



**FORESTSTM
FOR ALL
FOREVER**



OUR FORESTS WORK
2014 / 2015

Forest Stewardship Council® UK



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The Forest Stewardship Council® (FSC®) is an international membership association. FSC United Kingdom is a registered charity in England and Wales under the name Ephesea UK.

Charity Number: 1130203

FSC® F000231

FSC UK is one of over 40 national offices. It sets responsible forest management certification standards for the UK, promotes the FSC chain of custody certification system, issues trademark licenses and provides a training and information service.

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



Beth Bennett
Business Liaison Manager



Tallulah Chapman
Communications Manager
(part time)



Owen Davies
Forest Standards
Manager



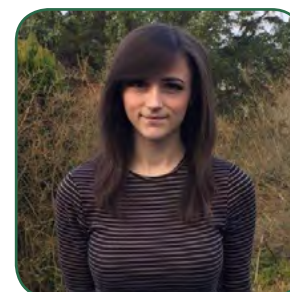
Tess Sutton
Membership Officer
(part time)



Sue Lowe
Trademark Officer
(part time)



Julien Price
Communications Assistant
(from July 2015)



Beth Gratrix
Office Administrator
(from April 2015)

Get in Touch:

Email: info@fsc-uk.org

Tel: 01686 413 916

CERTIFICATES



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



HIGHLIGHTS

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.

Photograph: © Be Modern

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.



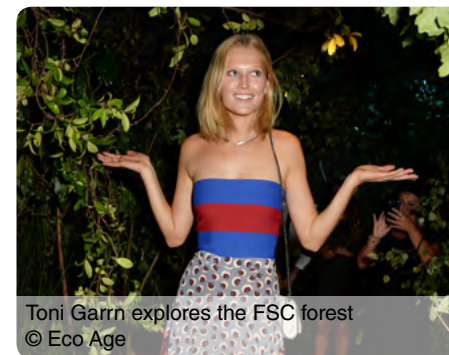
Once again the supermarket encouraged shoppers to recycle their old Christmas cards and wrap in store in specially FSC branded recycling bins.

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



Photographs: © Sainsbury's

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



Toni Garrn explores the FSC forest
© Eco Age

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.

20 Years of FSC UK

hectares
certified in the
UK

to FSC standards

FSC UK, the first FSC national office, is founded

1st FSC labelled product (wooden spatula, UK)

10
million
hectares

to FSC standards
GLOBALLY

**FSC® is
officially born.**

**GB Forestry Commission
achieves FSC certification for
all of its 800,000 hectares of
forests UK**

1st

BBC Wildlife Magazine
– world's 1st consumer
magazine printed on
FSC certified paper

Valentines Day 2011
National Trust
receive FSC forest
certification

1 million hectares

**(35%) of the UK's
forests FSC certified**

**FSC
formally
recognises
UKWAS
standard**



The Crown Estate
receives FSC forest
certification

FSC certified venison appears on Sainsbury's shelves – UK's 1st FSC certified food product & world's 1st FSC labelled meat product

1st FSC certified project – Westside Apartments, Ilford

1.5
million
hectares

**(over 50%) hectares
of forest in the UK
FSC certified**

Harry Potter and the Deathly Hallows printed on FSC certified paper - the largest single FSC paper order (valued at \$20 million)

52% of timber and panel products produced in the UK and imported are FSC certified (TTF Timber Certification Report)

19%

First consumer awareness survey reveals that 19% recognise the FSC logo

CoC
500
FSC CoC
certificates in UK

CoC **UK**
2000
FSC CoC
certificates in UK



FSC retail sales in the UK = 1.7 billion
(Ethical Consumer Report)

1.7 billion

20,000 FSC CoC Certificates worldwide

£1,000

Forest management certificates around the world

300 million cubic metres of FSC certified wood are harvested each year, making up 8% of total world wood production (FSC)

180
million
hectares

More than 180 million hectares of forest worldwide are managed according to FSC standards

FSC UK celebrate 20th anniversary

50%

50% of people surveyed in the UK recognise the FSC logo

2015

Global Certified Area:
176.7 million

Global Chain of Custody:
25,723

UK Chain of Custody:
2331

Global Certified Area:
184.3 million hectares

Global Chain of Custody:
28,948

UK Chain of Custody:
2351

Global Certified Area:
134.6 million hectares

Global Chain of Custody:
18,714

UK Chain of Custody:
2054

Global Certified Area:
134.6 million hectares

Global Chain of Custody:
18,714

UK Chain of Custody:
2054



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?



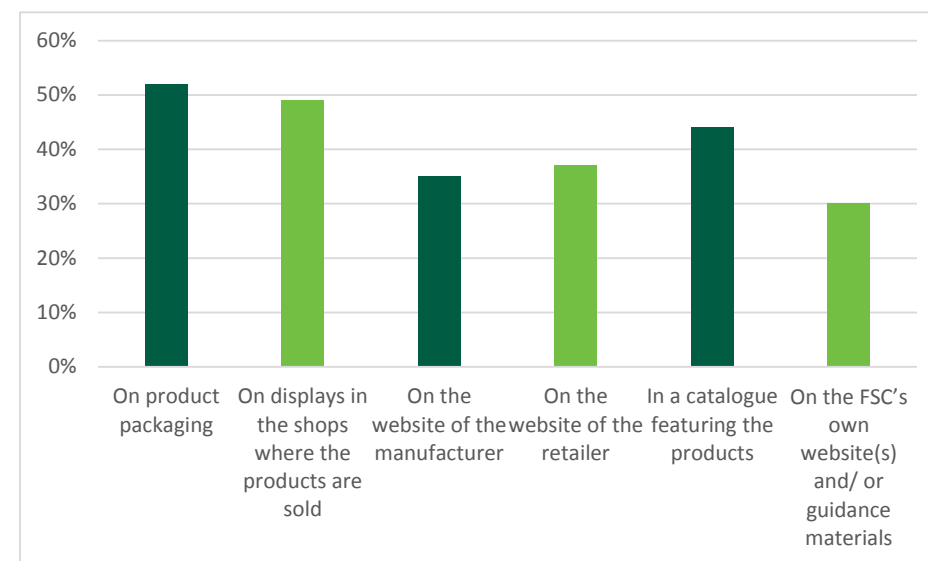
22% of people answered correctly or almost correctly.

28% of people answered partially correctly, identifying that it meant environmentally-friendly, or was related to conservation, trees or forestry.

Q. How likely would you be to buy the product with this logo on, compared to the product without?

72% very or fairly likely

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



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+).

WHILE YOU LOOK FOR THE RIGHT INGREDIENTS, WE'LL HELP YOU LOOK AFTER OUR FORESTS.

Our forests give us many things, including the packaging on our supermarket shelves.

FSC® helps take care of forests and the people and wildlife who call them home. So you can keep your life full of forest products while keeping our forests full of life.

Choose FSC.



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.



MEMBERS

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

MEET THE TRUSTEES



Meriel Robson
Soil Association
Chair



Allen Mawby
Treasurer



Nicola Baird
Author & Journalist



Mark Barthel
WRAP



Mike Bekin
Ecochoice
(from 2 May 14)



Colin Bradford
Sainsbury's



Jon Kirkpatrick
Lend Lease Europe
(from 28 January 15)



Hubert Kwisthout
Consultant



Hannah Scrase
Environmental Consultant

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.

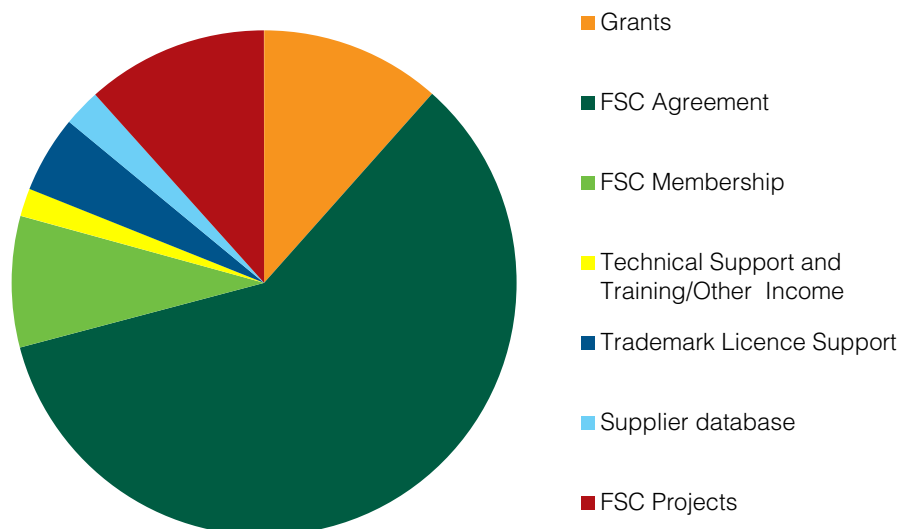
Membership revenue continues to increase, providing £37,137 of income during the reporting period. However, the most significant increase was in the income received under the Principle Cooperation, Service and Licence Agreement. This is currently calculated on a formula based on the Annual Accreditation 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

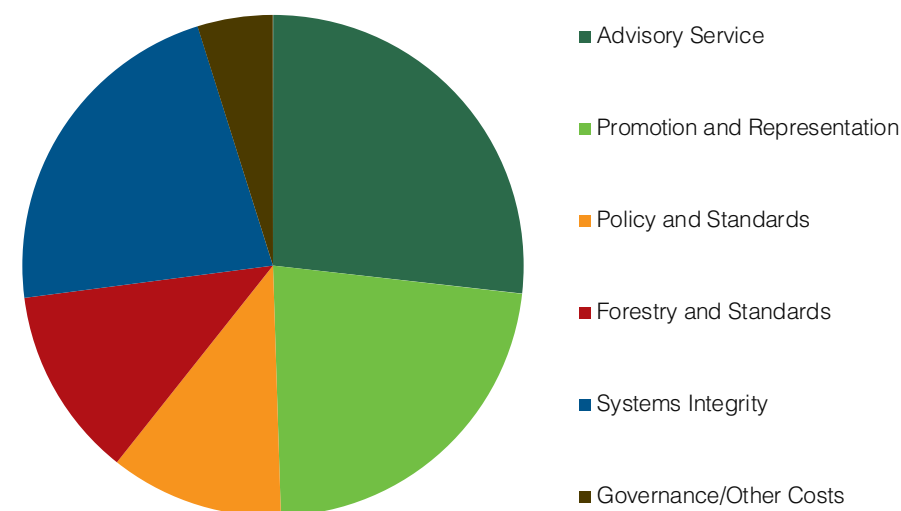
Expenditure was higher at £282,822 this year compared with last but such an increase was predicted due to the clear need to recruit more staff in order to meet the charity's increased commitments. We anticipate that staff costs, and overall expenditure will continue to rise during 2015/16 as we seek 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.

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.

Reserves Policy

The Steering Group has established a policy whereby the unrestricted funds not committed or invested in tangible





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