Director’s Overview

A Year of Consolidation

For some years a cornerstone of FSC UK’s efforts has been to form a close relationship with the International Centre to deliver more efficiently a high standard of service to United Kingdom-based stakeholders. Three ‘pilot’ initiatives in particular have had extremely positive results, to the extent that their initial trial status has evolved into standard FSC practice. Hence I believe FSC UK can justifiably claim that the 2010-11 reporting period was one of consolidation. Let me briefly touch on each:

Membership. We now administer all UK-based international members of FSC, this period being the second year of a pilot with the FSC National Offices in Canada and US. The result has been that all three countries have a markedly better record of member-participation (such as voting for candidates for the International Board of Directors) when compared with countries whose administration of this important constituency is still managed from Bonn. Moreover, the three countries in the pilot have all brought in new members and, as importantly, are actively working with the International Centre on ideas to make membership of FSC more attractive.
I think it is fair to say that the national administration of the international membership has breathed new life into an aspect of FSC, to the extent that the International Centre is now pledged to encourage other National Offices to take up the management of their resident members.

**Trademark Services.** During the last reporting period, FSCs UK, Switzerland, Germany and Poland volunteered to join an untried pilot-project to determine whether licences could be satisfactorily issued to trademark users who are not in the chain-of-custody in return for a small fee. The outcome was more than up to expectations with FSC UK issuing licences successfully throughout 2010-11 (we describe this more fully later in the Report). The project has established a robust template in which all competent National Offices are expected to provide trademark services, and contracts are now being offered by the International Centre to the network across the globe.

**Delineation of Responsibilities.** Last year I reported that contracts had been issued to selected National Offices -- including FSC UK -- for them to act as the ‘ambassador’ for the International Centre within their own territories, with properly defined delegated authorities should the Office wish to take them on. The success of this initiative relied on meeting workplans, mutually agreed between the National Office and the International Centre, which demonstrate practical support for FSC’s various global strategies on the national stage. In return, those National Offices ‘in-contract’ receive a proportion of FSC’s overall budget.

As in the other two examples, those countries in the initial pilot more than confirmed that this concept could be made to work on the ground, with the benefits of controlled decentralisation far outweighing any perceived risks. All National Offices are now being brought ‘into contract’, and this will be extended over time to all representatives of FSC at the national level.

Of course, nothing in FSC stands still for long. In the next reporting period FSC UK will be expected to play its part in enacting the decisions reached at the 2011 General Assembly. We are lucky to have had a stable period to consolidate the plans and projects in which FSC UK has played such a leading role over the last couple of years. Certainly a year of consolidation has given us a firm platform on which to plan for the future.

---

Charles Thwaites MBE
Executive Director

“A year of consolidation has given us a firm platform on which to plan for the future.”
FSC in a nutshell

What is FSC®?

The Forest Stewardship Council® (FSC) is an international forest certification scheme. In order to achieve FSC certification, forests must be managed in accordance with the highest environmental, social and economic standards.

FSC UK is a registered charity working to promote the FSC system and support stakeholders in the UK.

What makes an FSC forest different?

All certified forests must have an established management plan. Woodlands cannot be converted to other uses and areas of high conservation value must be safeguarded.

Social rights of indigenous people and employees must be respected and rare plants and animals protected.

How does FSC certification work?

Certified forests are initially audited by an accredited Certification Body. They are then subject to spot checks and annual audits.

Anyone within the supply chain who takes ownership of the timber must be certified, in order to sell the product on as FSC certified. This process tracks the material at every stage until it is a finished, labelled product.

The final product carries the FSC logo to indicate that it has been made with material from responsibly managed sources.

What do the FSC labels mean?

The FSC labels provide a guarantee that the product has been made with material sourced from an FSC certified forest or, in the case of the FSC recycled label, from post-consumer waste.

By choosing FSC labelled products the consumer can help to protect the world's forests.

FSC is the only forest certification scheme endorsed by the major environmental organisations, including WWF, Greenpeace and The Woodland Trust.
• UK survey indicated that most of those under the age of 45 had seen the FSC logo before and 42% of people had knowingly bought FSC labelled products

• One million books printed on FSC certified paper for World Book Night

• Controlled Wood Risk Assessment approved for the UK

• Over 20,000 FSC Chain of Custody certificates issued worldwide

• New trademark licence introduced for UK retailers

• Love Forests campaign launched in partnership with the Forestry Commission and WWF UK in celebration of International Year of Forests

• New Forest Matters magazine launched for FSC UK supporters

• FSC UK explained all about forest certification on Radio 4’s You and Yours
Revision of the UK Woodland Assurance Standard (UKWAS)

A major piece of work to which FSC UK has been fully committed over the last couple of years has been the revision of the UKWAS into its third edition. This year has seen the both the second and third rounds of consultation completed, with just a few unresolved details to be decided by the UKWAS Steering Group in the coming weeks.

It is self-evident that this Standard, which lays down the requirements under which woodland in the UK can be certified, should remain ‘FSC compatible’. In theory, such a course should be perfectly achievable: it has been agreed that this revision may conform to the existing principles and criteria (as did the last) and almost all amendments are aimed at either increased clarity or greater auditability when compared with the previous edition.

As noted, the next immediate move is for the UKWAS Steering Group to deliberate on the few unresolved issues, after which the FSC UK Board of Trustees is required to endorse the final text. This will be submitted to FSC International Centre during the late summer, with the intention of the third edition being ready for publication in November.

Review of FSC’s Principles and Criteria (P&Cs)

Another long-running consultation exercise is also inching its way towards a conclusion. However, revision of FSC’s P&Cs is a truly fundamental undertaking which requires the agreement of two-thirds of FSC’s membership. Because it can be argued that FSC’s forest management principles are akin to its ten commandments, some have questioned why such an obviously gruelling endeavour has been necessary at all.

First it should be noted that the existing P&Cs were agreed in 1994, with only additions to the original text being included in 1996 (plantations) and 1999 (high conservation values). Science and management techniques have moved on over the intervening decades and these alone are sufficient reason to conduct a review. However, there is the added requirement of remaining in conformity with International Standards Organisation rules, which state that a quinquennial review of basic tenets should be regarded as normal.

Given the complexity of the task, and the diversity of views, to the great credit of the team responsible for drafting the revision, consensus appears to have been reached on many important issues. The status and definition of Intact Forest Landscapes is no longer a sticking point, whilst the requirements for restoration have been reduced from major to minor arguments. However, the conversion rules for natural forests remain unresolved as this Report went to press.
FSC and its global network of national offices are working to simplify the controlled wood risk assessment process by providing official, approved, country-wide risk assessments.

FSC UK received approval for the assessment of the UK in early 2011. This is the second whole-country assessment covering all forest types and all risk categories to be approved - FSC Australia completed the first in 2009. Partial assessments have also been approved for Chile, Switzerland and Portugal.

This UK assessment takes away much, if not all, of the need for certified companies to conduct their own controlled wood research and promotes the use of UK timber, enabling small UK forest owners, not yet engaged with the FSC system, to easily contribute material for inclusion in FSC Mix products.

The UK assessment concluded Low Risk for England, Scotland and Wales. Northern Ireland scored Low Risk in all categories bar one; remaining as an Unspecified Risk for legality as currently there is no requirement for felling licences in the province. However, this should only be a temporary constraint as a new licence regime is expected to be introduced by the Northern Ireland Assembly in the near future.

“I am very pleased to see that FSC UK have completed a UK Controlled Wood risk assessment. I am sure the forest industry will find this a very useful tool when researching their own risk assessments and will also be useful in other related areas, I know I certainly have.”

Stephen Swailes, Iggesund Forestry Manager

“Thanks to you and your team for the work and effort you have put into achieving a low risk controlled wood assessment for UK timber. It’s good that the UK is one of the first to receive this positive national assessment and will obviously save a lot of administration on our behalf.”

Richard Coulson, Kronospan UK, Timber Buyer
At the end of the last financial year FSC UK began working with Kineo, a leading e-learning solutions provider, to create an online training service.

In November 2010 we launched the FSC UK online training portal at http://training.fsc-uk.org/, complete with introductory course modules about the history, structure and purpose of FSC and a Chain of Custody module.

We are grateful to WWF UK for supporting this project.

“I was coming up against a brick wall until I gained access to the FSC helpline and database of companies. The advice I received from these sources has proved invaluable in my quest for certification."

Philip Halliday, Avalon Funeral Supplies Ltd, Company Director

Subscribers to our helpline receive advice on certification, trademark and marketing issues, as well as a quarterly newsletter and regular updates on the FSC system. Despite the economic recession, the number of subscribers has remained high and this is surely a reflection on the value of the service to these companies.

“I found the online training useful and used a lot of detail for the internal FSC training I provide."

Britta Hoffmann, Kimberly Clark Ltd, Supply Chain Optimisation Manager
FSC UK Training

FSC UK delivered four bespoke face-to-face training courses in 2010/11

- These were delivered to major companies including Sainsbury’s and Iggesund
- The training was well received, with excellent feedback
- Questionnaire feedback shows 81% rated the training as excellent for meeting their training needs. The remaining 19% rated it good
- Almost all participants (94%) rated the trainer’s knowledge as excellent with the remainder rating it good

FSC UK launched an online training portal in November 2010

- All WWF UK Forest and Trade Network (FTN) members have profiles and access to current content
- Of the 39 FTN users, nine have so far accessed and one has completed the What is FSC? course module
- An online seminar is planned for May 2011 to encourage take up and facilitate discussion
Supporting the System

Trademark Control

Following consultation with UK retailers in 2009, FSC UK launched a UK pilot of trademark licences for non-certified companies. These licences replace the trademark resource pack issued to retailers wishing to promote their FSC ranges and to organisations wanting to highlight their use of FSC products.

An annual administration fee is charged to licence holders to cover the cost of verifying FSC claims and approving the use of the FSC trademarks. However, the charge is modest and there has been little resistance to the new system. As the fees are calculated based on an estimate of the workload, even a large retailer with several catalogues requiring approval each year, can reduce their fee by demonstrating a good track record.

An element of the licensing administration fee supports FSC UK’s vital work policing unauthorised use of the trademarks. In all 128 companies were contacted regarding such misuse during 2010-11, with only a minority having to be referred to the legal team in Bonn.

The new licensing system has been generally welcomed, particularly as it formalises the relationship between the licensee and FSC UK, as the licensor. Within the reporting period, 29 licences were issued by FSC UK and it is anticipated that all resource pack holders will be transferred to the new system by September 2011. A further 26 single use licences were issued, free of charge, to the media and educational establishments.

As a result of the successful pilots in the UK, Germany, Switzerland and Poland, it was decided to roll out the new licensing system globally. FSC UK will provide guidance to other National Offices wishing to act as Trademark Service Providers.

“Brilliant! This is how I would describe the service that I received when I contacted the FSC regarding a trademark request.

Professional, supportive and friendly advice made an important process simple to achieve.

From the start of the process, the personal advice was very clear and efficient; I know that if I need further advice or guidance they will be there to help.”

Michael O’Sullivan,
The Manchester College
Top of CPET Assessment

The UK Government uses an organisation known as CPET to assess the worthiness of forest certification schemes to supply legal and sustainable products into UK public procurement. In terms of points scored, FSC once again outperformed other certification schemes in CPET’s latest biennial review, published in January 2011.

CPET scores certification schemes against more than 30 criteria, ranging from forest management to the control of claims made about the certified nature of products. The assessment is based on an independent panel evaluating documentary evidence presented by the certification schemes.

FSC certification was found to have addressed fully all but three criteria, which were themselves judged as partially complied with. To address the latter, FSC is reviewing its policies towards grievance and dispute resolution and what are known as certification body generic standards.

CPET has committed itself to move beyond the evaluation of documentary evidence alone. Future reviews will take into account a measure of physical investigation, and FSC strongly welcomes this increased level of scrutiny.
FSC UK exhibited within the Knowledge Centre at IPEX, the largest English-speaking global technology event for print, publishing and media. Representatives from over 24,000 companies attended the show.

FSC UK’s Deputy Director, Rosie Teasdale presented a seminar, entitled “Promoting your environmental credentials: The use of the FSC logo.” She focused on the use of the FSC logo on printed material and explored some of the myths surrounding this.

The exhibition was a great success and our stand attracted a large number of visitors. Many companies requested information about gaining FSC certification. The main topic of discussion for those already certified was the new trademark standard for certificate holders.

FSC attended the first international conference on ethical certification, entitled “Certification Consumption and Change” in London on 29 September 2010. As a sponsor of the event, FSC invited a delegation of individuals from companies and organisations that have been instrumental in promoting responsible forest management.

Andre de Freitas, FSC’s Director General, joined a panel of thought-leaders from various certification schemes in a discussion set to define the agenda of ethical certification into the next decade, and was voted "best speaker" by the audience. Representatives from FSC Global Development, FSC International Centre and FSC UK were present and used the conference as an opportunity to raise awareness of the work of FSC and to offer advice on sourcing FSC products.

“I found the conference extremely valuable, in fact it was one of the best conferences I’ve attended in some time. I think the FSC presence was positively received, and reflected your status as the ‘gold standard’ of forest certification organisations”

Fiona Wheatley, John Lewis
London Pulp Week

As part of London Pulp Week, FSC held a Q&A session in London in November 2010. The session provided a discussion platform for topics relating to the pulp and paper sector. Key staff from FSC UK and FSC International answered stakeholder questions on important issues such as supply of FSC certified material, the transitory requirements (raising the FSC threshold from 50% to 70% for Mix products) and the changes to the trademark standards.

Following the success of the event, there are plans to rerun a Q&A session in November 2011.

Many thanks for inviting me to the FSC Q & A. It was definitely a most lively discussion which did seem to bring up many issues people have with FSC

Joanna King, Wiley Blackwell

Building relationships at Ecobuild

By working together with companies such as Ecochoice, FSC UK can promote the benefits of FSC, and the importance of sourcing timber from well-managed forests, to a wide and knowledgeable audience. It is also invaluable to us to have an insight into the application of FSC timber in the construction sector and to engage with those working in this industry.

Sharing a stand with Ecochoice again at this year’s Ecobuild gave us the chance to engage with builders, specifiers and architects, encouraging them to use FSC certified timber in constructions wherever possible. Ecobuild is the world’s largest event for sustainable design, construction and the built environment and the UK’s largest construction event of any kind.

“Ecochoice were very proud to once again share their stand with FSC UK. Apart from sharing the same values on responsible forestry and a great sync between both teams, visitors could see and learn more about both theory and practice behind the FSC label in one single stand. We look forward to repeating this winning formula again at Ecobuild 2012.”

Mike Bekin
Ecochoice Ltd.
FSC has commissioned the independent polling organisation, GfK NOP, to report on the level of awareness of FSC in the UK since 2007. Four years on, the 2011 survey shows that 43% of those questioned recognise the FSC logo, with the figure rising to 53% in those under the age of 45.

The number of people who said they have seen the FSC logo before has risen steadily and is up from just 19% four years ago. As well as just recognising the logo, more people than before are aware that they are purchasing FSC products, with 33% saying they had seen the label on things they had bought. Again, the figure is higher in those under 45, with 42% knowingly buying FSC certified products.

Once the meaning of the logo was explained, 59% of those questioned said they were more likely to buy FSC certified items in future. This confirms our belief that the UK consumer wants to buy wood and paper products safe in the knowledge that they are not damaging the world’s forests.

Although FSC UK continues to work in a number of ways to promote the logo, most of the credit for the increased awareness of FSC must go to the certified companies and supportive retailers. The range of FSC labelled products continues to grow, with paper and tissue products in particular accounting for much of the increase in FSC purchases.
Connecting on-line
Following on from the re-launch of our website (www.fsc-uk.org) in 2009, visitor numbers have continued to grow. The number of unique visitors on weekdays is now consistently over 400.

All certified companies and licence holders in the UK can have a free basic listing on the product and supplier search facility and many opt for the enhanced listing, with a link to their own website. This database is proving popular with both consumers and businesses.

You can also keep in touch with FSC UK via Twitter and Facebook. Our social network profile pages are regularly updated with FSC, forest and eco-labelling news.

http://www.facebook.com/fsc.uk
http://twitter.com/FSCUK

FSC UK goes bilingual
With the support of Environment Wales, FSC UK developed a new Forests, Climate Change and FSC fact-sheet, in English and Welsh.

This new resource looks at the role the FSC system can play in delivering climate benefits and the work of the FSC Forest Carbon Working Group.

The Environment Wales funding also enabled us to translate into Welsh and print our What is the Forest Stewardship Council? factsheet and the Moving Carbon activity sheet from our education pack. This running game demonstrates the impact of deforestation on climate change and has already proved popular with schools and young people’s organisations.

Despite the FSC UK office being based in Powys, awareness of FSC is lower in Wales than anywhere else in the UK. Hopefully the new Welsh resources will start to address this.
Connecting with Consumers

Building up our Supporters

FSC UK is seeking to increase the number of individual supporters from the current figure of less than 100 into a much more potent force. Not only can these supporters help us to spread the FSC message, they may also be in a position to advise and warn us about matters affecting FSC’s good-standing of which we may be completely unaware.

During 2010-11, our supporter base increased by 50%, admittedly from a small starting point. A leaflet aimed at attracting supporters was designed and distributed and the regular newsletter has been replaced with a new look magazine, Forest Matters. Several companies have donated small gifts to make up a “goody bag” for new supporters, as well as offering discounts on a range of their products, making it even more attractive to join FSC UK.

In addition to news of FSC UK’s activities, Forest Matters also features articles about new FSC products and initiatives and we invite our stakeholders to provide content for this magazine.

Love Forests

A partnership comprising the Forestry Commission, WWF UK and FSC UK launched the “Love Forests” campaign in February to mark the United Nations’ International Year of the Forest

The International Year of Forests aims to create a global platform to celebrate people’s work in managing the world’s forests sustainably and to raise awareness of the importance of forests as one of the world’s most valuable resources for the well-being of people and the planet.

The Love Forests campaign encourages people to share what the forest means to them, be it a place for dog walking or a venue for group activities, somewhere evoking childhood memories or a refuge for quiet contemplation. The public can take part on-line at www.loveforests.com or by filling in one of the FSC certified “Love Forests” postcards that have been widely circulated to UK visitor centres.

Consumers are also asked to sign up to various pledges, including one to buy only FSC certified toilet paper.
What Wood You Choose Campaign

In 2010 WWF launched a campaign to help consumers source wood and paper from legal and sustainable sources. The campaign seeks to highlight the impacts of the timber trade on forests and communities in Indonesia and central Africa and aims to encourage consumers to look for FSC certified products when shopping.

As part of the campaign a new film was produced and a range of leaflets and display material developed. A UK survey, commissioned as part of the campaign, revealed that 84% of those questioned believed that their local authority should commit to buying sustainable wood and paper products and WWF are asking local authorities to pledge to help protect forests.

For more information on the ‘What Wood You Choose?’ campaign visit: www.wwf.org.uk/whatwoodyouchoose

"WWF's What Wood You Choose? campaign is all about helping consumers make informed decisions when they choose wood and paper products. Looking for the FSC logo is the best way for consumers to know they're helping to protect forests. So it's been great to join forces with FSC UK this year at events such as UK Aware to reach a wider audience with this important message."

Nicola Round, WWF UK Campaign Manager

UK Aware

The WWF panda welcomed visitors to the FSC stand at UK Aware 2011, the UK’s longest running sustainable lifestyle exhibition, at Olympia in London.

Representatives from FSC UK, the Forestry Commission and WWF UK helped to explain the benefits of choosing FSC products and FSC UK gained a number of new supporters at the show.
FSC Friday gains momentum

Now in its third year, FSC Friday continues to gain momentum. From tweeting on Twitter to forages in forests, school assemblies to staff awareness raising and discounts to displays, events took place across the UK - and worldwide - on 24th September 2010.

FSC Friday was celebrated in shopping centres, sawmills, schools and scout huts, with a diverse range of activities and promotions.

The prize for the most innovative event in 2010 was awarded to Arjowiggins Graphic. The staff organised a ‘My favourite tree’ event where all employees were asked to draw, write about or build their favourite tree from play-doh.

The winning photograph (left) was taken of den builders at the Watch Grand Day Out event at Snipes Dales.

“Our FSC Fun Day promoted the importance of looking after our source material, raised awareness within the workforce, and allowed us the opportunity to have lots of Fun and Socialise with our Colleagues! It was great!”

Shona Stronach, Arjowiggins
Competitions kicked off

Three national competitions were launched in August 2010 and were promoted on-line and through visitor centres, retailers, community groups, schools and FSC Friday events.

As expected, the code-breaker and leaf identification competitions proved popular with all age groups. However, we were pleasantly surprised by the high number of entries in the “Design your own shoe” competition. Entries were judged both on the relevance to the theme (FSC - forest friendly for the future) and originality.

The winning design (right) was printed on to FSC certified trainers by Fair Deal Trading Ltd.

As well as the national competitions, FSC UK also invited children in Montgomeryshire to design their own FSC poster.

The four best designs were printed by Welshpool Printing Group Ltd and the overall winner was invited to see her poster in production.
SCA - Easy supply chain lessons

Back in 2004, SCA Timber Supply devised a scheme to help its customers prepare their systems for independent audit towards achieving FSC chain of custody certification for timber products.

With SCA Timber Supply’s help, five companies, with a total of 13 branches, achieved successful independent audits for FSC chain of custody during 2010-11.

The companies ranged from engineered timber frame building and insulation producers to multi-site and single-site builders merchants, throughout England.

FSC Wellies

Fair Deal Trading added another world first to their range of fair trade and sustainable products. Their Wellington boots are hand made in Sri Lanka from Fair Trade and FSC certified rubber.

“We are delighted to have FSC certification for our natural rubber Greentips Wellie boots. The FSC logo is a symbol of responsible forest management that our customers recognise and trust.”

James Lloyd, Fair Deal Trading

“We see this on-going programme as part of our corporate responsibility and as adding value to our customer service. We work closely with FSC UK and with the independent auditors to ensure our timber sector customers fully understand their duties and responsibilities under the FSC scheme.”

Bob Bastow, SCA’s Environment & Quality Assurance Manager
FSC nappies at Sainsbury’s

Sainsbury’s recently moved the “fluff pulp” used in their Eco nappy range to FSC certified sources. Fluff pulp tree fibre is mixed with other materials, such as absorbent polymers, to construct the absorbent core of disposable nappies. This move involved working closely with suppliers and technical teams to ensure that the new core met the high standards required in terms of performance and absorbency. This hard work means that over the next year Sainsbury’s expect to sell over 12 million nappies made with FSC certified material.

John Lewis presentation in Jakarta

In March 2011, Fiona Wheatley of John Lewis gave a presentation in Jakarta at the launch of the Indonesian Timber Legality System. This gave an opportunity for the company to communicate to the Indonesian Government, as well as timber producers, how much it appreciates the huge steps they have made in improving their forest governance.

The importance of continually raising the bar on environmental performance was stressed by John Lewis. Fiona explained the role certification schemes like FSC will play within the EU Timber Regulation when it becomes law in 2013.

The event was a great chance to share with producers how important sustainable timber sourcing and FSC certification is for UK customers. Many producers still believe that FSC is a flash in the pan, but the company was able to explain that offering FSC certified products is a key part of their responsible sourcing strategy.

Through speaking with forest owners and producers in Indonesia, Fiona also learned a great deal about the difficulties they face in meeting the high standards of social and environmental management required by FSC. While these challenges were recognised and acknowledged, it was equally inspiring to hear about some of the benefits that came with certification. This two way dialogue is extremely valuable in helping suppliers and retailers work together to accelerate take up of sustainable forestry.
Success in the market

FSC certified clarinet launched

Hanson Clarinets and Sound & Fair worked together to produce the world's first FSC certified clarinet, establishing the chain of custody from the forests in Tanzania to the Hanson factory in Yorkshire. The project has been financially supported by Comic Relief.

The clarinet is made from African Blackwood, prized as the best material for making woodwind instruments, sourced from one of Tanzania's first FSC certified forests. As much as 96% of African Blackwood exported from Tanzania has been logged illegally. As well as helping protect Tanzanian forests, the FSC certification is also delivering a fair deal for the forest communities.

Charles Thwaites said "Hanson Clarinets are pioneers of responsible timber sourcing within their industry and the Sound & Fair project is a hugely positive and successful endeavour. Together they have brought the FSC concept to a new audience and helped forest-based communities in Tanzania to protect their resources, whilst earning a decent return for the valuable FSC certified timber they sell."

The Co-operative Launch FSC Certified Cheques

Marketing services provider Communisis is supplying The Co-operative with cheque books made using FSC certified materials. The ability to produce cheque books using FSC grade materials has only recently been made available within the cheque book market and The Co-operative were one of the first organisations to take advantage of this development.

The Co-operative's cheque books and paying-in books carry FSC Mix labels on the front and back and the cheque books also feature the FSC label on each cheque,

“Communisis has successfully re-engineered our supply chain process to make chequebook production more sustainable, which fits perfectly with our environmental credentials, we’re delighted to make this positive change.”

Sarah Reid, Supplier Management at The Co-operative

The shift by The Co-operative to use FSC certified materials sends an important message about the need for sustainability.
Sharing a million FSC certified books

More than a million books were given away as part of the World Book Night celebrations on March 5th 2011. All the books were printed on FSC certified paper, each one carrying the FSC label.

World Book Night represents the most far-reaching celebration of adult books and reading ever attempted in the UK and Ireland. In all 40,000 copies of each of the 25 titles were given away, Individuals from across the country handed out 48 copies of their chosen book. The remaining books were distributed to places that might otherwise be difficult to reach, such as prisons and hospitals.

"World Book Night is committed to sustainable printing solutions and is pleased that we were able to use FSC certified paper for all 1,000,000 World Book Night special editions being given away by 20,000 passionate readers on 5th March."

Jamie Byng, Chair of World Book Night

London 2012 Olympic Park

FSC’s willingness to embrace even the largest of projects has been amply demonstrated in its approach to the London 2012 Olympics. The London site covers 2.5 sq km and contains the Olympic Stadium, the Aquatics Centre, the Velodrome and the Basketball Arena and is currently one of the most ambitious construction projects in the UK.

One of the undertakings that worked in favour of London’s original bid to the Olympic Committee was the emphasis on sustainability. Hence all construction materials meet exacting criteria such as low carbon input and reusability. An extra requirement on the timber content has been proof of certification to those schemes recognised by the UK Government, which itself has led to the accurate documentation of every item of forest-derived material which has entered the construction site.

These records have allowed a comprehensive independent auditing exercise to confirm precisely the proportion of FSC-certified material consumed on site since building began. We believe this audit will be sufficiently robust to allow the London Olympic Park to claim accurately that a certain percentage of the timber is from FSC sources.
Income and Expenditure over the financial year was £218,380, exceeding expenditure by £47,000. Our reliance on donations from grant-making charities remains low, at under half of our income, and we are committed to reducing this proportion further in the future.

Self-generated income includes revenue from trademark licensing, which is expected to grow as more companies sign contracts. While the income from the National Office Agreement and Membership may increase, their contribution to our budget will likely remain consistent.

Expenditure is primarily determined by staff salaries, contributing 59% of our outgoings. For most of the year, we operated with four full-time equivalent staff. The full accounts are available upon request from the FSC UK office.
Reserves

Reserves are needed to meet the working capital requirements of the charity. The Trustees are confident that with the equivalent to 3 months’ expenditure in hand, the charity would be able to continue at worthwhile activity levels in the event of a significant drop in funding.

Expenditure for 2010/11 was £171,387, giving a target of just over £42,800 held in reserves. At the end of the reporting period reserves had reached £21,000; still some way short of the target, but it is worth recalling that monthly contributions have only been possible for less than four years. Indeed, the charity has increased its remittances to reserves as its financial position has improved.

Financial Support

FSC UK would like to thank the following organisations for their support:

- Esmée Fairbairn Foundation
- The Waterloo Foundation
- The Body Shop Foundation
- WWF UK
- Cecil Pilkington Charitable Trust
- The N Smith Charitable Settlement
- Environment Wales
- Sainsbury’s
- SCA

Expenditure £171,387
Trustees

Meriel Robson (Chair from 01/01/11) (Joined Board 01/05/09; elected 25/11/09)
Hannah Scrase (Chair to 31/12/11) (Joined Board 01/05/09; elected 25/11/09)
Mark Barthel (Joined Board 01/05/09; elected 25/11/09)
Nicola Baird (Joined Board 01/05/09; elected 25/11/09)
Sue Barnwell (Treasurer) (Joined Board 17/09/09; elected 25/11/09)
Rachel Bradley (Joined Board and elected 25/11/09)
Hubert Kwisthout (Joined Board and elected 29/09/10)

FSC UK Personnel

Charles Thwaites MBE (Executive Director)
Rosie Teasdale (Deputy Director)
Tallulah Chapman (Business Advisor)
Tess Jenkins (Liaison Officer)
Kevin O’Connor (Media and Marketing Officer from January 2011)
Annette Allsopp (Book Keeper)

Independent Auditors

Morgan Griffiths LLP,
Chartered Accountants,
Cross Chambers, High Street,
Newtown, Powys SY16 2NY

Bankers

The Co-operative Bank, PO Box 101,
1 Balloon Street, Manchester M60 4EP

CAF Bank Limited, 25 Kings Hill,
West Malling, Kent ME19 4JQ

FSC International Centre

Andre de Freitas
FSC International Centre
Charles-de-Gaulle Str 5, 53113 Bonn
Germany
Phone: +49 228 367 660
Fax: +49 228 367 6630
E-mail: fsc@fsc.org
UK Based Members to March 2011

Social Chamber
Hubert Kwisthout (individual)
Constance Lynn McDermott (individual)
National Trust
Dawn Robinson (individual)
Ben Vickers (individual)

Environmental Chamber
Climate for Ideas
Fauna and Flora International
Greenpeace UK Ltd
FERN Foundation
Anna Jenkins (individual)
Northmoor Trust
Meriel Robson (Individual)
Hannah Scrase (individual)
Soil Association
The Woodland Trust
WWF UK
Dr Florin Ioras (individual)

Economic Chamber
Nick Barnicoat (individual)
Blueline Office Furniture
Boots the Chemist
Chartwell PM Ltd
CDP Print Management
EcoSylva Ltd
Habitat UK
Home and Leisure International Ltd
Hubertus van Hesbergen (individual)
Kimberly Clark Corporation
Kingfisher plc
Dr Alan Knight (individual)
Lister Lutyen Company Ltd
Mondi plc
Premium Timber Products
Tropical Forest Trust