



REVISION OF FSC- STD-50-001 REQUIREMENTS FOR USE OF THE FSC TRADEMARKS BY CERTIFICATE HOLDERS

Focused consultation: 15 March – 15 April 2024



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A. Introduction

Welcome to the focused consultation on the revision of the FSC Trademark Standard!

What is the revision process about?

FSC is revising the trademark standard (FSC-STD-50-001) Requirements for use of the FSC® trademarks by certificate holders. This document contains the requirements and guidelines for using the FSC trademarks by FSC certificate holders. It covers the labelling and promotion of products with FSC trademarks, as well as the promotion of an organization's status as an FSC certificate holder.

FSC is revising the trademark standard to:

- Simplify the rules for using the FSC trademarks, while preserving the integrity and credibility of the FSC certification scheme.
- Adapt to market dynamics and trends that impact FSC certificate holders.
- Ensure compliance with new legislative developments in environmental labelling and claims.
- Align with the updated chain of custody normative requirements.
- Incorporate improved standard wording and remove ambiguous clauses.
- Incorporate relevant advice notes and interpretations.

Our end goal is to increase the use of the FSC marks by certificate holders, to help consumers choose FSC-certified products, and by doing so, help protect forests for future generations.

Why is the revision necessary?

The last revision of the Trademark Standard FSC-STD-50-001 was completed in 2018. Since then, FSC has issued a number of interpretations and received change requests from the certificate holders and certification bodies that implement the standard.

In addition, the current version of the standard does not include requirements for using the FSC trademarks in contexts that are now crucial for certificate holders to market and promote their FSC-certified products, such as online marketplaces and social media.

Finally, upcoming pieces of legislation across the globe will introduce stricter requirements for claims substantiation and communication.

How to participate in the consultation?

It is not required to respond to all the questions included in this consultation. You can reply to the questions in the sections most relevant to your knowledge, experience, or interest.

Opening date: 15 March 2024

Closing date: 15 April 2024

YouTube consultation video can be found [here](#).

B. Participant information

Please help us understand more about your background and interests by answering the questions below:

1. Please select the option(s) that you identify with to help us better understand more about your background and interests.

- Social NGO
- Environmental NGO
- Academic
- Smallholder
- Community member
- Government
- Certificate holder
- Indigenous peoples
- Certification Body
- FSC Network Partner
- FSC International Staff Member
- Assurance Services International
- Forest Industry (non-FSC certified)
- Other (open field: *Please specify*)

2. Are you an FSC member?

- Yes
- No

3. If yes, please specify your membership chamber and sub-chamber.

- Social North
- Social South
- Environmental North
- Environmental South
- Economic South
- Economic North

4. If you are an FSC Certificate Holder, please select the type(s) of your certification:

- FM,
- FM/CoC
- CW/FM
- CoC
- Project certification

5. What trademark use approval system does your organisation have in place?

- Internal approval via a trademark use management system (Annex A – FSC-STD-50-001)
- Approval by the certification body
- I do not know
- Not applicable

6. Do you wish to be informed about the next steps in the revision of FSC's trademark standard and receive regular updates about this process?

- Yes
- No

7. If you responded yes to the previous question, please provide your email address.

Open field: *Please provide your email.*

C. Consultation Topics

1 FSC Labelling Requirements

Questions for feedback (for all stakeholders):

1. Are you currently using the FSC label on your FSC-certified products?

- Yes
- No
- I do not know
- Not applicable

2. Are there any specific requirements in FSC-STD-50-001 that make it challenging to use the FSC label?

- Size requirements
- Colour requirements
- Exclusion zone requirements
- Background requirements
- Other

Open field: *Please provide more details on your response*

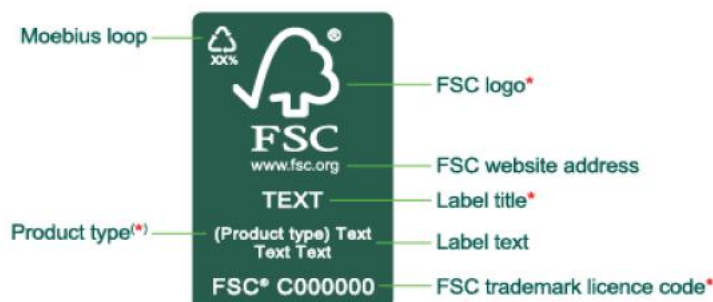
3. Do you agree that current elements of the FSC label (FSC logo, FSC website address, label title, product type, FSC licence code) are all relevant and valuable information to convey to consumers?



- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

4. The current FSC label contains compulsory and non-compulsory elements. Do you agree with the current classification of compulsory/non-compulsory elements?



* Compulsory element

- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

5. Would you propose the inclusion of additional label elements to improve the informational value of the FSC label?

Open field

6. New technologies now make it easier to show important information to consumers without needing more space for the FSC label. Some examples are lineal barcodes, QR codes, and mobile applications, all of which show consumers more about the sustainability credentials of the products they buy.

Do you agree that FSC should explore new technological solutions to create alternative label options that help consumers access more information about the FSC-certified products and the certification scheme?

- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

7. Are you already using such technologies for your products?

- Yes
- No
- Not applicable

Open field: *Please provide more details on your response*

8. Current FSC trademark rules forbid the use of the FSC label with marks of other forestry certification schemes. This may pose an issue in cases where the packaging is certified by a forest certification scheme and the product inside is certified by FSC or vice versa.

What is your position on the current restriction on using the FSC label on a product alongside marks of other forest certification schemes?

- Maintain the restriction
- Remove the restriction
- I do not know

Open field: *Please provide more details on your response*

2 Promoting with FSC

1. **Do you use the FSC trademarks to promote your FSC-certified products and/or your FSC certification?**

- Yes
- No
- I do not know
- Not applicable

2. **Are there any requirements that make it challenging for you to use the FSC trademarks to promote your products?**

- Size requirements
- Colour requirements
- Exclusion zone requirements
- Background requirements
- Other

Open field: *Please provide more details on your response*

3. **Do you agree that current elements in the FSC promotional panel (FSC logo, FSC website address, and FSC licence code) are all relevant and valuable elements to use when promoting your FSC-certified products to consumers?**



The mark of responsible forestry

- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

4. The current FSC promotional panel contains compulsory and non-compulsory elements. Do you agree with the current classification of compulsory/non-compulsory?



* Compulsory element

- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

5. There are currently restrictions on using the FSC logo and the 'Forests For All Forever' marks on business cards for promotion (clause 7.3). What is your position on this restriction?

- Maintain the restriction
- Remove the restriction

Open field: *Please provide more details on your response*

6. Are you using the FSC trademarks to promote your products on eCommerce marketplaces?

- Yes
- No
- I do not know
- Not applicable

7. What elements would you consider compulsory for FSC trademark use on eCommerce listings of FSC-certified products?

Please explain your response (*open field*)

8. What elements do you consider compulsory for using FSC Trademarks on social media posts of FSC-certified products?

Please explain your response (*open field*)

9. Do you agree that FSC should stop requiring the use of the trademark registration symbol (®, ™) on online marketplaces or social media platforms that do not support their use?

- Agree
- Disagree
- Neither agree nor disagree

Open field: *Please provide more details on your response*

3 General feedback

Would you like to provide any other feedback?

Open field question in the THANK YOU section

THANK YOU

Thank you for your time and contributions!

On behalf of FSC, thank you very much for your participation in this consultation.

Your feedback is very valuable in helping FSC shape the new version of the trademark standard.

Please note that it is possible to make changes to your responses during the entire period that the consultation is open. Even if you have submitted a response, you can return and edit it until the closing time of the consultation period.

Once this public consultation closes on 15 April 2024, FSC will analyze the feedback you and other interested stakeholders submitted.



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