Pledge Friendly** label signifying products that have one or more of the **40+ different sustainability certifications** that help preserve the natural world.

FSC is the only certification system focusing exclusively on forest products that Amazon has selected to feature in the program. You may discover the products **here**.

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Eligibility Criteria and Excluded Products

Scope: Eligibility Criteria

In order to take part in the CPF Program, you must be a seller on Amazon. Furthermore, you must hold a Chain of Custody Certificate (CoC) or a Promotional License Agreement (PLA). The following are the other product-specific criteria:

- The products must be FSC-Certified. Uncertified products in FSC-Certified packaging are not yet eligible for the program (however, if the main product itself is packaging e.g. a cardboard box, then it is eligible if it fulfills the other criteria).
- They must be finished products and carry the FSC Label.
- The products must already be sold on Amazon.
- All types of books and calendars, even if they are FSC-Certified, are not eligible. Amazon's official stand on books and calendars is as follows: "Books and calendars were determined as excluded categories based on a robust environmental impact analysis that factors in regulatory legislation and environmental science to determine indications for sustainability". For more information, clients can reach out to their Amazon representative.
- Products made of cotton cannot be certified and are therefore not eligible.
- Additionally, if the forest material is a secondary component for a product, the following criteria must ALL be met for the product to be eligible:
    - The component is a permanent component of the product.
    - The component is functional - meaning removal of this secondary component will compromise the function of the product.
    - The listing of this product under CPF is not misleading for consumers. This means that it clearly indicates which component from the overall product is FSC-Certified.
        - To ensure that listings are not misleading, sellers must specify in their product description which component is FSC-Certified. For example, if the frame of a certain chair is made of wood, the description must state "frame made of FSC-Certified wood."
- The products must not be under the Excluded List Category that is pre-determined by Amazon.
- For CHs selling products under brands where they do not directly own the trademarks, a trademark usage agreement is required.

Amazon Excluded Product Category List

The contents of the following list are excluded from the Amazon CPF program. This means that when you classify your product in any of the categories below on the Amazon platform, the product is automatically excluded from the CPF badge, even if it is FSC-Certified and submitted successfully through our FSC Certified Products Portal.

There are two excluded list categories—one that is implemented across all certifications in the Amazon CPF Program, and one that is FSC-specific.

Please refer to the statement from Amazon below regarding the inclusion of Excluded Lists to the CPF program:

"The below list of product categories, while they might be able to be certified, are not included in Climate Pledge Friendly (CPF). We want to ensure we maintain a high bar for what is labeled as CPF in our store while also making criteria more transparent to our certification and selling partners. We exclude select product categories based on

1) sustainability impact or

2) if the relevant sustainability claim within a category is too commonplace to provide customers with information that helps them make a more sustainable choice.

If you certify one of the products below, the Climate Pledge Friendly badge will not appear, even if you have transmitted data successfully.

Additionally, to avoid customer confusion, we currently do not include products with an EU Energy Label score of D or lower in Climate Pledge Friendly (European stores only).

We continuously assess the sustainability and regulatory landscape to ensure we maintain a high bar for our customers and will keep you apprised of any future changes in a timely manner. Thank you for being a trusted certifier of CPF. We appreciate your continued investment in sustainability."

The following items below are included in the CPF-wide list:

- Books and Calendars
- Gas-Powered Tools and Equipment
- Glitter and Confetti
- among others (not highlighted here as they are not related to the FSC Certification).

- Products with an EU Energy Label score of D or lower in Climate Pledge Friendly (European stores only)

The following Amazon specific product-categories are specifically excluded for FSC-Certified Products. If you believe your product has been miscategorized and should belong to a category that is not excluded, you can request a category change in your Seller or Vendor Central. **However, please note that FSC cannot guarantee your category change will be approved by Amazon nor can influence Amazon to change it.**

Category Scope	Amazon Specific Excluded Product-Categories
Electronics and Accessories	- ABIS_ELECTRONICS - ABIS_MUSIC - CELL_PHONE_SCREEN_PROTECTORS - CHARGING_ADAPTER - COMPUTER_COMPONENT - COMPUTER_INPUT_DEVICE_ACCESSORY

	• COMPUTER_SOFTWARE • CONSUMER_ELECTRONICS • ELECTRICAL_HOUSING • ELECTRONIC_CABLE • ELECTRONIC_COMPONENT_TERMINAL • ELECTRONIC_DEVICE_DOCKING_STATION • ELECTRONIC_LEARNING_TOY • EXTERNAL_CELL_PHONE_BATTERY_PACKS • FLASH_MEMORY • FLAT_SCREEN_DISPLAY_MOUNT • HEADPHONES • HUNTING_GAME_CAMERAS • LAPTOP_COMPUTER_CHARGERS_AND_ADAPTERS • LAVALIER_WIRELESS_MICROPHONES • MONITOR • NETWORKING • NETWORKING_DEVICE • PHONE_ACCESSORY • PORTABLE_ELECTRONIC_DEVICE_COVER • PRELOADED_ELECTRONIC_GAME • SMART_WATCH_CABLES • SOLAR_CELL_PHONE_CHARGERS • SOUND_AND_RECORDING_EQUIPMENT • SOUND_CARD • SPEAKERS • TELEVISION • VEHICLE_AUDIO_VIDEO_ACCESSORIES_AND_PARTS • VIDEO_GAME_ACCESSORIES
Home and Kitchenware	• AIR_CONDITIONER • CANDLE • CLOTHES_STEAM_GENERATORS • COFFEE_MAKER • DUTCH_OVENS • ELECTRIC_FAN • ELECTRIC_WATER_BOILER • EXERCISE_TREADMILLS • FAUCET_WATER_AERATOR • FOOD_PROCESSOR_ACCESSORIES • FOOD_STORAGE_AND_ORGANIZATION • GRIDDLE_PLATE • HAND_HELD_SHOWERHEADS • HOME_LIGHTING_AND_LAMPS • HOT_TUB • ICE_CUBE_MOLDS • ICE_MAKER • TOILET_BRUSHES

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	• TRAVEL_STEAM_GENERATORS
Tools and Hardware	• BOLTS
	• BRAKE_ROTOR
	• CIRCUIT_BREAKER
	• DRILL_BITS
	• DRILL_BITS_AND_ACCESSORIES
	• ENGINE_PARTS_GASKETS_SEALS_BEARINGS
	• FASTENER_DRIVE_BIT
	• HANDTOOLS
	• HARDWARE
	• HARDWARE_HANDLE
	• HARDWARE_PIN
	• HARDWARE_STAPLE
	• PLUMBING_FIXTURE
	• POWER_TOOL_ACCESSORIES
	• REPLACEMENT_PARTS
	• REPLACEMENT_PARTS_UNDERCXAR
	• SAW_BLADE
	• SCREWDRIVERS
	• SEALANT
Personal/Animal Care, Fashion, Beauty, and Wellness	• ANIMAL_COLLAR
	• APPAREL_PIN
	• ELECTRIC_BACK_MASSAGERS
	• EYELID_COLOR
	• FACIAL_TREATMENT_MASKS
	• MAKE_UP
	• MASCARA
	• PERSONAL_CARE_APPLIANCE
	• PERSONAL_FRAGRANCE
	• PET_GROOMING_CLIPPERS
	• POWER_DENTAL_FLOSSERS
Health/Wellness	• AUTOMATIC_ARM_CUFF_BLOOD_PRESSURE_MONITORS
	• BACK_BRACES
	• DUMBBELLS
	• MEDICATION
	• MISCELLANEOUS_SEX_AND_SENSUALITY
	• SEX_AND_SENSUALITY
	• SEXUAL_STIMULATION_DEVICE
	• TREADMILL
	• WHEELCHAIR
	• BICYCLE
Office Supplies	• BALLOON
	• CASH_REGISER
	• CASH_REGISTERS_AND_OFFICE_MACHINES
	• CASH_REGISTERS_TIME_CLOCKS_AND_TYPEWRITERS
	• CLOCK

	• COMPRESSED_AIR_DUSTERS • CONFETTI • DESKTOP_THERMAL_LABEL_PRINTERS • ELASTIC_BAND • INK_OR_TONER • INKJET_PRINTER_INK • LABEL_MAKERS • LABELERS • LAMINATOR • LAMP • LIGHT_BULB • LIGHT_FIXTURE • LIGHT_THERAPY_PRODUCTS • MATERIAL_HANDLING_OTHER • OFFICE_MACHINE • OUTDOOR_LIGHTSTRINGS • PAINT • PAINTING_SUPPLIES • PORTABLE_ELECTRONIC_DEVICE_COVER • PRINTER • SCANNERS • SINGLE_FUNCTION_INKJET_PRINTERS • STAPLER • STAPLERS_TACKERS_AND_STAPLES • STRING_LIGHT • TWO_WAY_RADIO • VALVE
Miscellaneous	• DAIRY_BASED_CHEESE • DOWNLOADABLE_TV_SEASON • PHYSICAL_MOVIE • PHYSICAL_SOFTWARE • PHYSICAL_TV_SERIES • PHYSICAL_VIDEO_GAME_SOFTWARE • SUGAR_CANDY • VIDEO_RECORDINGS

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Onboarding and Submission

About the FSC®-Certified Products Portal

FSC has launched a self-service platform called the FSC®-Certified Products Portal that allows users to add and delete FSC Certified Products to their chosen sustainability program(s). The portal facilitates the onboarding, submissions, and transmission of products to Amazon. More detailed descriptions on how to navigate and use the portal is provided **here**. There are also YouTube guide videos on the subject, one on how to **onboard** in the portal and the second showing how to **import and manage** product data.

Onboarding

Step 2: Portal Application

This portal aims to collect your personal details (name, email address and phone number) to allow you to create your personalized account. This information is critical to send you updates regarding your product submission and any relevant information associated with the portal only. We also collect your FSC Certification details to ensure we map correctly with your personalized account.

Step 2: Review and Approval

Once you submit your application, it will be sent to your primary contact from your organization for approval or to the FSC E-commerce team if no primary contact has been setup. The review from the E-commerce team may take up to 5 working days after which, you will either get access to the portal or will be requested to provide more information to support your application. Applications that are not actioned upon within 3 weeks are rejected.

If your application is rejected, you will receive the reason for rejection. You can either re-apply or choose to stop the application process. If your application is approved, you will receive an activation email, which will allow you to choose your password and log in to the portal.

If you do not have FSC Certification, you may choose to obtain one from your local FSC office. You will find resources at the end of this document.

Uploading Products

Step 3: Uploading Products

Once your application is approved, you can then upload products in the portal. Please note that we request for a photo showing that your products are labelled. This may happen for each of your submissions or on a sample basis. Thresholds for uploading label samples are as follows:

1. The image must be of the actual product and/or the product in its packaging, not other items like packaging models or label artwork.
2. The label must be clearly visible.
3. Each sample image should feature unique products and must not be repeated.

Additionally, PLHs upload all relevant supporting documents as required, e.g. sales documents (e.g. invoice), supplier letters etc. The guides above also provide as step-by-step for these processes.

Once you have uploaded products in the portal, the products will undergo review to ensure that all requirements are met. If your products are approved, the badge should appear on your listings within 3 working days. If your products are rejected, you will also receive a reason for rejection.

Step 4: Updating Products

If you have submissions that are over a year old, the portal will require you to update your submissions. You will receive an email informing you of this requirement.

As a CH, you will need to submit a sample photo showing your products are labelled. If you are a PLH, you will need to update the supplier documentation and product labels. Once you update your submissions, they will be reviewed once again.

If you don't update your products within the total 21-day review period, they will be sent to Amazon for de-badging. During the review period, you will also not be allowed to submit new products in the portal until all reviews are complete.

Other Resources

Become FSC-Certified

- If you are interested in the Amazon CPF Program, please apply through the application form: **FSC-Certified Products Portal**;
- Find out more about **FSC certification process**;
- Find out more about **FSC promotional licencing process**;

If you would like to know more about FSC, what we do, our strategy and values, **check out our website**.

Digital ID

The Digital ID integrates FSC certificate authenticity into your existing product details, ensuring seamless transfer of verified claims to retailers and consumers. Leading retailers, including Amazon, are already participating in this pilot. The implementation is straightforward, involving the integration of FSC certificate authenticity into your existing product details – which you already mostly do for the CPF Program.

As a Certificate Holder, you are invited to test FSC's new Digital ID solution. This tool simplifies the tracking of FSC-certified products from manufacturers to consumers, furthering sustainability efforts beyond the Amazon CPF initiative.

Why Join the Pilot?

- **Seamless Authentication:** Your FSC-Certified products will be part of a database for sourcing, promoting, and verifying as FSC-Certified.
- **Compliance:** Stay ahead of Green Claims Directive compliance in the EU with a verified FSC product database.
- **Competitive Advantage:** Gain early experience with a solution that aims for a global roll-out.

If you're interested in participating or have any questions, please let us know. We'd be happy to arrange a brief call at your convenience.

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