PROMOTE YOUR COMMITMENT TO RESPONSIBLE FORESTRY WITH FSC®

Brands and Retailers

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If you're a brand, retailer, or other company that sells or uses FSC certified products, you can apply for an FSC Promotional Licence to communicate your commitment to responsible sourcing using FSC's trusted trademarks.

You're likely a good fit if you can answer "Yes" to the following:

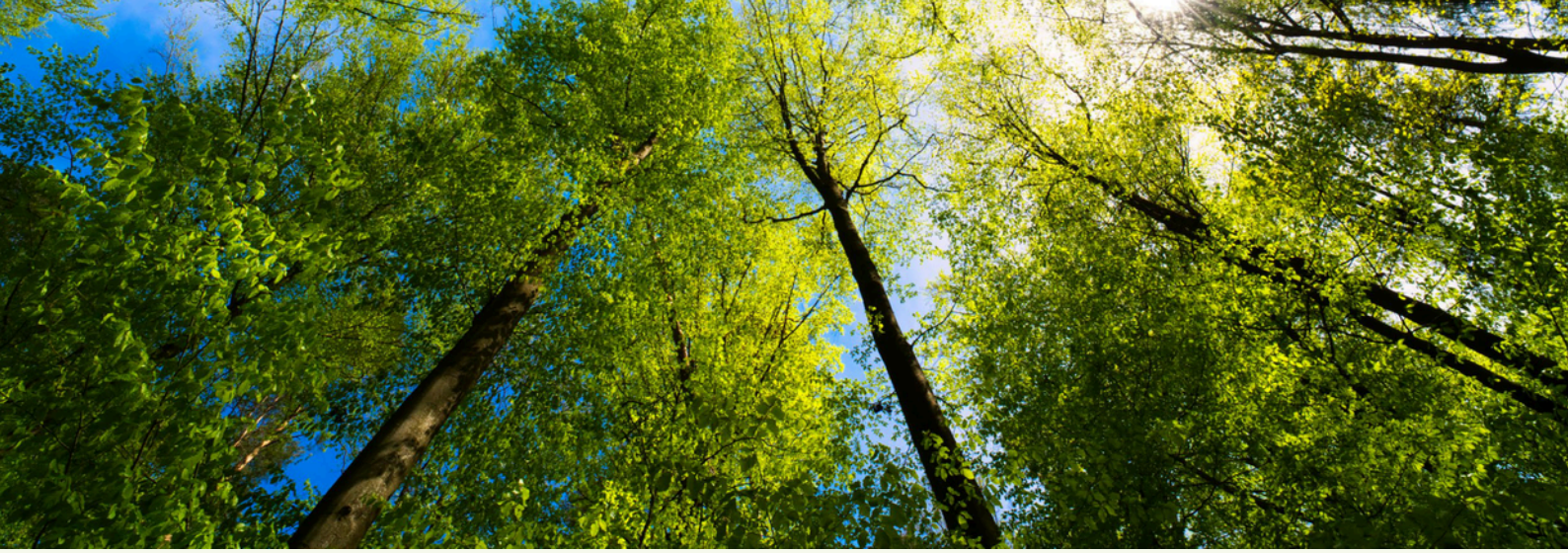
- We **purchase** the FSC-certified product(s) **directly from an FSC-certified supplier.**
- The products arrive already **FSC-labelled and ready for sale or use.***
- We do not apply the FSC label to the product ourselves – **all labelling is done by an FSC certified organization.**
- We **do not need to add FSC certification details** on invoices or receipts.*

If this sounds like your business, you're already well on your way to amplifying your responsible sourcing story, and FSC is here to make that possible.

Next step: Get in touch with your local FSC office. They'll guide you through the process, explore your Next step: options, and, if needed, help you address any gaps to get you ready.

*If you want to do any of the following activities, *Chain of Custody (CoC) Certification* may be for you :

- Change or modify an FSC-certified product
- Put your own *FSC label* on the product or its packaging after purchasing it from your supplier
- Include FSC certification details on your invoices
- Sell the FSC-certified product to a B2B customer who will promote it using FSC trademarks



HOW TO APPLY:

1. Share your company information

Your local FSC office will let you know exactly what's needed. This includes basic company details, how you plan to use the FSC trademarks in your communications, and information about the FSC-certified products you'd like to promote.

2. Undergo eligibility review

Once you submit this information, your FSC office will carry out a review, including a routine reputational check, to ensure transparency and trust.

3. Receive your annual service fee quote

Your service fee is calculated based on your organization's turnover and other relevant criteria. Your FSC contact will walk you through the details.

4. Sign your licence agreement

Your FSC office prepares the agreement authorizing your use of the FSC trademarks. Simply review, sign, and return it to get started.

WHAT HAPPENS NEXT?

Aftersigning the promotional licence agreement, you'll receive:
- A unique FSC licence code
- Access to FSC trademarks and branded assets
- Guidance on correct and impactful trademark use

With access to this guidance and resources, you can begin creating your promotional materials immediately!

Important: To protect the integrity of the FSC brand, all promotional materials must be approved by your FSC contact before publication. Clear guidance and support are provided throughout the process.

READY TO GET STARTED?

Contact your local FSC office today to begin your application and take the next step.

fsc.org

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