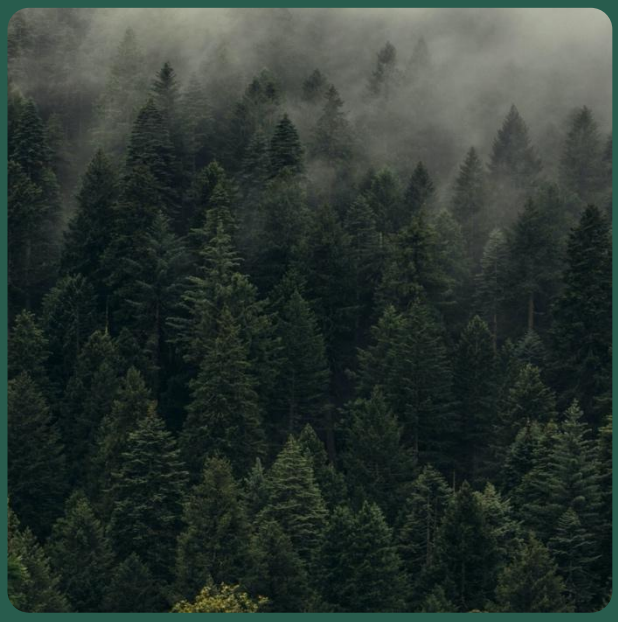

Project Documentation

AMAZON CLIMATE PLEDGE FRIENDLY (CPF) PROGRAM

External Project Documentation

24/08/2026

FSC FORESTS FOR ALL FOREVER™

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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.
CB	*Certification bodies* are third-party organizations accredited to evaluate companies and forest managers against FSC standards and to issue FSC certificates.
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).

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TSP	*Trademark Service Providers* are local offices that handle Trademark-related activities in their regions of scope.

FSC and eCommerce

How FSC Can Help CHs and PLHs Promote Their Products at Different Levels

Forest Stewardship Council (FSC) certification provides a globally recognized way for companies to demonstrate responsible sourcing of forest-based materials. With more than half of consumers recognizing the FSC logo and 80% of logo-aware consumers trusting brands that carry it, FSC helps build credibility with sustainability-minded shoppers. FSC trademarks allow Chain of Custody Certificate Holders (CHs) and Promotional Licence Holders (PLHs) to promote their FSC-certified products through different mechanisms – such as the FSC logo, product descriptions, and reports.

Beyond physical stores, the retail landscape is undergoing a fundamental transformation, with a significant and ongoing shift toward eCommerce. Online shopping is now the default for younger generations, reshaping how consumers discover, compare, and choose products. To meet this challenge, FSC enables CHs and PLHs to promote their products online – whether through their own websites or through individual product listings on eCommerce retail platforms.

FSC also goes a step further by partnering directly with major retailers that run established sustainability programs. Through these partnerships, FSC-certified products gain greater visibility – for example, through dedicated sustainability badges or curated product collections on the retailer's platform.
For CHs and PLHs, inclusion in these programs is an additional promotional opportunity, provided their products are eligible.

While FSC certification provides a strong foundation for eligibility, participants must also meet further FSC-specific criteria, as well as any further criteria that retailers may impose. The FSC criteria is expounded on below:

1. The product must be finished and labelled
2. The main product has to be certified (uncertified products in FSC-Certified Packaging are not eligible)
3. Eligibility of Products with FSC-Certified Secondary Components
    a. If the FSC-certified material is a secondary component of the product, the product must meet the following conditions:
        i. The component is a permanent part of the product.
        ii. The component is functional
        iii. The listing is not misleading to consumers

One example of these retailer partnerships is the Amazon Climate Pledge Friendly (CPF) program, which will be discussed at length in this documentation.

FSC and the Amazon 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 a **+12% sales lift on average within the first year of joining the program, +130% increase on average in Product Page Views year on year, and +23% on average customer switches year on year** 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. The program is live on the following local Amazon marketplaces:

1. Australia
2. Belgium
3. Brazil
4. Canada
5. France
6. Germany
7. Italy
8. Japan
9. Mexico
10. Poland
11. Spain
12. Sweden
13. United Kingdom
14. United States

The CPF Program and FSC

FSC has been a certification partner since 2020. ***FSC is the only forest certification system participating in Amazon's CPF program***, connecting sustainability-minded consumers with independently certified forest-based products.

Over 200,000 FSC-Certified products have the CPF badge, covering everything from clothing, furniture, and jigsaw puzzles, etc.

Enrolment Process

Eligibility Criteria

FSC certification helps companies demonstrate responsible sourcing of forest-based materials and build trust with sustainability-minded consumers. For CHs and PLHs, inclusion in retailer sustainability programs is an additional opportunity if you have eligible products. While FSC certification provides a strong foundation for eligibility, participants must also meet further FSC-specific criteria, as well as any further criteria that retailers (in this case Amazon) may impose.

Below are the eligibility criteria that FSC-Certified Products and companies must meet to participate in the CPF program:

FSC-Specific requirements:

1. Valid Chain of Custody Certification or Promotional Licence
    a. Your company must hold a valid Chain of Custody Certification or Promotional Licence. Please note that you may not use your supplier's or manufacturer's certification details to enroll, in accordance with FSC trademark usage rules.
2. Product Availability on Amazon
    a. The company must directly sell the products themselves under a brand that they own on Amazon. In addition to this, products must already be listed and available for sale on Amazon.
3. Finished and Labelled Products
    a. Products must be finished and include an FSC label. This label is mandatory for participation in the CPF program. When a consumer orders a product under the CPF program, it must be delivered as a finished product with an FSC label.
4. No Eligibility for Uncertified Products in FSC-Certified Packaging
    a. Products that are not FSC-certified themselves, even if packaged in FSC-certified packaging, are not eligible for the program.
5. Eligibility of Products with FSC-Certified Secondary Components
    a. If the FSC-certified material is a secondary component of the product, the product must meet the following conditions:
        i. The component is a permanent part of the product.
        ii. The component is functional- removing it would compromise the function of the product.
        iii. The listing is not misleading to consumers. It must clearly indicate which component is FSC-certified.
            1. For example: If the wooden frame of a chair is FSC-certified, the product description must specify, "Frame made of FSC-Certified wood."

Amazon-Specific Requirements:

1. Excluded Lists
    a. The products must not be under the Excluded List Category that is pre-determined by Amazon. There are two lists, the FSC-Specific and the Program-wide. The FSC-Specific list is available below and the program-wide list can be found here.
2. FSC-Certified Fabric
    a. Fabric products cannot obtain the CPF Badge solely from being FSC-Certified. They must meet Plant-Based Fiber Blended certification requirements to be eligible.
3. Beauty Wipes and Surface Cleaning Wipes
    a. Beauty wipes and surface cleaning wipes are not eligible for the CPF badge
4. Component Eligibility
    a. FSC-certified products must be at least 50% certified material, by weight, to be eligible for the CPF program based on the FSC certification alone. For any questions about these requirements, please contact your primary Amazon point of contact (i.e. Vendor Manager, Global Vendor Manager, or Customer Success Manager).

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 by Amazon 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 are included in the CPF-wide list. In addition to this, products with an EU Energy Label score of D or lower are also not eligible (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 • 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

For CHs and PLHs - Self-Service Portal Onboarding and Submission

About the FSC®-Certified Products Portal

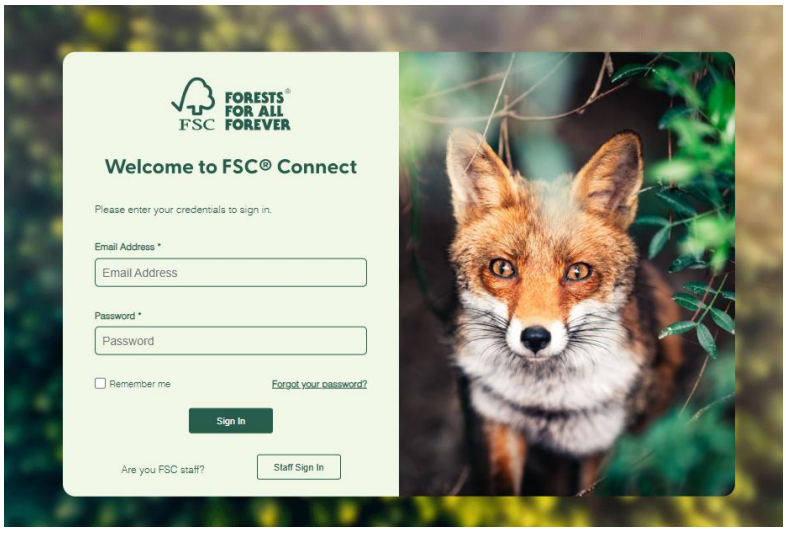
FSC has launched a self-service platform called the FSC®-Certified Products Portal that allows users to add and delete FSC Certified Products to their chosen sustainability program(s). The portal facilitates the onboarding, submissions, and transmission of products to Amazon. More detailed descriptions 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.

Registering in the Portal

Once you have determined that your company and your products are eligible, the following steps show you how to setup your account in the FSC®-Certified Products Portal, which allows users to add and delete only FSC Certified Products to their chosen sustainability program(s).

To gain access to the portal, you need to be registered in the FSC Connect ecosystem. Follow the workflow below to find out which steps apply to you.

Do you already have an FSC Connect account? (i.e. you have registered at a page that looks like the screenshot below)



Option 1: Yes, I already have a Connect account

You can skip the registration process. Simply contact us at ecommerce@fsc.org using the email format below and we can directly give you access to the portal using your existing registered email address.

Afterwards, this is the process that will happen:

1. FSC International provides portal access.
2. You receive an automatic notification - activate your account and log in to the FSC-Certified Products Portal.

Option 2: No, I do not have access to any FSC application

Follow this checklist:

1. If you are a Chain of Custody Certificate Holder (CH) contact your Certification Body (CB) and if you are a Promotional Licence Holder, contact your Trademark Service Provider (TSP). Ask them to create a contact for you in Salesforce. Your CB or TSP is already familiar with this process.
2. Your CB or TSP creates your contact account in Salesforce.
3. Inform FSC eCommerce team via ecommerce@fsc.org once your CB or TSP confirms the contact has been created. Please use the email format below.
4. FSC International provides portal access.
5. You receive an automatic notification - activate your account and log in to the FSC-Certified Products Portal.

In summary:

- Already have an FSC Connect account? Contact us and we will grant you access directly.
- No account yet? Ask your CB/TSP to create a contact for you, inform us once done, and activate your account when you receive the notification.

Email format:

Subject: [FSC-Certified Products Portal] Portal Access Request

Dear FSC eCommerce Team,

We already have an FSC Connect account/our CB/TSP has made an account for us. Please approve our access to the FSC-Certified Products Portal.

- FSC licence code: [Add your code here, e.g. FSC-C_____/FSC-N_____]
- Company name: [Add your company name here]
- Email address to be approved: [Add your existing FSC Connect email address here/ Add the email address added by your CB/TSP here]

Important note on the registration process:

As of 07 September 2026, access to the portal will only be granted through the process described below. The registration form on the portal will remain visible until 31 December 2026 - during this transition period, but please do not use it - applications submitted through the form will no longer be processed after the implementation date. The form will be fully removed by the end of the year.

Uploading Products in the Portal

After your access has been approved, you can now upload products in the portal. Afterwards, the products will undergo review to ensure that all requirements are met that will take up to 5 working days. When your products are approved, the badge should appear on your listings within 5-10 working days.

Please note that starting February 2027, the portal will only accept GTINs (including EANs, UPCs, and JANs) as product identifiers.

The online platform (https://certified-products.fsc.org/web/) is simple to use, but in order to guide you further, we have created an online user guide (https://connect.fsc.org/user-manual-fsc-certified-products-portal) to explain how to use the platform. In addition, we also have recorded the following videos hosted on YouTube to guide you on the process.

a) FSC Certified Products Portal How To Video 1: https://youtu.be/-r0m1mawj2o
b) FSC Certified Products Portal How To Video 2: https://youtu.be/0li0PlrmWqw

For CHs - Automation

About API Access for Certificate Holders

If you are a Certificate Holder with a functional Product Management System, you can automate the submission of your FSC-Certified Products to the FSC Database (and make them available in eCommerce). This is possible through connection via our API. Please review the items below to check your suitability for automation.

Checklist before applying

1. **Do you use GS1's GTIN (Global Trade Item Number)?**
   A GTIN is a unique, internationally recognised identifier for a product. When present, it normally appears beside the product barcode or on the book cover. Worldwide GTINs are usually 13 digits; in the USA they are typically 12 digits (also known as UPC). Prior identifiers such as EAN (Europe), JAN (Japan) and ISBN (books) are all part of the GTIN family.
2. **Do you use GS1's GDSN (Global Data Synchronization Network)?**
   GS1 GDSN is the world's largest product data network. It makes it possible for any company, in any market, to share high-quality product information seamlessly. If your organisation uses GDSN, you only need to publish your products to the FSC GLN with three additional FSC attributes.
3. **If you don't use GDSN but you have GTINs and a valid GLN:**
   It is still possible for you to automate. You can connect your current Product Management System to the API and transmit your FSC-Certified Product information automatically to the FSC Database.

Next steps

If automation sounds feasible for your company, please submit your request for more information here and we will respond to your application.

Other Resources

Become FSC-Certified

- 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.

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