

# FSC® UK ANNUAL REVIEW 2024-2025



**FORESTS  
FOR ALL  
FOREVER**



# WELCOME



I hope this new format of our report provides a clear overview of FSC UK's priorities, our successes and our ongoing work.

It has always been the case that delivering on our priorities is dependent on the support and commitment of our stakeholders.

In October 2024, we launched an Impact Investment Fund, open to applications for UK-based projects that support our work on specific objectives. We awarded three grants and look forward to the realisation and results of these projects.

The theme for FSC Forest Week 2024 was "Small steps together create big change for all", encouraging actions that positively impact the world's forests. At times, the challenges of climate change and biodiversity loss can seem overwhelming and only through collective action, even when the steps feel small, will we make progress.

FSC UK has come a long way since its inception 30 years ago, but there is much still to be done. As we celebrate achievements, we also need to redouble our efforts, working together to deliver FSC's mission and create a better future.



LOOK OUT  
FOR THE  
ARROWS FOR  
LINKS TO  
MORE  
INFORMATION



# MEET THE TEAM



**Beth Bennett**  
Business Development  
Manager



**Tallulah Chapman**  
Communications  
Manager



**Maggie Cooper**  
Trademark & Licensing  
Officer



**Georgina Davies**  
Support Officer



**Holly Dillon**  
Communications  
Officer



**Rebecca Guez**  
Office & Project  
Administrator



**Rachel Hembery**  
Business Advisor &  
Operations Manager



**Heather Hulse**  
Training & Outreach  
Officer



**Owen Lewis**  
Trademark Assistant



**Carol Lord**  
Trademark  
Enforcement Officer



**Karen Paterson**  
Forests & Ecosystem  
Services Manager



**Andy Sharkey**  
Forest Standards  
Manager



# OUR BOARD OF DIRECTORS



**Ian Baker**



**Mike Bekin**  
Vice Chair



**Owen Davies**



**Maggie FitzHerbert**



**Julia Griffin**



**Hubertus van Hensbergen**

**Economic  
Chamber**

**Environmental  
Chamber**

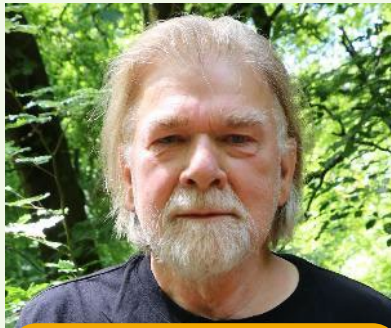
**Social  
Chamber**



**Steve Jennings**



**Jon Kirkpatrick**  
Chair



**Hubert Kwisthout**



**Constance L.  
McDermott**



**Maura Poole**  
Treasurer

## FSC IN THE UK AT A GLANCE



**FSC** is the world's most rigorous and trusted forest certification system.

**FSC UK** exists to support the application of FSC system in the UK.

**30**

years of operation

**3K+**

FSC-certified  
organisations

**76%**

of UK consumers  
recognise the FSC logo

**7%**

promotional  
licence holders





# 30 YEARS OF FSC IN THE UK



After FSC was founded in 1994, local network partner offices were set up to provide country-specific support for the global certification scheme. The first of these was the FSC UK office, founded in 1995. As we celebrate our 30th anniversary this year, we want to thank everyone who has been part of our incredible journey.

Look out for news and events to celebrate our 30<sup>th</sup> anniversary in 2025!

LOOKING BACK AT THE  
FIRST 10 YEARS OF FSC UK



# STRATEGIC PRIORITIES 2024 - 2027

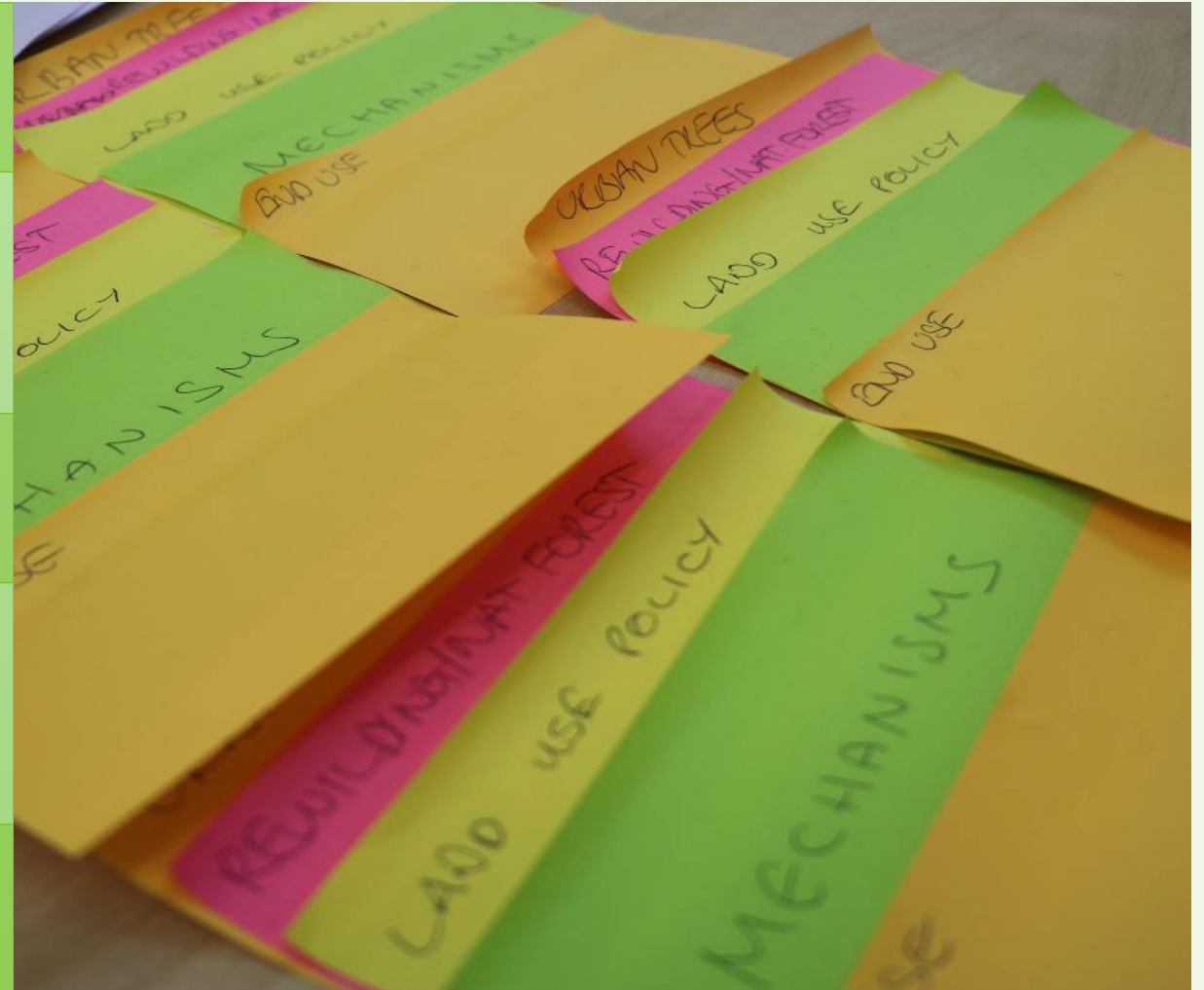
Promote the value of forests and the products, ecosystem services and social benefits they provide

Encourage stakeholder engagement and support FSC globally to ensure that the FSC system is fit for purpose, accessible, relevant, and trusted

Improve forest management in the UK for all sizes and types of forest

Provide support and guidance to UK based licence holders and enable them to realise the full potential of their FSC licence

Promote the FSC system, FSC certification and the specification of FSC-certified products





# FSC CERTIFICATION AND LICENSING IN THE UK AND WORLDWIDE



165

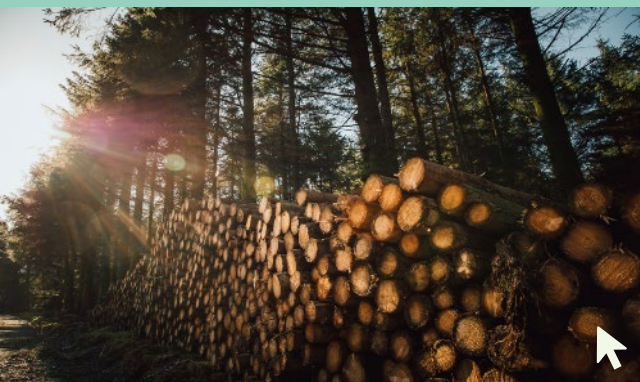
million certified hectares  
of land worldwide<sup>1</sup>

219

ecosystem services  
claims worldwide<sup>2</sup>

65K

chain of custody  
certificates worldwide<sup>3</sup>



3

ecosystem services  
claims in the UK<sup>2</sup>

2,258

chain of custody  
certificates in the UK<sup>3</sup>

1,702

promotional licence  
holders worldwide<sup>3</sup>

1.66

million hectares  
of certified land in the UK<sup>1</sup>



749

chain of custody group  
scheme members in the UK<sup>3</sup>

126

promotional licence  
holders in the UK<sup>3</sup>



# FOREST MANAGEMENT CERTIFICATION

Meeting rigorous standards for sustainable forestry



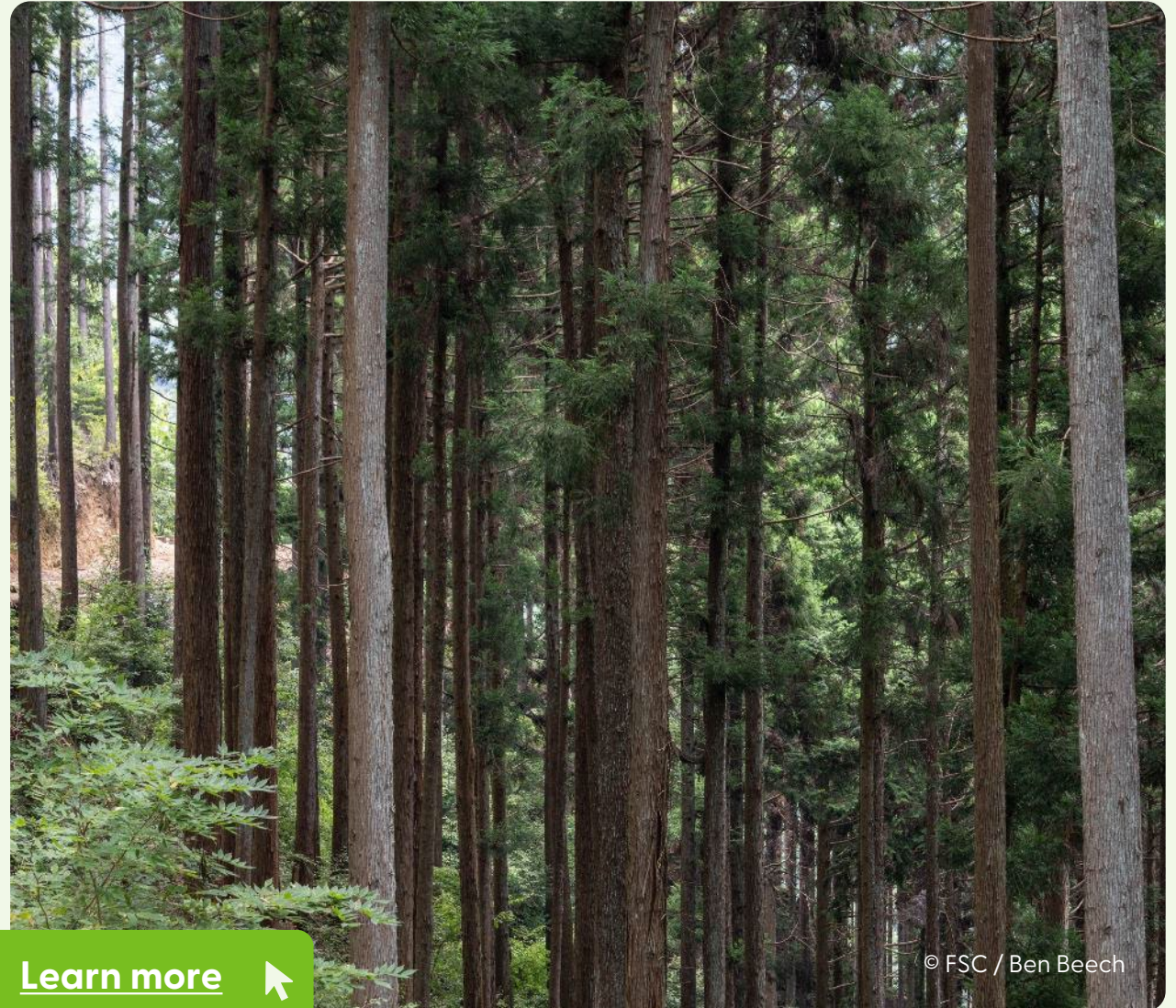
No matter the size or type of forest, FSC certification verifies that it is managed in a way that is environmentally appropriate, economically viable, and socially beneficial.

## Key benefits:

- ✓ Best practice and quality assurance
- ✓ Expand market and supply chain access
- ✓ Verify forest commitment independently
- ✓ Demonstrate that forest products are sourced from well-managed forests, supporting local communities and workers' rights

## Certification support available

Community, farm and small woodland owners can group together and share efforts, making it easier to become FSC-certified.



[Learn more](#)



© FSC / Ben Beech

# UK FOREST STANDARDS HIGHLIGHTS

The area of woodland in the United Kingdom is estimated to be 3.28 million hectares, 44% of which is FSC certified.\*



The UK Woodland Assurance Standard (UKWAS) Working Group reached consensus on a revised pre-approval draft of UKWAS 5 for re-submission.



Preferred by Nature, were appointed by FSC to revise the FSC national risk assessment for the United Kingdom, to be used by FSC certificate holders when applying FSC Controlled Wood and the voluntary FSC EUDR Module.



**FSC FOREST MANAGEMENT**





# WOODLAND NETWORKS



FSC UK funded the Small Woods Association to provide an advisory service to small woodland owners in Scotland and Wales. 130 foresters (or those interested in owning a forest) received advice through seven in-person group training events held in forests, one-to-one advice visits and phone calls. Feedback forms were provided at the end of the advisory sessions, and of those completed, the responses were very positive regarding the training. 10% of participants showed an interest in FSC certification. The report provides some useful insights into how to make certification more relevant to small woodland owners.

**TRAINING FOR SMALL  
WOODLAND OWNERS**







# EXCELLENCE IN FORESTRY AWARDS



Since 2019, FSC UK has sponsored the Royal Forestry Society (RFS) Excellence in Forestry Awards Small and Farm Woodlands award.

FSC UK's Forests & Ecosystem Services Manager visited Charles Inglis at Hole Farm in Norfolk, winner of the 2024 award, to discover more about the farm's approach to incorporating sustainable woodland into the farm estate and the benefits to the land, the farm business and its owners.

“ There is a great amount of satisfaction in growing trees and creating woodlands. ”

[READ THE INTERVIEW](#)





# ECOSYSTEM SERVICES AND VERIFIED IMPACT



FSC Verified Impact supplements FSC forest management certification, helping forest managers and owners to quantify the intangible value of their forest with third-party validation. Impacts can be verified for biodiversity conservation, storing carbon, purifying water, regenerating soil, and providing recreation. This data can be shared with stakeholders, showing the real-world impact of their responsible forestry practices. It can also be used to attract investments, sponsors, and other rewards for maintaining services that are not recognised by traditional markets.

Curious? [Watch this video](#)



Biodiversity  
Conservation



Carbon Sequestration  
and Storage



Watershed  
Services



Soil  
Conservation



Recreational  
Services



Cultural Values  
and Practices  
(coming soon)



Air  
Quality  
(coming soon)





# THE GREAT RESERVE



The Great Reserve (FSC®C020966) near Abergavenny was successfully audited for FSC Verified Impact in May 2024, the first forest in the UK to obtain this for its impact on carbon. It is unusual in that it is claiming its Verified Impact for its giant sequoias, which have not been native in the UK for thousands of years. However, they were reintroduced by Victorian plant enthusiasts in the 1800s in small stands or as individual trees across the UK. It was acquired by Henry Emson in 2023 as a clear-felled site and restocked with 20% native broadleaves and 70% conifers in addition to the sequoias. In order to demonstrate the impact of the giant sequoias, The Great Reserve has developed the “Sequoia Carbon Code”, based on the “Woodland Carbon Code”, with data obtained from existing sequoias in the UK.



# **ARDURA, MULL AND IONA COMMUNITY TRUST**

Since achieving FSC Verified Impact in 2023, there has been significant progress, including the completion of a forest shelter for use by the community, forest school, outreach programmes and volunteers. Volunteers have been contributing to tree planting, and the removal of Sitka spruce seedlings to protect newly planted native trees and allow native flora to grow.

Securing funding for all of the work MICT wish to undertake is proving difficult. They receive annual sponsorship from Tobermory Distillery on the island, but this is not enough to fund staff and all the project costs.

In 2025, MICT received some funding from the Royal Foundation of the Prince and Princess of Wales to support their Mull and Iona Ranger Service, which supports the biodiversity restoration work at Ardura Community Forest.

**BE PART OF  
ARDURA'S STORY**





# CHAIN OF CUSTODY CERTIFICATION

## Committing to forest-friendly sourcing

Enables manufacturers, processors and traders of forest products to sell and promote products as FSC certified.

- ✓ FSC-certified materials checked at every stage of processing
- ✓ Requirements to support timber and customs regulations
- ✓ Compliance with International Labour Organisation (ILO) Core Conventions

### Key benefits:

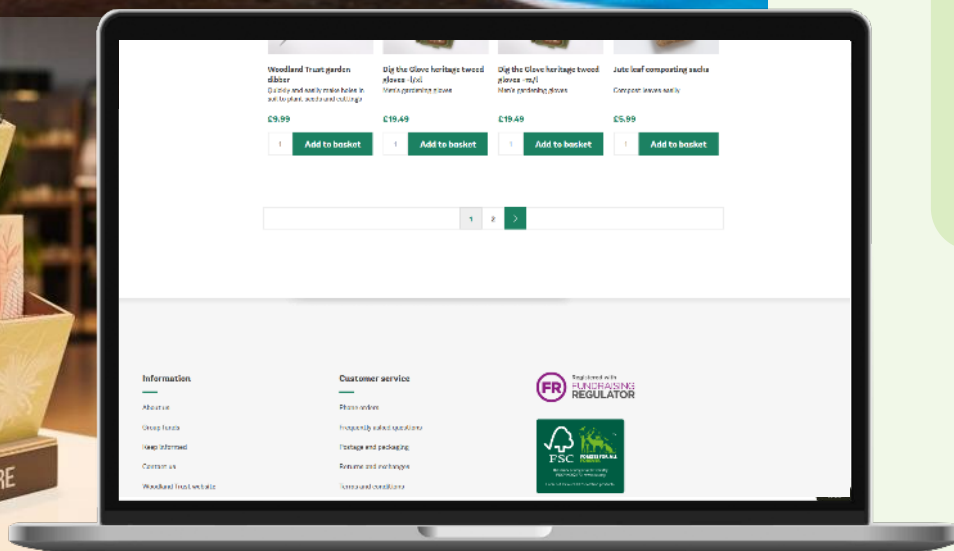
- Sell products with FSC claims
- Display the FSC label on finished products
- Use the FSC trademarks to promote FSC-certified products and evidence commitment to responsible sourcing of forest-products



© BCL Timber Projects

[Learn more](#) →





# PROMOTIONAL LICENCE

## Showcase your commitment to responsible forestry

The FSC Promotional Licence lets retailers, brands, and others use the FSC trademarks to show their commitment to sustainable forestry. It is designed for uncertified companies that sell or use FSC-certified and labelled products.

### Key benefits

- ✓ Enhance reputation and credibility of sustainability commitments
- ✓ Support from a global network of experts on sustainable sourcing
- ✓ Verify that promoted products are FSC-certified and communications are credible.

**SAINSBURY'S FSC-CERTIFIED  
PAPER SWITCH**



# SUPPORTING OUR LICENCE HOLDERS

It is essential that the relationship we have with our licence holders is proactively managed and that we support those companies committed to the FSC system. As well as providing updates and guidance on the FSC system, we also want to encourage licence holders to make the most of their FSC status and promote their FSC-certified products.



93%

certificate holder retention

+10

new promotional licence holders

190

FSC Forest Week registrants

826

online training registrants

**“We’re so happy to be working with FSC-certified suppliers on our new resort collection to offer more eco-conscious options that are perfect for summer days and holiday season.”**

Becca Brown, Brand Marketing Manager, Dancing Leopard

337

trademark violations resolved



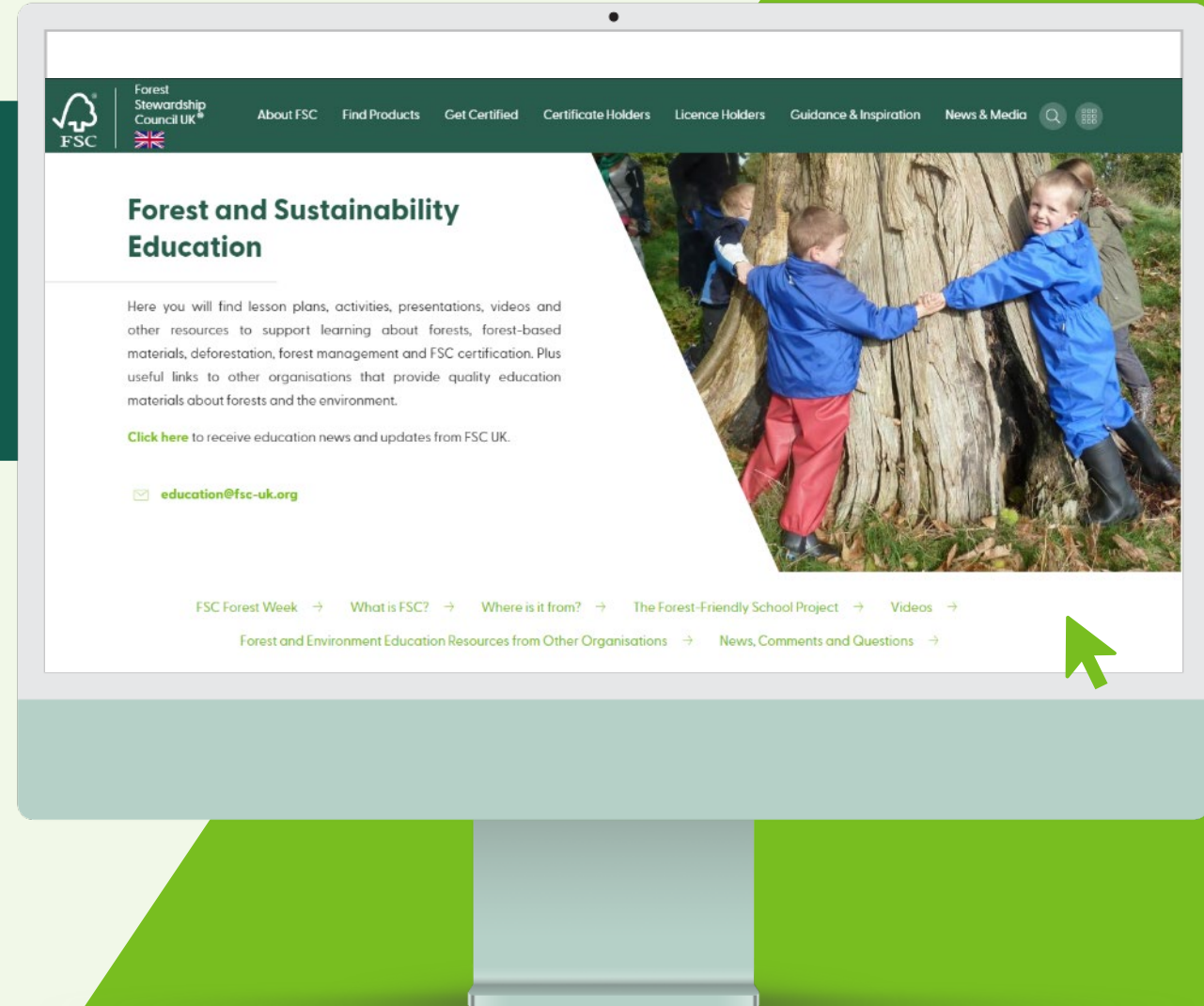
# HELPING NEW GENERATIONS APPRECIATE FORESTS



[uk.fsc.org/education](https://uk.fsc.org/education)

New lesson plans for Key Stage 3 and upper Key Stage 2 were added to the FSC UK website:

- What is FSC?
- Where is it from?
- The Forest-Friendly School Project
- Useful videos and links
- Education mailing list





# FSC UK CONSUMER SURVEY 2025



- **Sample size:** 1,279 adults in United Kingdom aged 16+
- **Conducted:** 20/03/2025 - 24/03/2025 by OnLineBus
- **Base:** Unless otherwise stated, base is UK adults 16 + (whole sample)

**3 out of 4 UK consumers recognise the FSC logo and over 70% agree they would have a more positive opinion of a brand if they saw the FSC label on their products.**

**81%**

believe trustworthy certification is important to help people choose more sustainable products

**76%**

recognise the FSC logo

**80%**

of Gen Z and millennials recognise the FSC logo

**73%**

agree they would have a more positive opinion of brands/retailers if they saw the FSC label on their products

**68%**

think it's easier to choose responsibly sourced forest products now than it was 30 years ago.

**49%**

know (at least roughly) what the FSC logo means

**78%**

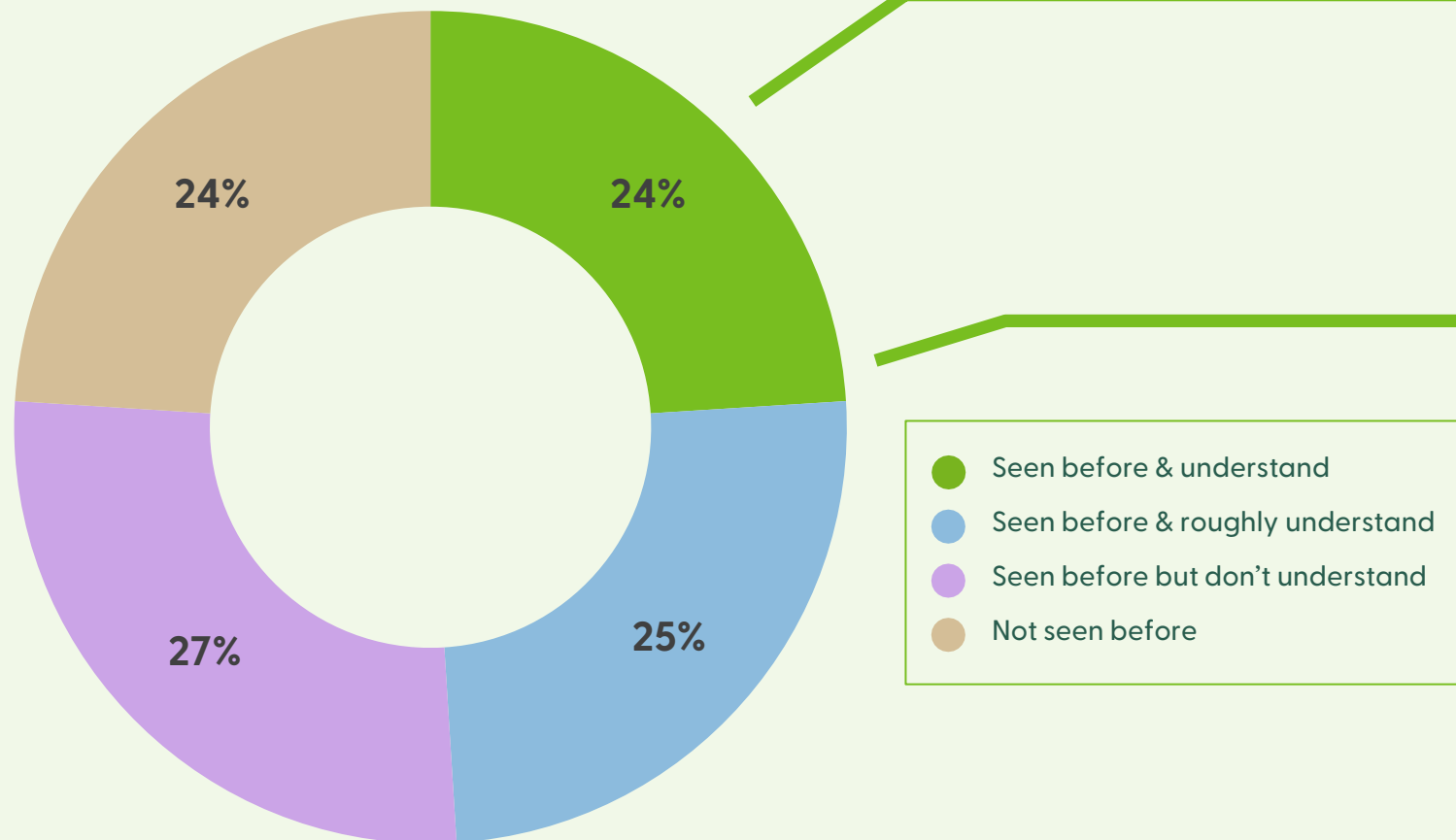
are likely to give preference to FSC-certified products

**84%**

of parents are likely to give preference to FSC-certified products



# PROMPTED RECOGNITION OF THE FSC LOGO



Q. Have you ever seen this logo before?

76%

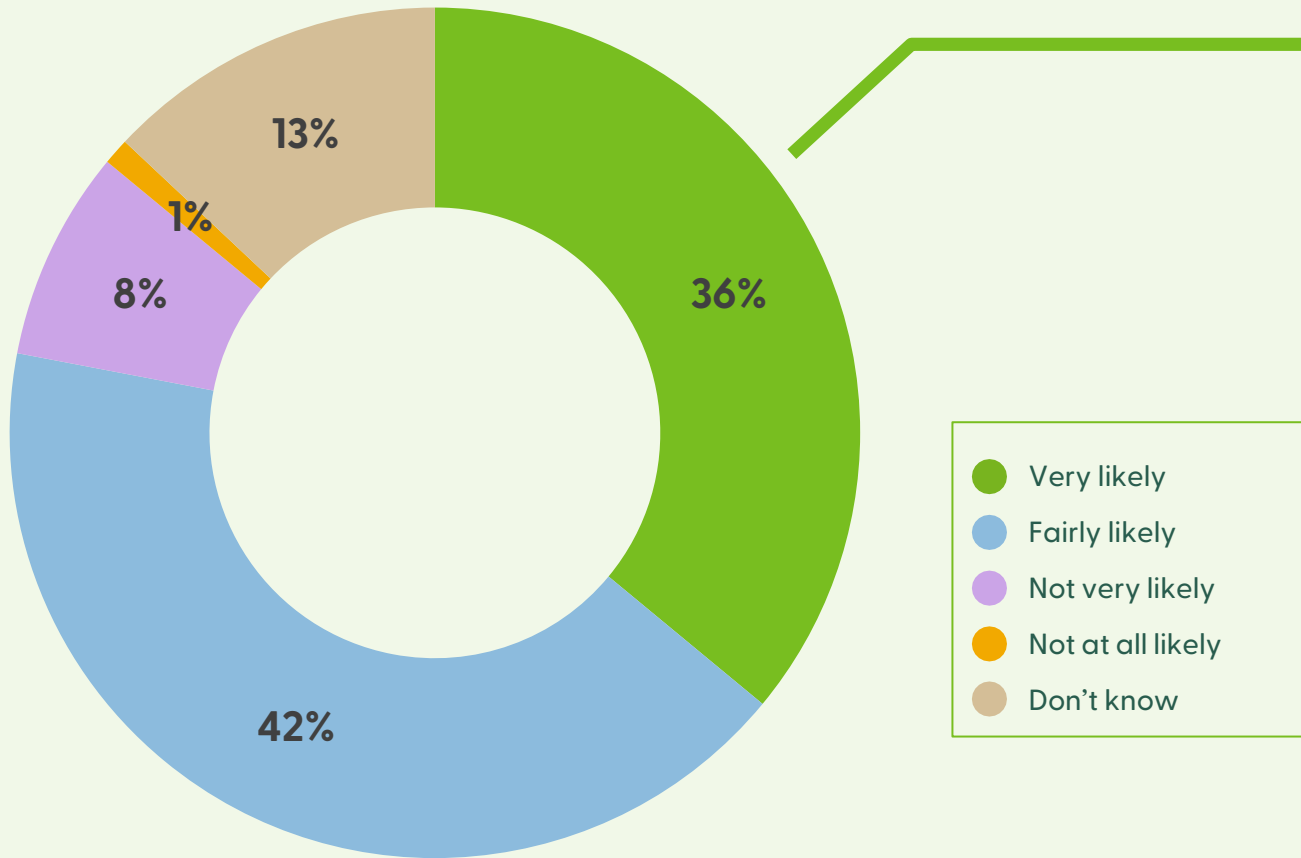
recognise the FSC logo.

49%

know at least roughly what it means.

Recognition and understanding of the FSC logo tends to be higher among the younger generations with 77% of Gen X, 80% of millennials and 80% of Gen Z recognising the tick-tree.

# PURCHASE PREFERENCE



# 78%

are likely to give preference to FSC-certified products.

84% of parents say they are likely to give preference to FSC-certified products.

83% of millennials, and 81% Gen Zs, say they are likely to give preference to FSC-certified products.

**Q.** This logo belongs to the Forest Stewardship Council (FSC) and is used to identify wood, paper and other forest products (e.g. fencing, timber, tissue, copier paper/greeting cards etc.) that have been sourced from responsibly managed forests, recycled materials and other controlled sources. Please imagine there was a wood, paper or forest product with this logo on (an FSC-certified product), and one without. How likely would you be to buy the FSC-certified product, compared to the uncertified product without? (Please select the option that BEST applies).





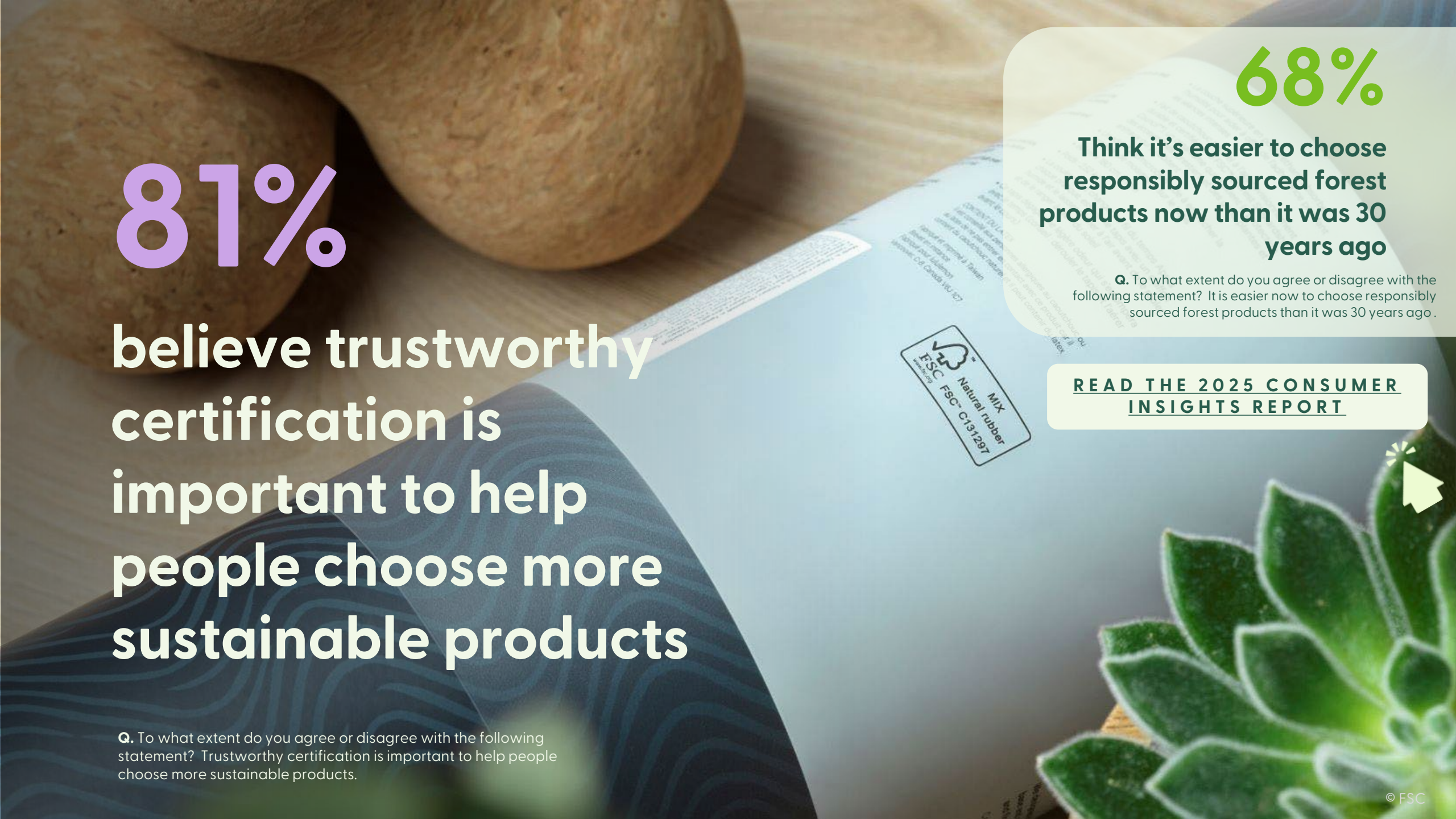
# 73%

would have a more positive opinion of a brand or retailer if they saw the FSC label on their products.

77% of 16-24-year-olds and 25-35 year olds agree they would have a more positive opinion of a brand or retailer if they saw the FSC label on their products.

Q. To what extent do you agree or disagree with the following statement? I would have a more positive opinion of a brand or retailer if I saw the FSC label on their products.





# 81%

believe trustworthy  
certification is  
important to help  
people choose more  
sustainable products

**Q.** To what extent do you agree or disagree with the following statement? Trustworthy certification is important to help people choose more sustainable products.

# 68%

Think it's easier to choose  
responsibly sourced forest  
products now than it was 30  
years ago

**Q.** To what extent do you agree or disagree with the following statement? It is easier now to choose responsibly sourced forest products than it was 30 years ago.

[READ THE 2025 CONSUMER  
INSIGHTS REPORT](#)





# IMPACT INVESTMENT FUND



## PURPOSE

Further the mission of FSC UK in promoting responsible forest management in the UK

Build partnerships and leverage the impact of our resources within the forest sector

## FUNDING

£100,000

allocated in **year 1** to fund **≈ 5 projects**, additional resources may be allocated in subsequent years

## PROJECTS

The minimum level of funds that can be applied for is £5,000, and the maximum £50,000, per project

Projects can be spread over multiple years and have associated phased payments, but the maximum project funding length is 3 years

LAUNCHED: OCTOBER 2024

# GRANT RECIPIENTS

IMPACT INVESTMENT FUND



Impact Investment Fund grants were awarded to:

Centre for Advanced Timber  
Technology (CATT)

£30K

Transforming Timber through Responsible Sourcing: Empowering built environment professionals to embrace home-grown timber in construction.

Zoological Society of London  
(ZSL)

£24.9K

Promoting Sustainable Forestry and FSC Certification.

Llais y Goedwig

£40K

(over 2 years)

Creating a network of certification-ready woodlands.

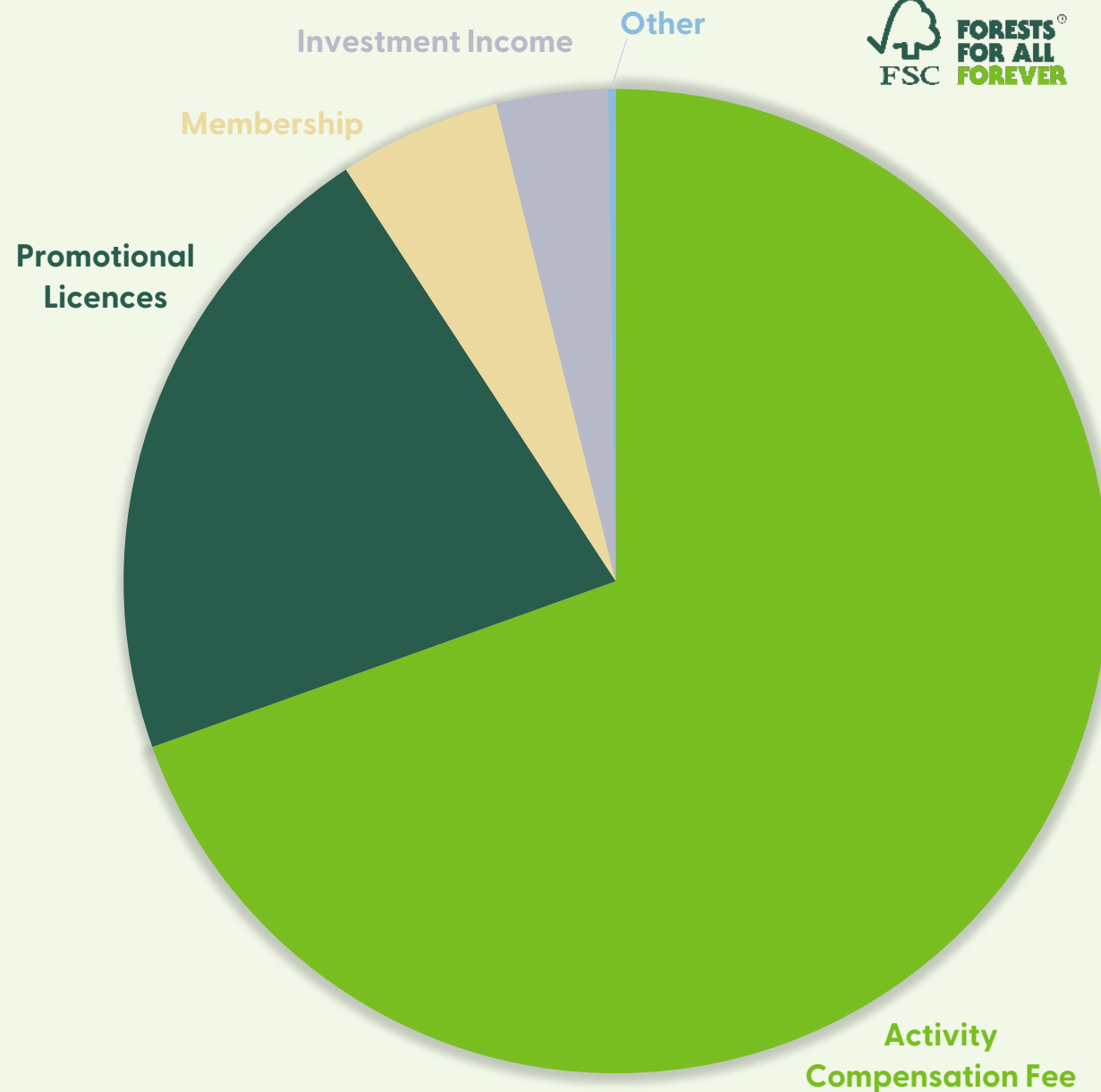


# INCOME

Over the 2024-25 financial year, expenditure exceeded income by £21,123. We started the year with an opening balance from the previous period of £1,105,626 and ended with a carry-forward of £1,084,503.

Trademark licensing revenue continued to increase, providing £143,300 of income during the reporting period. Membership income accounted for a further £35,981, a slight decrease from the previous year.

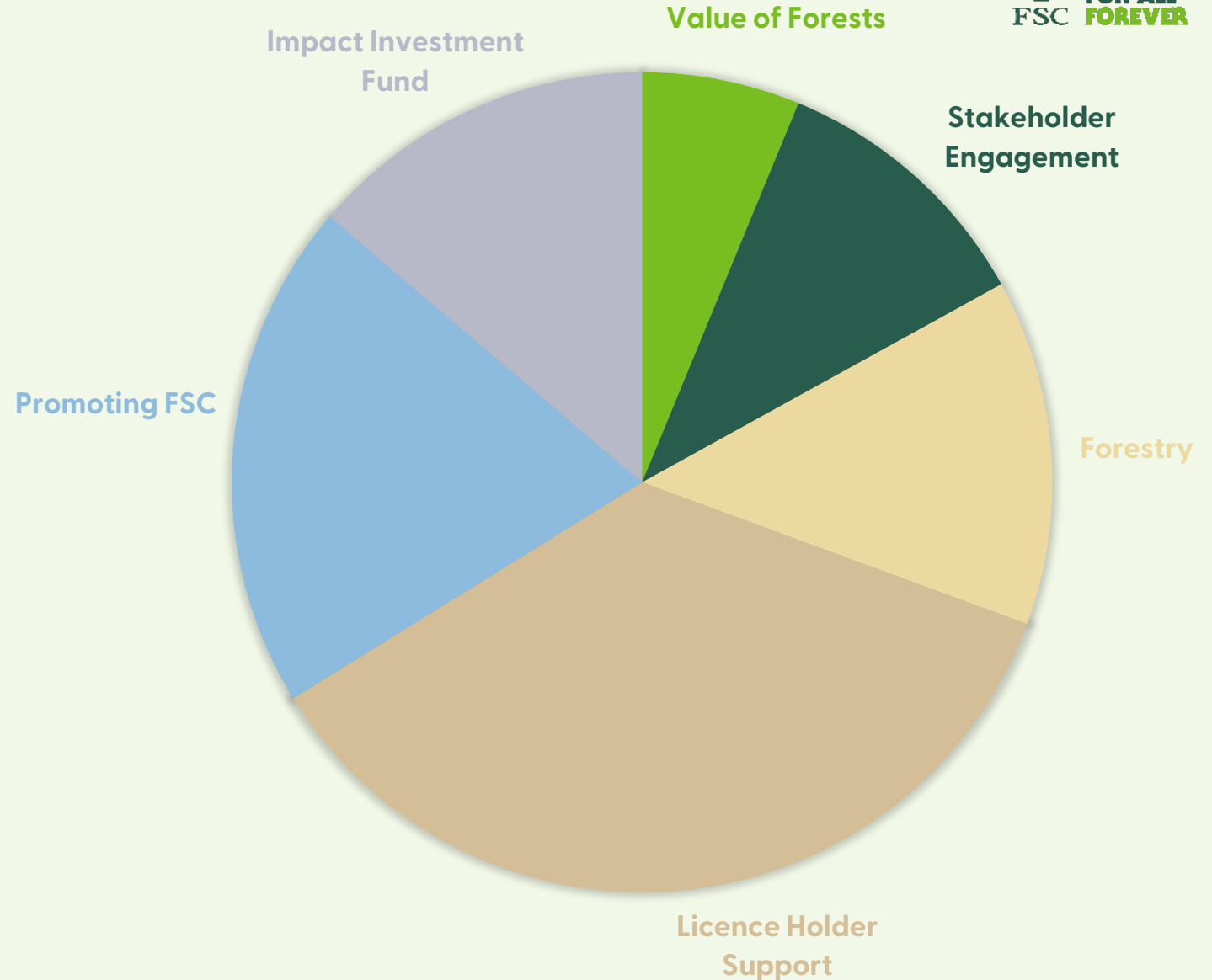
Most of the income, referred to as the Activity Compensation Fee, is received from FSC Global Development.



# EXPENDITURE

Expenditure was higher this year compared with last year (£689,643 compared with £551,666) primarily due to the increased size of the staff team as we seek to meet the growing demands on the organisation.

An Impact Investment Fund was launched in 2024 to support projects that help deliver FSC's mission and £94,966 has been allocated to such projects.





# MEMBERS



## Environmental Chamber

- Born Free Foundation
- Dr Owen Davies (individual)
- Fauna and Flora International
- HCV Network
- Dr Florin Ioras (individual)
- Dr Steve Jennings (individual)
- Dr Jon Kirkpatrick (individual)
- Soil Association
- Matthew Wenban-Smith (individual)
- Woodland Trust
- WWF UK

## Social Chamber

- Dr Marcus Colchester (individual)
- Llais y Goedwig
- Andrew Heald (individual)
- Hubert Kwisthout (individual)
- Vanessa Linforth (individual)
- Dr Constance Lynn McDermott (individual)
- National Trust
- Ben Vickers (individual)

## Economic Chamber

- Mike Bekin (individual)
- Stephanie Bishop (individual)
- Blueline Office Furniture
- BM TRADA
- Bound Oak Ltd
- Confederation of Forest Industries (CONFOR)
- Confederation of Paper Industries (CPI)
- Dr Hubertus van Hensbergen (individual)
- HSBC Holdings plc
- Kevin Jones (individual)
- Kingfisher plc
- Kronospan Ltd
- Harry Mills (individual)
- Mondi plc
- Soil Association Certification Ltd
- Timber Development UK Ltd

FSC members contribute directly to our standards and to the future of responsible forestry.



# ANNUAL MEMBERS' MEETING



The 2024 AMM, held at Roots and Shoots, Kennington, included a panel discussion on the use of sustainable timber in the construction sector with representatives from Buckland Timber, LendLease Europe and Waugh Thistleton Architects.



FSC UK MEMBERS TALK  
TIMBER IN CONSTRUCTION







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FOREST MATTERS NEWSLETTER



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FOR ALL  
FOREVER**

**Forest Stewardship Council<sup>®</sup>**

**FSC<sup>®</sup> UK**



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**[uk.fsc.org](http://uk.fsc.org)**