

FSC® PROMOTIONAL LICENCE HOLDER PROGRAMME



SHOW THE WORLD YOUR COMMITMENT TO RESPONSIBLE FORESTRY

Consumers are increasingly prioritizing sustainability as a key purchase consideration – and companies globally need to meet this demand. When it comes to sustainable forestry and responsible sourcing, the Forest Stewardship Council® (FSC®) is the most recognized and trusted mark for shoppers around the world – and the solution to address the needs of companies and consumers. For companies that sell or use FSC-certified finished and labelled goods, FSC offers the Promotional Licence Holder Programme, which enables you to demonstrate and communicate your commitment to the world's forests.

UNLEASH YOUR COMMITMENT TO SUSTAINABILITY

60% of the Top 30 global retailers already benefit from holding a promotional licence. Join them and become a Forest Steward helping to protect forests and the people, plants and animals that depend on them.

YOUR KEY BENEFITS AS A PROMOTIONAL LICENCE HOLDER INCLUDE:

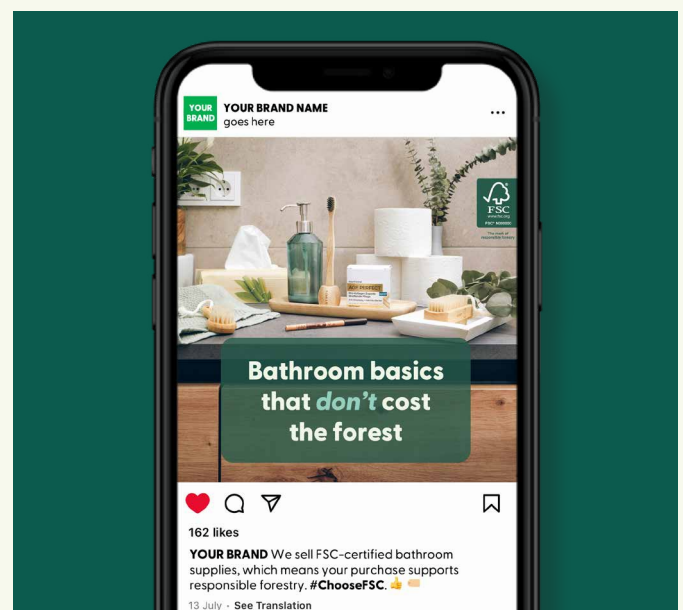
- 1. Use of the FSC logo to show your commitment to sustainability and responsible sourcing.** Benefit from one of the most trusted and widely recognized logos worldwide. Be part of global campaigns and events such as Forest Week to increase your brand's visibility.
- 2. Verification that promoted products are FSC-certified and assurance that your communications are credible and substantiated.** By joining a system that has measures in place to ensure integrity, you can build trust among your audiences and strengthen your brand's reputation as a force for good.
- 3. Support and tips from a global network of experts on sustainable sourcing.** Achieve your sustainability goals and meet the public demand.
- 4. Access to various training sessions to help bring your sustainability story to life.** The training sessions are available on various topics, such as how to leverage the FSC logo.

RECOGNIZED AND TRUSTED BY CONSUMERS

FSC offers the world's most trusted and rigorous sustainable forestry solution. 46% of global consumers know the FSC logo – and 62% of them will choose an FSC-certified product over its non-certified equivalent*. What's more, 80% of consumers who know FSC say they're more likely to trust a brand if it offers FSC-certified products*.

“Being an FSC Promotional Licence Holder makes us stand out as a responsible retailer and allows us to use this credibly for communication and marketing activities. By using the FSC logo on our packaging and marketing communications, our customers know that they can trust our sustainable forest-based sourcing commitment.”

– Don Mac Farlane, Senior Technologist (Packaging)
Woolworths Foods South Africa



Show your commitment to responsible sourcing and communicate your sustainability efforts by joining the FSC Promotional Licence Holder Programme today. **TO FIND OUT MORE, VISIT: www.fsc.org/promotewithFSC**

* FSC Consumer Study 2022-23 conducted by IPSOS Global Consumer Research in 33 countries. Fieldwork was conducted in October and November 2022. The total sample size across all markets is n=26,800.