



Forest Stewardship Council



# Facts and Figures on FSC growth and markets

Info Pack



# Forest Management



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## Global FSC forest area



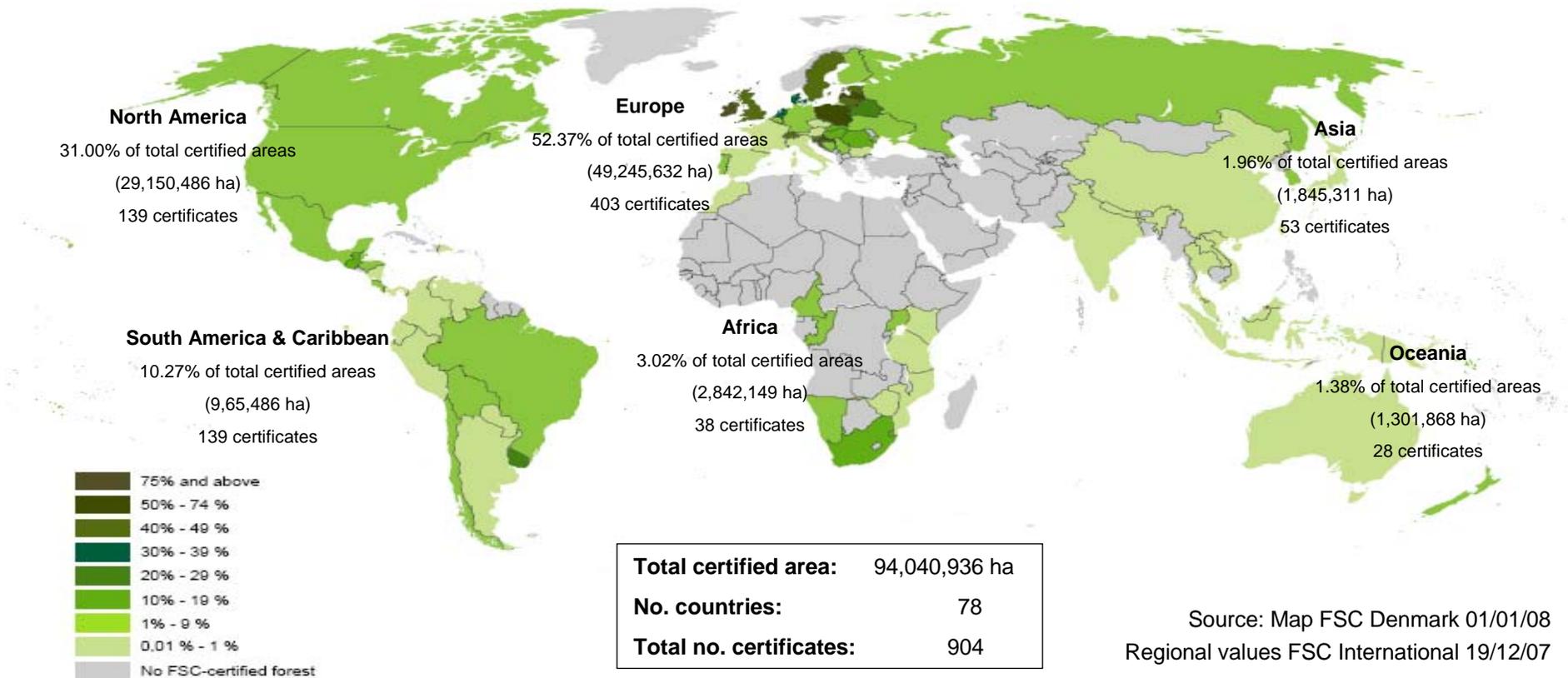
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- Over 94 million ha of forest are certified to FSC standards
- Issued in 78 countries, FSC is a truly global system
- Equivalent to 7% of forests identified as primarily for production purposes

Source: 2007 UNECE/FAO Forest Products Annual Review



## FSC certified forest area: by region



## Global FSC certified forest growth



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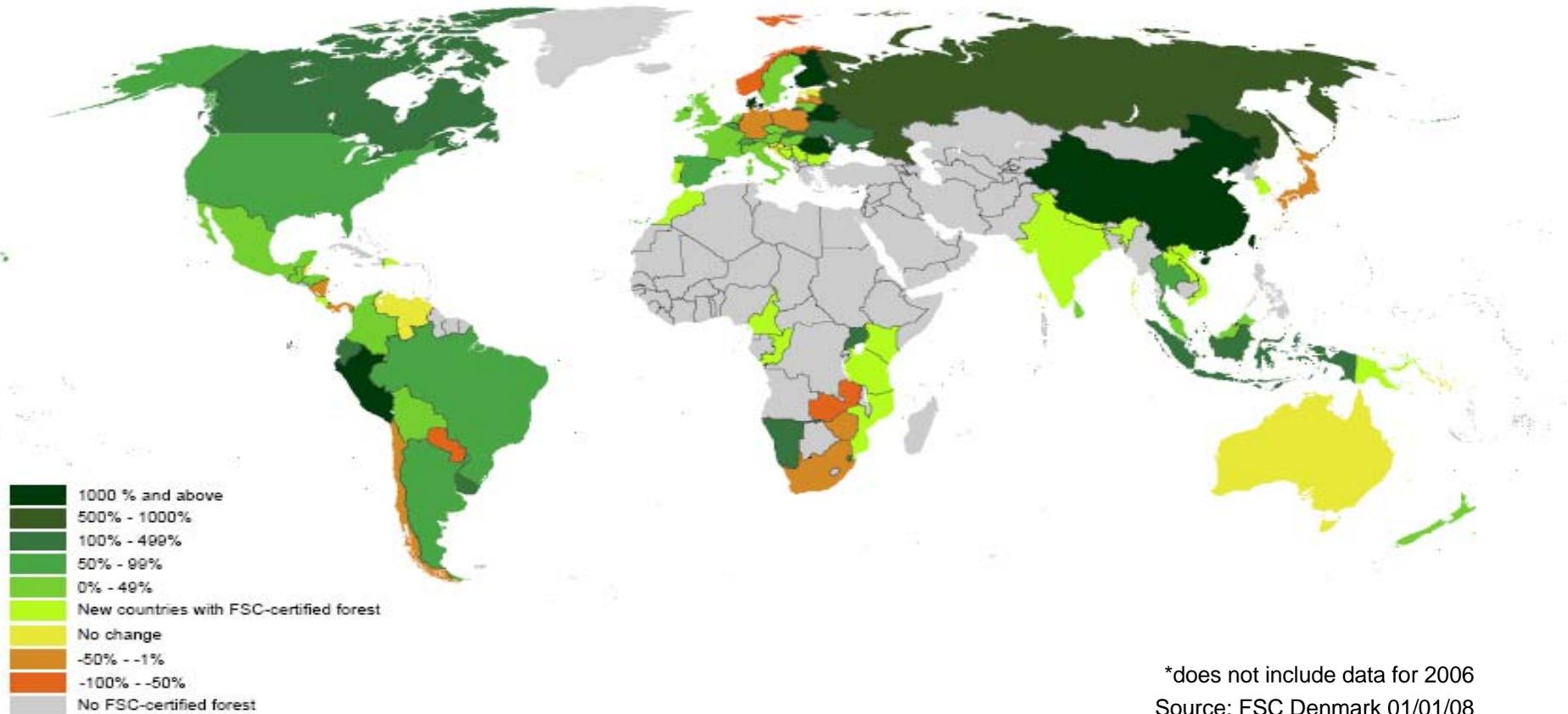
- FSC fastest growing forest certification scheme  
– 20 million ha added in 2006 (33% increase)

Source: 2007 UNECE/FAO Forest Products Annual Review

- 2007 ha increase of nearly 10 million

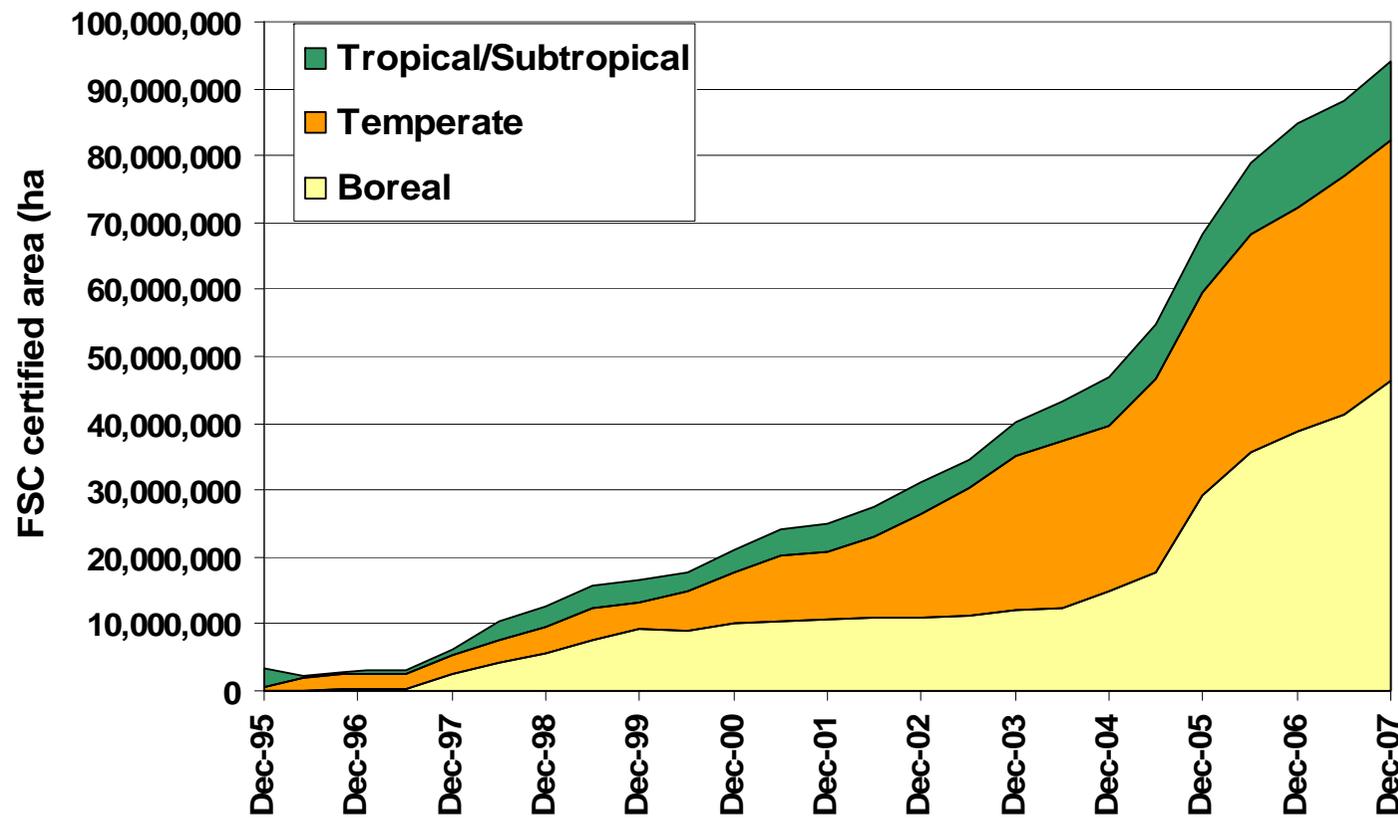


Increase of FSC certified forest area from 2005 - 2007





### FSC certified forest area growth



Source: FSC International 19/12/07

## Growth and markets



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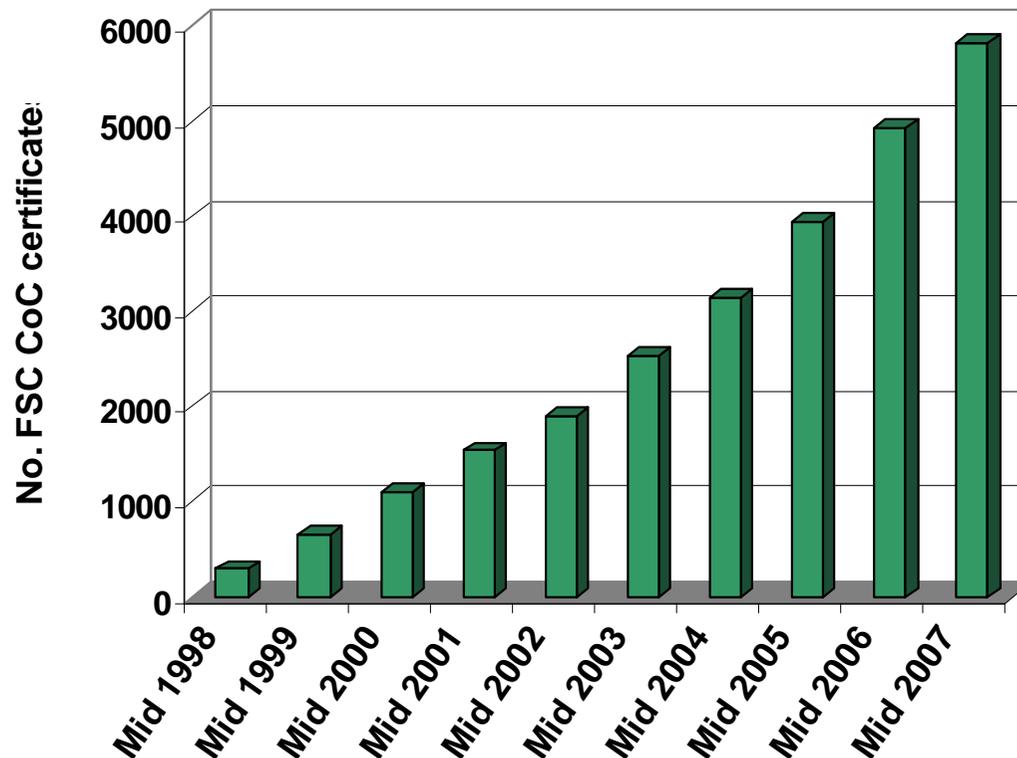
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## FSC chain of custody (COC) certificate growth



Source: FSC International 01/06/07

- The FSC supply chain rapidly expanding, globally
- 40% growth in 2007
- It is becoming easier to find FSC labeled products in the market place, globally
- Greater choice for suppliers, globally
- Increased awareness of the FSC brand, globally



## Pulp and paper

- The supply of FSC certified pulp in the market is estimated at a minimum of 4.7 million tons. This is about 9% of the total global supply.

Source: [www.kimberly-clark.com/PDFs/ExecutiveSummary\\_FSC\\_FeasibilityStudy.pdf](http://www.kimberly-clark.com/PDFs/ExecutiveSummary_FSC_FeasibilityStudy.pdf) 2007-04-11, Text Version

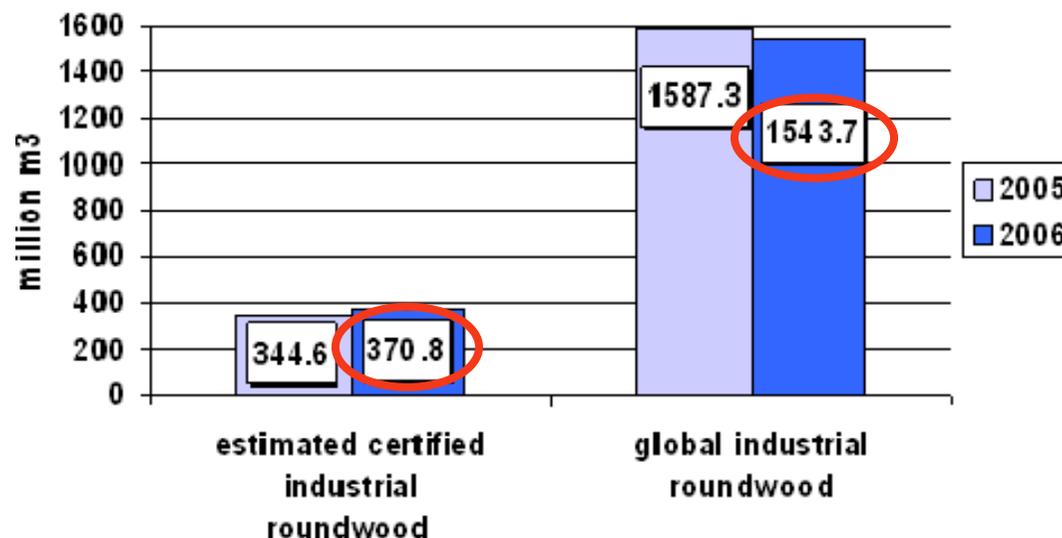
- A survey on the paper sector by FSC Germany found that in 2005 on average 4.3% of turnover was FSC certified, with an expected 6.7% in 2006.

Source: FSC Germany

- 30 - 40% of all commercial forests are used for pulp and paper production.

Source: FSC Denmark

## Industrial roundwood



- Despite a slight decrease of global industrial roundwood volumes, in 2006 certified roundwood has increased from 21.7% to 24.0%, equalling 370 million m<sup>3</sup>

Source: UNECE/FAO Forest Products Annual Market Review, 2005-2006, p. 10011

- Estimated 1.3 million m<sup>3</sup> FSC certified roundwood in the Netherlands in 2007 - 13% of the total share of construction timber in 2005

Source: FSC Netherlands



## FSC market value

- In Switzerland the total turnover from the sale of FSC products in 2005 was estimated at the equivalent of over \$120 million.

Source: FSC Switzerland

- In 2006 Bolivia exported FSC certified products worth \$16 million.

Source: FSC US prospectus 2006

- FSC's market share in the Netherlands is estimated at 17% in 2007.

Source: FSC Netherlands



## FSC market value

- Based on an FSC survey completed in 2007, value of FSC labeled sales estimated at over 20 billion USD.
- Growth of over 4 times market value since 2005. Based on an FSC survey in 2005, FSC certified companies reported an estimated FSC labeled market value of \$5 billion.
- Companies with a combined estimated turnover of 250 billion USD in wood products are committed to FSC certification.



## FSC label recognition

- Netherlands: FSC trademark is fourth in a ranking of the Netherlands' best-known quality assurance trademarks. Prompted recognition reaches 67% (21% unprompted).

Source: FSC Netherlands

- Switzerland: in 2007, 56% of the Swiss population recognize the FSC label when prompted (21% unprompted).

Source: FSC Switzerland

- Denmark: in 2007 label recognition reached 33% unprompted, doubled from 2006. 61% would actively look for FSC products.

Source: FSC Denmark

- UK: 23% unprompted recognition. Highest recognition from ages under 25

Source: FSC UK



## Global outreach

- There are 46 National Initiatives around the world representing FSC
- FSC forest management and chain of custody certificates are issued in 84 countries.
- 18 certification bodies are FSC accredited and working around the world to audit forestry operations, manufacturers, traders, pulp producers, printers and many more...
- More than 13 000 people receive the News and Notes – our international monthly newsletter

Source: FSC International 19/12/07



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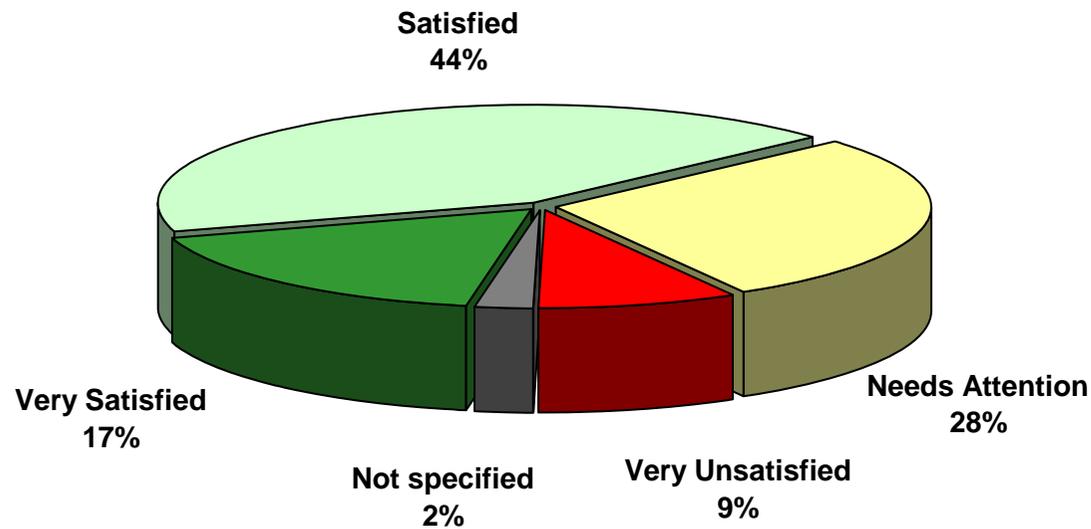
## FSC International certificate holder survey 2006



## FSC fulfilling expectations

Good overall satisfaction with FSC certification

- 61% satisfied or very satisfied

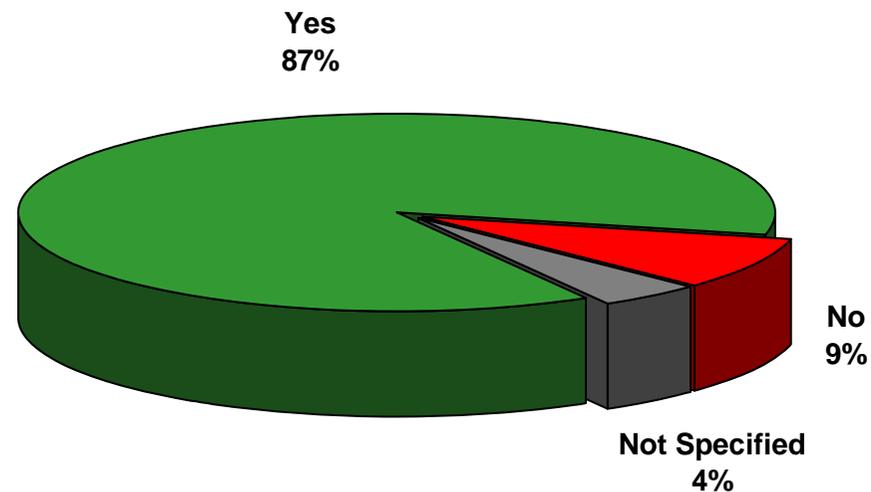




## FSC fulfilling expectations

High rate of continuity

- 87% plan to renew their certificate



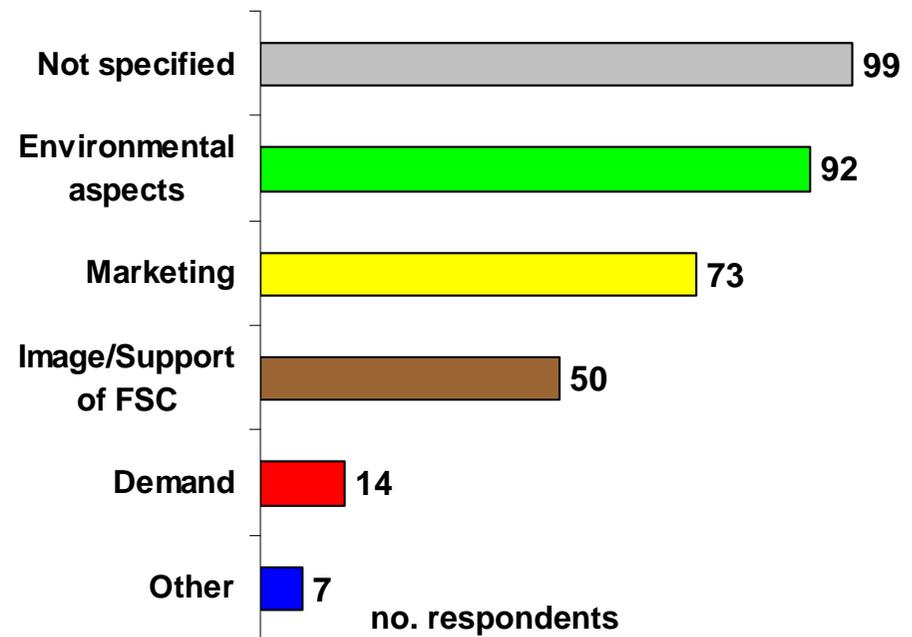


## FSC fulfilling expectations

FSC brings environmental, social and economic benefits

- 79% would recommend FSC certification

Reasons for recommending FSC certification:

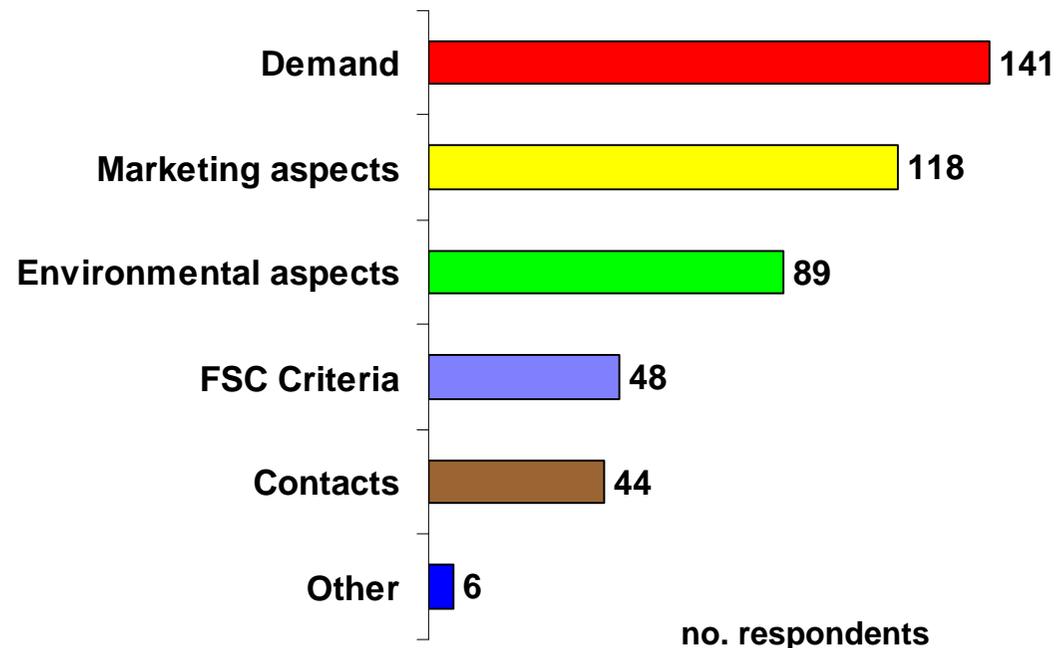




## Motivations to become FSC certified

Most important motivators:

- Demand from business partners (42%)
- Marketing aspects (35%)
- Environmental reasons (26%)

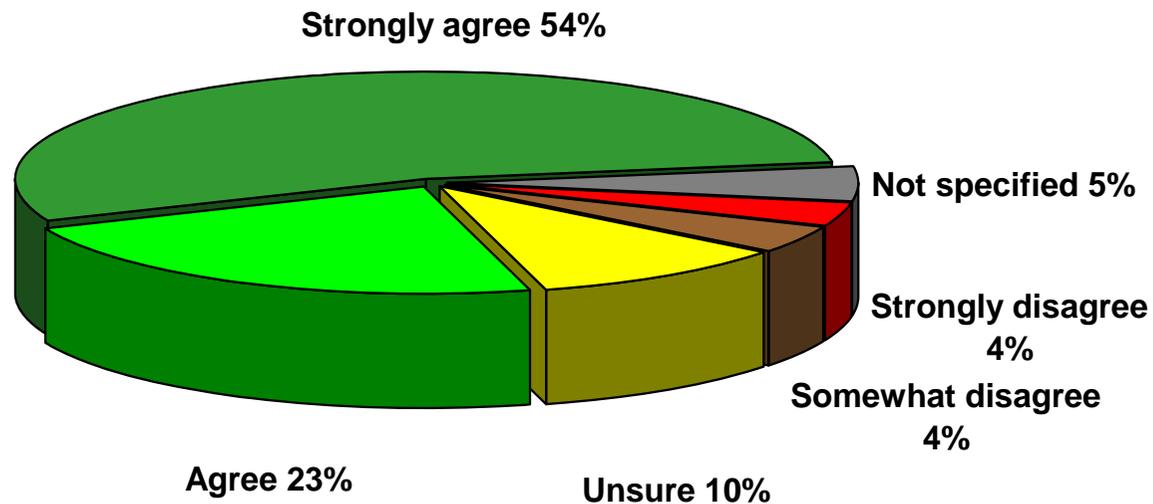




## Benefits of FSC certification

Contributing to social improvements and environmental responsibility

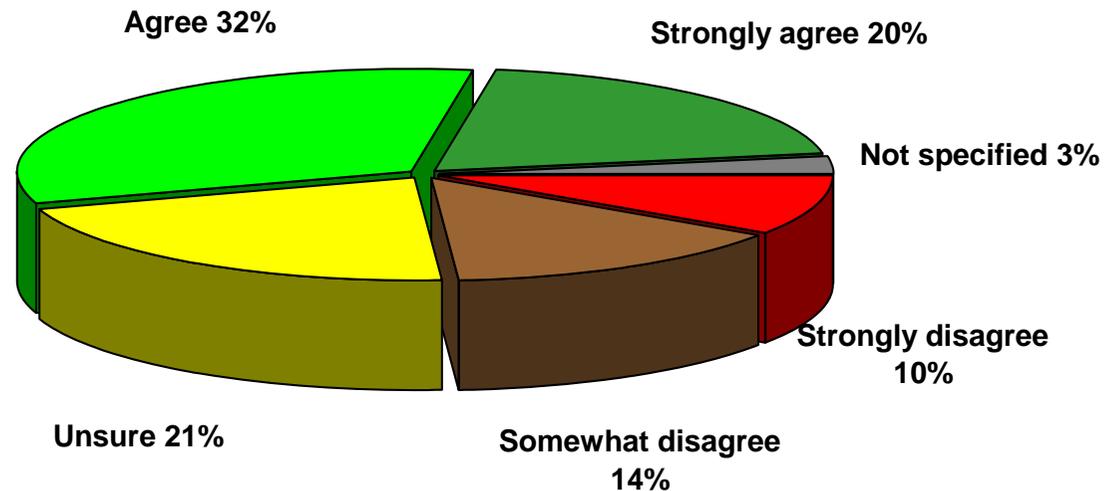
- 77% agree



## Benefits of FSC certification

Providing access to new markets

- 52% agree

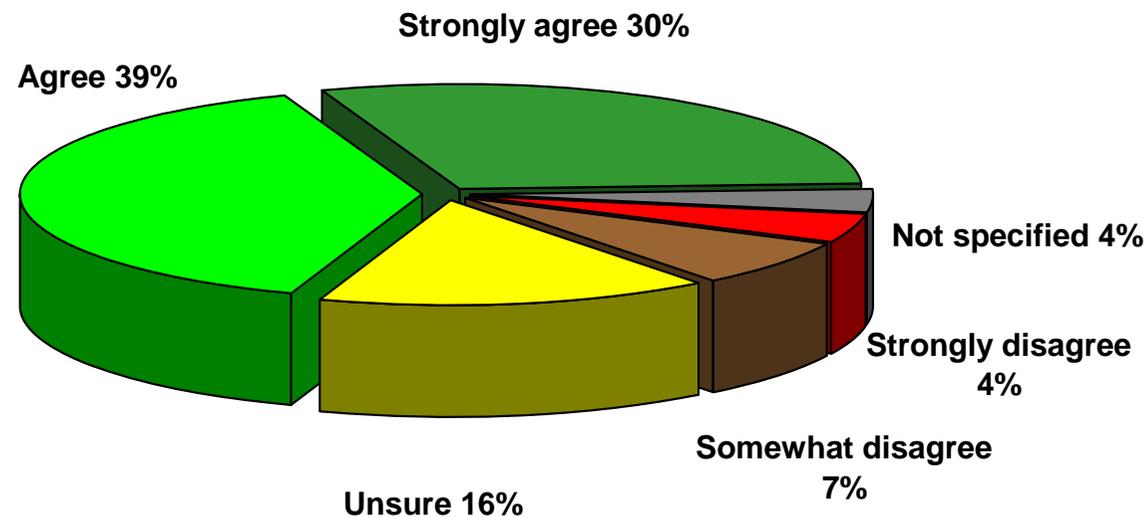




## Benefits of FSC certification

Improved or protected company reputation

- 69% agree





## The FSC Vision

The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

## The FSC Mission

FSC shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

cont...



**Environmentally appropriate:** ensures that the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes.

**Socially beneficial:** helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans.

**Economically viable:** forest operations are structured and managed so as to be sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected communities.



## The FSC Global Strategy

- Goal 1: FSC Will Provide Leadership in Advancing Globally Responsible Forest Management.
- Goal 2: FSC Will Ensure Equitable Access to the Benefits of FSC Systems
- Goal 3: FSC Will Ensure Integrity, Credibility and Transparency of the FSC System
- Goal 4: Products from FSC Certified Forests Will Create More Business Value than Products From non-FSC Certified Forests
- Goal 5: FSC Will Strengthen Its Global Network to Deliver On Goals 1 Through 4



## Resources:

- Quarterly updates on FSC certificates – FSC website  
[www.fsc.org/figures](http://www.fsc.org/figures) and [www.fsc.org/charts](http://www.fsc.org/charts)
- Global forest statistics - UN FAO State of the World's Forests 2007  
[www.fao.org/docrep/009/a0773e/a0773e00.htm](http://www.fao.org/docrep/009/a0773e/a0773e00.htm)
- Benefits of FSC and testimonials from supporting organizations:  
[www.whyFSC.com](http://www.whyFSC.com)
- WWF website: forests  
[http://www.panda.org/about\\_wwf/what\\_we\\_do/forests/index.cfm](http://www.panda.org/about_wwf/what_we_do/forests/index.cfm)