



Standard Addendum

PROMOTIONAL STATEMENTS FOR CERTIFICATE HOLDERS

FSC-STD-50-001a V1-0



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This is the approved official English version of this document. In case of any differences between the English version and any translation of this document, the English version shall prevail.

INTRODUCTION

This document shall be used as an addendum to <FSC-STD-50-001: Standard for the Use of the FSC Trademarks by Certificate Holders>. Its purpose is to provide guidance to certificate holders, including organizations holding Chain of Custody and Forest Management certification, on how to correctly describe FSC, FSC certification, and FSC-certified products.

The promotional statements in this addendum are intended to support FSC certificate holders communicate their forest commitment clearly, credibly, and confidently when using the FSC trademarks. They are governed by clear criteria for their use and provide flexibility to adapt the promotional statements to suit diverse communication contexts, audiences, and promotional channels.

FSC upholds high standards of transparency, substantiation, and rigour in environmental communications. As legislation and market expectations evolve, FSC continues to strengthen its alignment with recognized best practices for credible environmental claims. Accordingly, all promotional statements made with FSC trademarks shall be clear, accurate, relevant and truthful. They must be easy to understand, based on verifiable evidence and communicated in a way that considers stakeholders' perspectives and minimize the risk of misinterpretation.

The FSC system provides a transparent and accessible framework for managing claims and promotional statements, ensuring that the information supporting them is freely available and easy to access. Through these normative requirements and examples, this addendum helps ensure that certificate holders communicate responsibly and consistently, while maintaining the credibility and integrity of the FSC system.

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A. SCOPE

This addendum provides a list of promotional statements that FSC certificate holders may use in line with <FSC-STD-50-001: Standard for the Use of the FSC Trademarks by Certificate Holders>. It includes requirements for making promotional statements and examples of statements.

The addendum applies to all FSC certificate holders that use FSC trademarks to describe FSC, to promote their status as certificate holders, and to promote products and projects with FSC certification.

All aspects of this addendum are considered normative, including the scope, effective and validity dates, references, terms and definitions, footnotes, graphics, tables, and annexes, unless otherwise stated. Notes, information/guidance boxes, and examples are not considered normative.

B. REFERENCES

The following documents are indispensable for the application of this document.

For references without a version number, the latest version of the referenced document (including any amendments) applies and supersedes any previous version:

FSC-STD-50-001	Standard for the Use of the FSC Trademarks by Certificate Holders
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C. TERMS AND DEFINITIONS

For the purposes of this addendum, the terms and definitions given in <FSC-STD-01-002 FSC Glossary of Terms> and the <FSC-STD-50-001: Standard for the Use of the FSC Trademarks by Certificate Holders> apply.

Verbal forms for the expression of provisions:

[Adapted from *ISO/IEC Directives Part 2 Principles and Rules for the structure and drafting of ISO and IEC documents*]

- “shall”: indicates requirements strictly to be followed in order to conform with the standard.
- “should”: indicates that among several possibilities one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required. A ‘should requirement’ can be met in an equivalent way provided this can be demonstrated and justified.
- “may”: indicates a course of action permissible within the limits of the document.
- “can”: is used for statements of possibility and capability, whether material, physical or causal.

D. ABBREVIATIONS

FSC	Forest Stewardship Council
FPIC	Free, Prior, and Informed Consent
GMO	Genetically Modified Organisms
HCV	High Conservation Values
PIPC	Permanent Indigenous Peoples Committee

1. GENERAL REQUIREMENTS

- 1.1. The Organization should use the promotional statements as listed in Section 2.
- 1.2. The Organization may adapt the promotional statements as necessary for different contexts, audiences, or channels.
- 1.3. The Organization shall ensure that adapted or modified promotional statements maintain factual accuracy and the core message of the original statement.
- 1.4. The Organization shall ensure that adapted or modified promotional statements are not presented in a way that misleads, exaggerates impact, or misrepresents the FSC system.
- 1.5. The Organization shall include the FSC website address (www.fsc.org) at least once per material, either together with the promotional statement or separately within the same promotional material.

NOTE 1: If promotional statements are used alongside a promotional panel design or an FSC on-product label, the website address does not need to be included again, as it is already present in the designs.

NOTE 2: A brief descriptive phrase may be included before the FSC website address. For example, 'Learn more: www.fsc.org', 'Find out more at www.fsc.org', 'Visit www.fsc.org'.

2. PROMOTIONAL STATEMENTS

This section provides a list of recommended promotional statements for describing FSC, FSC certification and FSC-certified products and projects. This list is not intended to be exhaustive, and other alternatives may be used provided they maintain clarity, relevance, accuracy, truthfulness and compliance.

The document includes both full length promotional statements and concise alternatives, to ensure adaptability across different marketing and communication contexts.

2.1 How to describe FSC

Promotional statements

1. The Forest Stewardship Council (FSC) is dedicated to promoting responsible forestry worldwide. www.fsc.org
2. The Forest Stewardship Council (FSC) provides solutions to safeguard biodiversity and tackle deforestation and climate change by advancing responsible forest management. www.fsc.org
3. The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. www.fsc.org
4. Over 150 million hectares of forest worldwide are certified according to the rigorous Forest Stewardship Council (FSC) standards. FSC is supported by major NGOs, recognized by consumers, and trusted by businesses. www.fsc.org

Full-form statements

5. FSC standards for responsible forest management support healthy ecosystems and help protect the rights of workers, Indigenous Peoples, and local communities. Behind these standards is a rigorous, multi-stakeholder process, balancing environmental, social, and economic interests. www.fsc.org

6. The FSC system promotes the conservation of biodiversity in certified forests. FSC pioneered the concept of High Conservation Values (HCV) and requires their conservation. These include habitats for rare, threatened, or endangered species, critical ecosystem services, and community needs and cultural values. Independent, peer-reviewed studies show that FSC-certified forests support greater plant and mammal diversity than uncertified, logged forests. www.fsc.org

Concise statements

FSC standards for responsible forest management, developed through a balanced, democratic process, support ecosystems and help protect the rights of workers and forest dependent communities. www.fsc.org

The FSC system promotes biodiversity in certified forests. FSC pioneered High Conservation Values and requires their conservation. www.fsc.org

OR

FSC promotes the conservation of biodiversity in certified forests. Independent, peer reviewed studies show that FSC-certified forests host greater plant and mammal diversity than uncertified, logged forests. www.fsc.org

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7. In natural forests, FSC restricts conversion, forest degradation and any human-driven changes that permanently alter natural forest cover. www.fsc.org
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8. FSC helps protect workers' rights. FSC's standards require organizations throughout the supply chain to meet the FSC Core Labour Requirements which prohibit forced labour, child labour, and discrimination, while upholding freedom of association and the right to collective bargaining. Independent evaluations confirm this on the ground and companies can be suspended or terminated from the FSC system if they do not comply. www.fsc.org
- FSC certification helps protect workers' rights by prohibiting forced labour, child labour, and discrimination while upholding the right to freedom of association and collective bargaining. www.fsc.org
-

9. FSC standards uphold the rights of Indigenous Peoples. FSC standards require Free, Prior, and Informed Consent (FPIC) for management decisions and organizations must identify and uphold Indigenous Peoples' rights to the land. FSC's Permanent Indigenous Peoples Committee (PIPC) advises the FSC Board to ensure that Indigenous Peoples' perspectives inform policy and standards. www.fsc.org
- FSC standards uphold Indigenous Peoples' rights to the land and require Free, Prior, and Informed Consent for management decisions. www.fsc.org
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10. FSC-certified forests meet rigorous standards that help maintain and enhance their ability to capture and store carbon. The FSC Forest Management standards require biodiversity conservation and restrict conversion in natural forests. Conformity is checked through independent, third-party evaluations. www.fsc.org
- FSC-certified forests meet rigorous standards, which enhance their ability to capture and store carbon. www.fsc.org
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11. FSC certification is your assurance that forests and supply chains are independently audited. By choosing FSC-certified products, you support responsible forest management that helps protect biodiversity, upholds workers' and Indigenous Peoples' rights, and promotes transparency and accountability in forest supply chains. www.fsc.org
- By choosing FSC-certified products you support transparency and accountability in forest supply chains. www.fsc.org
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2.2 How to describe FSC Forest Management Certification

Full-form statements	Concise statements
<p>Our FSC Forest Management Certification means that [forest name] is audited against FSC's standards for responsible forest management, which restrict deforestation, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. Conformity is checked through independent, third-party evaluations with public summary reports. www.fsc.org</p>	<p>Our FSC Forest Management Certification means that [forest name] conforms to FSC's standards for responsible forest management. www.fsc.org</p>
<p>Our FSC Forest Management Certification means that any activity that could damage or threaten High Conservation Value areas of [forest name] – including conversion – is prohibited. These areas are home to endangered species, vital ecosystems, cultural heritage sites, and essential resources for local communities and Indigenous Peoples. Conformity is checked through independent, third-party evaluations with public summary reports. www.fsc.org</p>	<p>Our FSC Forest Management Certification means that High Conservation Value areas of [forest name] are protected. FSC standards prohibit all conversion activities that could damage these areas. www.fsc.org</p>
<p><i>To be used only for natural forests</i></p>	
<p>Our FSC Forest Management Certification means we must meet strict requirements against conversion, forest degradation and any human-driven changes that permanently alter natural forest cover. www.fsc.org</p>	
<p>Our FSC Forest Management Certification helps conserve biodiversity. Independent, peer-reviewed studies confirm that FSC-certified forests support greater plant and mammal diversity than uncertified, logged forests. www.fsc.org</p>	<p>Our FSC Forest Management Certification helps conserve plant and mammal diversity. www.fsc.org</p>

2.3 How to describe FSC Chain of Custody Certification

Full-form statements	Concise statements
16. FSC Chain of Custody Certification means that [Organization]’s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. It confirms that the [forest-based material/product] we use comes from well-managed FSC-certified forests, or other reclaimed or controlled sources. This is checked through independent, third-party evaluations. www.fsc.org	FSC Chain of Custody Certification means that [Organization]’s forest supply chain is unbroken for our FSC-certified products and supports responsible forestry. www.fsc.org
17. FSC Chain of Custody Certification means that [Organization] upholds strict protection for workers’ rights throughout our supply chain. Independent third-party evaluations confirm that we meet FSC’s core labour requirements, which means we do not use child or forced labour, do not discriminate, and respect and uphold the right to freedom of association and collective bargaining. www.fsc.org	FSC Chain of Custody Certification means that [Organization] meets strict requirements for workers’ rights throughout our supply chain. We do not use child or forced labour, do not discriminate, and respect and uphold the right to freedom of association and collective bargaining. www.fsc.org

2.4 How to describe the FSC label

Full-form statements	Concise statements
18. By choosing this FSC-labelled [product], you show your commitment to forests and those that depend on them. Independent, third-party evaluations confirm that the [forest-based material] in FSC-certified products comes from well-managed, FSC-certified forests, [and/or] recycled, [and/or] controlled sources. FSC certification mitigates the risk of forest products contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org	By choosing this FSC-certified [product], you show your commitment to forests and those that depend on them. www.fsc.org
Your purchase supports transparency and accountability in forest supply chains. This is checked through independent, third-party evaluations. www.fsc.org	
19. OR	
By choosing FSC-labelled products, you help support transparency and accountability in forest supply chains verified through independent evaluations. www.fsc.org	

2.5 How to describe the FSC 100% label

Full-form statements	Concise statements
<p>Choose a first statement</p> <p>This [product] is made of FSC-certified [forest-based material].</p> <p>[Forest-based material] in this [product] comes from FSC-certified forests.</p> <p>All the [forest-based material] in this [product] comes from FSC-certified forests.</p> <p>AND choose a second statement</p> <p>Using the FSC 100% label shows that the [product] [is/are] made using only [forest-based material] from FSC-certified forests. This is confirmed through independent, third-party evaluations.</p> <p>The FSC 100% label means that only [forest-based material] from FSC-certified forests was used to</p> <p>20. make this [product], as confirmed through independent evaluations.</p> <p>AND choose a third statement or combine</p> <p>The FSC forestry standards restrict conversion. www.fsc.org</p> <p>The FSC forestry standards prohibit all conversion that could damage areas with High Conservation Values. www.fsc.org</p> <p>The FSC forestry standards help safeguard biodiversity. www.fsc.org</p> <p>The FSC forestry standards require fair wages and safe working conditions. www.fsc.org</p> <p>Only use if present: The FSC forestry standards uphold the rights of Indigenous Peoples. www.fsc.org</p>	<p>All the [forest-based material] in this [product] comes from FSC-certified forests.</p> <p>AND choose a second statement or combine</p> <p>The FSC forestry standards restrict conversion. www.fsc.org</p> <p>The FSC forestry standards prohibit all conversion activities that could damage areas with High Conservation Values. www.fsc.org</p> <p>The FSC forestry standards promote the conservation of biodiversity. www.fsc.org</p> <p>The FSC forestry standards require fair wages and safe working conditions. www.fsc.org</p> <p>Only use if present: The FSC forestry standards uphold the rights of Indigenous Peoples. www.fsc.org</p>
<p>By purchasing this FSC-certified [product], you are supporting forests that actively work to conserve</p> <p>21. biodiversity. Independent, peer-reviewed studies confirm that FSC-certified forests support greater plant and mammal diversity than uncertified, logged forests. www.fsc.org</p>	

2.6. How to describe the FSC MIX label

The Organization may select one of the statements below **based on the mix of materials** used in the FSC-certified product.

Full-form statements	Concise statements
22. This [product] is made of FSC-certified and other controlled materials. The FSC Mix label means that material from FSC-certified forests is mixed with FSC Controlled Wood. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion. www.fsc.org	This [product] is made of FSC-certified, [and/or] recycled, [and/or] other controlled materials. www.fsc.org
23. This [product] is made of FSC-certified, [and/or] recycled, [and/or] other controlled materials. While FSC Controlled Wood does not come from FSC-certified forests, it mitigates the risk of illegal logging, violation of human rights, destruction of High Conservation Values, and conversion. www.fsc.org	
24. This [product] is made of FSC-certified and recycled [forest-based material]. The FSC-certified materials meet FSC's standards for responsible forestry, and recycled materials are used instead of virgin forest materials. www.fsc.org	

2.7 How to describe the FSC RECYCLED label

Full-form statements	Concise statements
25. All [forest-based material] in this [product] is reclaimed or recycled, reducing the need for virgin forest material and supporting a more circular economy by keeping fibre in use longer. The FSC RECYCLED label confirms this through independent, third-party evaluations. www.fsc.org	All [forest-based material] in this product is reclaimed or recycled instead of virgin forest materials. www.fsc.org
26. The [forest-based material] in this [product] is [reclaimed/recycled]. The FSC RECYCLED label confirms that all the forest-based materials in this product come from recycled or reclaimed sources. This is verified by independent, third parties. www.fsc.org	

-
27. By choosing this [product], you help decrease the need for virgin forest material. The FSC RECYCLED label confirms that all [forest-based material] is [recycled/reclaimed], as verified by independent, third parties. www.fsc.org
-

2.8 How to describe FSC Project Certification: Full certification

Full-form statements	Concise statements
<p>28. This [name of project] is FSC certified. By sourcing FSC-certified [forest-based materials], [Organization] shows its commitment to forests and those that depend on them. Independent, third-party evaluations confirm that the forest-based material in FSC-certified projects come from well-managed FSC-certified forests, [and/or] recycled, [and/or] controlled sources. This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org</p>	<p>This [name of project] is FSC certified and uses [forest-based materials] from FSC-certified forests, [and/or] recycled [and/or] controlled sources.</p> <p>AND choose a second statement or combine</p> <p>It shows [Organization]'s commitment to forests and those that depend on them. www.fsc.org</p> <p>This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org</p>
<p>29. All [forest-based material] in this [name of project] is FSC-certified. By sourcing FSC-certified [forest-based material], [Organization] shows its commitment to forests and those that depend on them. Independent, third-party evaluations confirm that the [forest-based material] in FSC-certified projects comes from FSC-certified forests, [and/or] recycled, [and/or] controlled sources. This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org</p>	<p>All [forest-based materials] in this [name of project] [is/are] FSC-certified and come from FSC-certified forests, [and/or] recycled, [and/or] controlled sources.</p> <p>AND choose a second statement or combine</p> <p>It shows [Organization]'s commitment to forests and those that depend on them. www.fsc.org</p> <p>This mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org</p>

2.9 How to describe FSC Project Certification: Percentage claims

Full-form statement

[xx]% of the [forest-based materials] used to create [name of project] is FSC-certified. Project 30. Certification mitigates the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org

2.10 How to describe FSC Project Certification: Component claims

Full-form statements

Concise statements

Use only if all components have an FSC 100% claim

[Component(s)] used in [name of project] [is/are] FSC-certified. All [forest-based material] used in [this/these] [component(s)] comes from FSC-certified forests.

AND choose a second statement or combine

The FSC forestry standards restrict conversion. www.fsc.org

The FSC forestry standards prohibit all conversion in areas with High Conservation Values. www.fsc.org

31. The FSC forestry standards help safeguard biodiversity. www.fsc.org

The FSC forestry standards require fair wages and safe working conditions. www.fsc.org

Only use if present: The FSC forestry standards uphold the rights of Indigenous Peoples. www.fsc.org

The FSC forestry standards restrict conversion, help safeguard biodiversity, provide fair wages and safe working environments, and [only include if present] uphold the rights of Indigenous Peoples. This is confirmed through independent evaluations. www.fsc.org

[Component(s)] used in [name of project] [is/are] FSC-certified. All [forest-based material] used in [this/these] [component(s)] comes from FSC-certified forests. www.fsc.org

Use only if all components have an FSC Recycled claim

- | | |
|---|--|
| 32. [Component(s)] used in [name of project] [is/are] FSC-certified. FSC Project Certification means that all the forest-based material in [this/these] [component(s)] comes from recycled or reclaimed sources as verified by independent, third parties. This decreases the need for virgin forest materials and contributes to a more circular economy. www.fsc.org | [Component(s)] used in [name of project] [is/are] FSC-certified. The forest-based material comes from recycled or reclaimed sources, decreasing the need for virgin forest materials. www.fsc.org |
|---|--|

Use if components have a mix of FSC claims (Recycled, MIX and/or 100%).

- | | |
|--|---|
| 33. [Component(s)] used in [name of project] come from well-managed FSC-certified forests, [and/or] recycled, [and/or] controlled material. FSC Project Certification mitigates the risk of [forest-based materials/products] contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org | [Component(s)] used in [name of project] [is/are] FSC-certified, mitigating the risk of forest-based materials contributing to illegal logging, human rights violations, and the destruction of critical ecosystems. www.fsc.org |
|--|---|

2.11 How to describe Controlled Wood

Promotional statement

- FSC Controlled Wood mitigates the risk of forest-based products originating from unacceptable sources. FSC Controlled Wood requirements prohibit and are designed to avoid: illegally harvested wood, wood harvested in violation of traditional and human rights, wood from forests with threatened High Conservation Values, wood from forests with genetically modified trees, and wood from forests converted to plantations or non-forest uses. www.fsc.org

2.12 How to describe Controlled Forest Management

Promotional statement

- FSC Controlled Forest Management means that [Organization] mitigates the risk of harmful forest practices by meeting FSC's major forestry indicators. These include upholding human rights, maintaining or enhancing social, cultural and environmental High Conservation Values, and preventing deforestation and degradation. It also means that the forest is free of genetically modified organisms (GMOs). www.fsc.org



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