

# PILOT PROJECT TO ALLOW FSC PROMOTIONAL CLAIMS BY TWO CONSECUTIVE PROMOTIONAL LICENCE HOLDERS

## WHY?

One of the strategic goals of FSC is to guide consumers in making a responsible choice when shopping for forest derived products. To ensure this FSC trademarks must be of high integrity and have the highest possible use in the market.

Currently far too many products, which are FSC certified and labelled does not get promoted with FSC trademarks.

This is due to the FSC requirement set by FSC, that each link in the supply chain of a product needs to be FSC-certified in order for the end company to be eligible for a promotional licence and for the products to be eligible for promotion using the FSC trademarks. (There are some exemptions to this, e.g. if the product is finished, FSC-labelled and branded for the final retailer.)

However, in some sectors this requirement introduces an obstacle for finished and FSC-labelled products to be promoted as FSC-certified. One of the sectors, where this is found to be a common challenge is the fashion sector. In this sector, brands often buy finished, FSC-labelled products from a Chain of Custody certified manufacturer, and then resell them to retailers, who sell them to consumers online or in store.

The brands may hold a promotional licence, but if the products are to be promoted as FSC-certified by the retailers, it currently requires the brand to hold a chain of custody certification, which is a substantial ask for a fairly small product group in many cases. This restricts the potential promotion of FSC-certified, finished and labelled products.

FSC would like to pilot a solution to this challenge by allowing promotional claims by two consecutive promotional license holders.

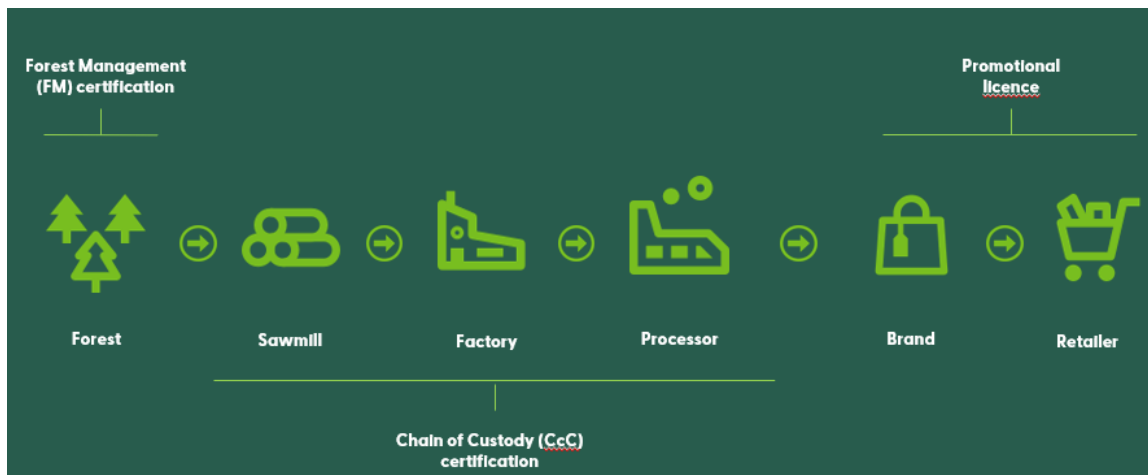
## WHAT?

The pilot project will aim to establish the circumstances in which it may be acceptable for an organization purchasing directly from a promotional license holder to promote these products under their own promotional license agreement and the safeguards that would need to be in place for this to be permitted to mitigate identified risks.

The data collected from this pilot project will contribute to the revision process of the *FSC-STD-40-004 Chain of Custody Certification* and the *FSC Trademark Use Guide for Promotional License Holders*.

## WHO?

The pilot will focus on fashion industry supply chains where brands purchase finished, FSC-labelled products (branded for them) and sell these on to a reseller. The pilot will involve the participation of the brand, the reseller(s) and the respective Trademark Service Providers (TSP). Both the brand and the reseller will need to hold a valid FSC promotional license agreement to participate in the pilot. Participants from all sectors may be considered.



## HOW?

Potential applicants are invited to express their interest in participating in the pilot based on established eligibility criteria.

Selected applicants will be asked to sign a pilot agreement and then pilot the procedure.

A pilot procedure will document the procedure to be followed by Pilot Participants and Trademark Service Providers. This procedure is to be used alongside the existing *FSC Trademark Use Guide for Promotional License Holders*.

Feedback will be collected from Pilot Participants and associated Trademark Service Providers.

## WHEN?

Call for pilot participants: July – end September 2023

Selection of pilot participants: September 2023

Onboarding of pilot participants: October 2023 – July 2025

Pilot: Throughout 2025

## WHERE CAN I GO FOR MORE INFORMATION?

The Pilot is part of the Fashion X FSC project aimed to increase uptake of FSC certification in the fashion industry across the globe.

For further information on Fashion X FSC, please contact [l.worm@dk.fsc.org](mailto:l.worm@dk.fsc.org) or visit [fashionforevergreen.org](http://fashionforevergreen.org).