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

Our Mission: To promote environmentally appropriate, socially beneficial, and economically viable management of the world’s forests.
As FSC UK reaches its 20th Anniversary, this review provides an opportunity to look back at the charity’s achievements over the past two decades (see timeline on pages 10-11), as well as the highlights of 2014-15.

I feel honoured to have been appointed Executive Director at such a point in its history, and very grateful to those that have worked so hard to make the organisation what it is today.

Hannah Scrase certainly showed initiative and vision in establishing FSC UK as the first national office back in 1995 and, fortunately, she was not alone in recognising the role that the UK could play in promoting responsible forestry. The success of FSC UK is down to the commitment of staff, trustees, certification bodies, NGOs, the forest owners, manufacturers, retailers and numerous individuals. Thank you!

As Executive Director for the reporting period, mention must be made of Charles Thwaites MBE. After over eight years at the helm of FSC UK, Charles retired in March 2015. Perhaps his greatest legacy is the improved financial stability of the charity, enabling us to focus on delivering our charitable aims. We wish Charles a very happy retirement.

Of course, as we head into the next 20 years, we face many challenges but we can also take advantage of many opportunities. FSC’s new branding (see pages 14-15 and cover) demonstrates a marked shift in our global approach to engaging consumers and we hope not only to increase recognition of the logo in the UK but also create an emotional connection, driving the market for FSC certified material. The revision of key standards provides a chance to simplify and streamline our requirements whilst retaining the necessary rigour to maintain the integrity and credibility of the system.

With over 2,300 certificate holders and a strong market, FSC UK has a vital role to play in promoting and supporting FSC and, as we head into the next phase of our existence, we will continue to strive to meet our charitable aims and, intrinsically linked to this, the needs of our varied stakeholders.

Rosie Teasdale
Executive Director, FSC UK

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FSC certified forests worldwide: 184,318,422 hectares

FSC certified forests in the UK: 1,605,527 hectares

FSC Chain of Custody worldwide: 28,948 certificates

FSC Chain of Custody in the UK: 2,351 certificates

FSC Trademark Licenses worldwide: 587 licenses

FSC Trademark Licenses in the UK: 86 licenses

Figures correct as of April 2015
All Civil in Seville: 7th FSC General Assembly

The General Assembly 2014 marked the 20th anniversary of FSC’s continuous efforts to find solutions that benefit people and forests worldwide. It brought together FSC members and stakeholders from around the world, to participate in a unique and democratic forum. It was also an opportunity to celebrate two decades of successfully promoting responsible forest management.

19 motions were passed, including:

Motion 11: Review of the FSC certification system to adapt forest certification to small forest holders throughout the world

Motion 29: “The Logo Motion” (simplification of requirements for trademark use and of approval procedures)

Motion 58: Evaluation & reorientation of certification of non-timber forest products

Motion 65: High Conservation Values – Intact forest landscapes protection

Thunderous FSC Friday

FSC Friday 2014 was celebrated by 30 countries around the world. This is the highest number of countries taking part in FSC Friday and is a step up from 27 in 2013.

This year we also ran a Thunderclap. This is a programme that allows people and organisations to sign up their social media accounts to the site, which then sends out the same message simultaneously from the accounts that have signed up. The total social reach was 168,671 people. We encouraged the use of the hashtag #FSCFriday in the run up to and on the day itself – analysis of this hashtag shows that more than 1.2 million around the world saw information about FSC Friday via social media.

Sainsbury’s go the Eggstra Mile for Recycling

In April 2014 Sainsbury’s launched a brand new scheme to enable customers recycle their Easter egg packaging in stores, the first supermarket to do so. The specially designed Easter recycling facility allowed customers to recycle all elements of Easter egg packaging – including plastic, film, card, foil and ribbon.

Once again the supermarket encouraged shoppers to recycle their old Christmas cards and wrap in store in specially FSC branded recycling bins.

FSC UK was selected as Sainsbury’s charity partner for both recycling initiatives and received a donation of more than £12,000.

Forests in Fashion: FSC promoted at star-studded Stella McCartney launch

Stella McCartney reinforced her commitment to sustainability by partnering with Livia Firth’s Eco-Age for the launch of the 2014 London Stella McCartney Green Carpet Collection at London Fashion Week. The exclusive event, held on 14 September, was the hottest ticket in town, hosted by Stella McCartney, Livia Firth, Creative Director of Eco-Age and wife of actor Colin Firth, Anna Wintour, Editor in chief of American Vogue and Natalie Massenet, Founder & Executive Chairman of Net-a-Porter.

In support of FSC’s mission, a forest room was created at the event from trees, shrubbery, grasses and wood stumps from Pinewood studios’ previous and future film productions. The bark ground covering, donated by Melcourt Industries, wooden gate, donated by Duncombe Sawmill and engraved plaque, made by Signs Workshop were all FSC certified.
SPREADING THE WORD

Twitter
6,692 followers (March 15)
40% increase*

Facebook
3,057 followers (March 15)
197% increase*

www.fsc-uk.org
99,251 users (April 14 - March 15)
35% increase**

www.fsc-uk.org
375,605 page views (April 14 - March 15)
39% increase**

*since March 14
** compared to previous 12 months

Forest Matters e-zine
In early 2015 FSC UK launched Forest Matters, an e-zine freely available to online subscribers. All FSC certificate and license holders and UK members now receive an advanced edition of the bi-monthly publication with a supplementary technical section.

CONSUMER SURVEY 2015

Q. What do you think this logo means?
22% of people answered correctly or almost correctly.

Q. How likely would you be to buy the product with this logo on, compared to the product without?
28% of people answered partially correctly, identifying that it meant environmentally-friendly, or was related to conservation, trees or forestry.

Q. How likely are you to look for details of FSC product certifications or endorsements in each of the following places?

72% very or fairly likely

All figures are from YouGov Plc. Total sample size was 2,080 adults. Fieldwork was undertaken between 30th - 31st March 2015. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).
In the past 20 years, FSC has become a well-trusted and established brand in sectors and markets around the world. With our new branding we plan to extend our reach by targeting consumers directly.

“The success of FSC has always depended on consumer awareness and demand for FSC certified products. We have relied on our partners and certificate holders to spread the message of FSC on our behalf, and their success has been remarkable. But, we have also listened to their calls for more effective tools and materials that could inspire their customers to choose FSC – an identity that would connect with consumers and be memorable in the retail space. We believe the new branding and marketing toolkit will help them do this,” said Kim Carstensen, Director General of FSC.

The new strapline - Forests For All Forever - reaffirms the FSC vision of saving the world’s forests for future generations, while the visual identity, which includes the animals and people who live and interact in forests, reinforces the all-encompassing approach FSC takes to sustainable forest management.

“Forests are so much more than trees and timber. Our Principles and Criteria have always reflected our determination to protect forests and their inhabitants. Now, our commitment will also be expressed in our visual identity, and provide a clearer message to consumers of what it means when they buy an FSC certified product.”

Kim Carstensen

The new branding was developed based on a marketing survey that reached 9,000 participants from 11 different countries in 2013. The online toolkit containing the new branding assets is available to all certificate and licence holders.

FSC UK launched the new branding at a stakeholder event in November 2014. More than 50 delegates attended and 87% of those surveyed found the event to be very or somewhat useful.
**Environmental Chamber**

- Born Free Foundation
- Fauna & Flora International
- Greenpeace UK Ltd
- Florin Ioras (individual)
- Anna Jenkins (individual)
- Sian Jones (individual)
- Meriel Robson (Individual)
- Hannah Scrase (individual)
- Soil Association
- The Woodland Trust
- WWF UK
- Zoological Society of London

**Social Chamber**

- *Fair Rubber e.v.*
- Hubert Kwisthout (individual)
- Constance Lynn McDermott (individual)
- The National Trust
- Dawn Robinson (individual)
- Ben Vickers (individual)

**Economic Chamber**

- B&Q Plc
- Blueline Office Furniture
- BM TRADA
- Boots UK Ltd
- Bound Oak Ltd
- Chartwell PM Ltd
- Confederation of Forest Industries
- Germain Djontu (individual)
- The Forest Company Ltd
- Home and Leisure International Ltd
- HSBC Holdings plc
- Hubertus van Hensbergen (individual)
- Kingfisher plc
- Lend Lease Europe
- Mike Bekin (individual)
- Mondi plc
- Premium Timber Products
- Soil Association Certification Ltd
- Timber Trade Federation UK

**MEMBERS**

**Meet the Trustees**

- **Mark Barthel**
  - WRAP
- **Allen Mawby**
  - Treasurer
- **Nicola Baird**
  - Author & Journalist
- **Hannah Scrase**
  - Environmental Consultant
- **Meriel Hobson**
  - Soil Association
  - Chair
- **Hubert Kwisthout**
  - Consultant
- **Colin Bradford**
  - Sainsbury’s
- **Jon Kirkpatrick**
  - Lend Lease Europe
  - (from 28 January 15)
- **Mike Bekin**
  - Ecochoice
  - (from 2 May 14)
- **Hubert Kwisthout**
  - Consultant
- **Constance Lynn McDermott**
  - (individual)
- **Dawn Robinson**
  - (individual)
- **Ben Vickers**
  - (individual)
- **Meriel Robson**
  - Soil Association
  - (individual)
- **Soil Association Certification Ltd**
- **Tree Trade Federation UK**
Income

Over the 2014/15 financial year income exceeded expenditure. We began the year with an opening balance of £241,409 and ended with a carry forward (including the reserves fund) of £400,884. From our total annual income of £442,297, approximately 6% was received in the form of grants.

Membership revenue continues to increase, providing £37,137 of income during the reporting period. However, the most significant increase was in the income received under the Principle Cooperation, Service and Licence Agreement. This is currently calculated on a formula based on the Annual Accreditation Fee (AAF) charged to certified companies in the UK but is subject to change from 2016 onwards.

The increased income from AAF comes with additional delivery expectations and it is anticipated that expenditure will rise as the charity seeks to meet these expectations.

FSC UK would like to thank all those who have supported our work over the last financial year, and indeed the past 20 years.

Special thanks this year go to:
- AkzoNobel
- Cecil Pilkington Charitable Trust
- WWF UK

Expenditure

Expenditure was higher at £282,822 this year compared with last but such an increase was predicted due to the clear need to recruit more staff in order to meet the charity’s increased commitments. We anticipate that staff costs, and overall expenditure will continue to rise during 2015/16 as we seek to meet the needs of certificate holders, raise consumer awareness and target new sectors to drive demand for FSC and address the challenges that come with continued growth.

Reserves Policy

The Steering Group has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be equivalent to 3 months’ of expenditure and that a reserve fund should be established to meet the working capital requirements of the charity.

Forecast expenditure for 2015/16 is approximately £354,000, giving a target of £88,500 held in reserves. At the end of the reporting period reserves had reached £89,500. Assuming no currently unforeseen need to draw on reserves, and no further increase in expenditure, FSC UK is now in a position of having met the target set out in the current Reserves Policy. However, it may be appropriate for the charity to review the policy and consider holding reserves equivalent to 6 months’ expenditure.