

THIS WEBINAR WILL BEGIN SHORTLY

53%

of green claims give
vague, misleading or
unfounded information

40%

of claims have no
supporting evidence

1/2

of green labels offer weak
or non-existent verification

230

sustainability labels
exist in the EU

UPCOMING TRADEMARK CHANGES FOR FSC CERTIFICATE HOLDERS (AND NAVIGATING THEM TOGETHER)

November 2025



**FORESTS
FOR ALL
FOREVER™**

Agenda for today



-
- 1** Context and drivers
 - 2** Key findings & decisions regarding FSC marks
 - 3** What does this mean for you?
 - 4** Q&A
-



CONTEXT AND DRIVERS

Environmental claims/ anti-greenwashing legislation as a global trend



Empowering Consumer Directive (EmpCo)

Aims to improve consumer protection by encouraging more sustainable consumption patterns and avoiding misleading environmental claims (“greenwashing”).



Claims

Sets general requirements on unfair commercial practices, including environmental claims



Sustainability labels

Prohibits sustainability labels **NOT** based on a certification scheme and introduces requirements for certification schemes



Status

- **March 2024** – Directive published
- **2024-2026** transposition into national laws
- **Sept 2026** – Directive effective

Our approach

1. INTERNAL ASSESSMENT

An initial assessment was carried out by internal FSC experts to identify potential gaps.

2. EXTERNAL LEGAL REVIEW

A comprehensive review of the FSC's system was undertaken to identify gaps, with a particular focus on environmental claims.

Scope of assessment

TRADEMARK PORTFOLIO



FSC LABELS



FSC PROMOTIONAL DESIGNS



The mark of
responsible forestry



We avoid risks by acting now

For FSC

- Strengthens our position as a **credible certification scheme**
- **Legal compliance** ensures **continued use of the FSC logo & label.**

For licence holders

- Increases **confidence** in FSC system
- Provides assurance that FSC-certified products can continue to be promoted and sold.

An aerial photograph of a dense, dark green coniferous forest. The trees are packed closely together, creating a textured, almost uniform appearance. In the center-right of the image, a single tree stands out with a bright yellow canopy, contrasting sharply with the surrounding green. The lighting is soft, suggesting a low sun position, which creates subtle shadows and highlights the tops of the trees.

KEY FINDINGS AND DECISIONS

Forest For All Forever brandmark – noncompliance breakdown



- Generic claim
- Relation to future environmental performance



European Union (EmpCo)

Ambiguous, no concrete meaning, 'merely' a slogan -> generic environmental claim (prohibited)

Other jurisdictions (AU, CA, CN, CO, SG, UK, US)

Vague or general environmental claim, open to interpretation and scrutiny

Regulatory risk, especially where claims are seen as aspirational, unqualified, or absolute

What are we doing?

Phasing out **Forest For All Forever** mark across all licence holders
(FM, CoC, PLH)



*FSC International will continue using the FFAF mark

A photograph of a young child with brown hair, wearing a grey tank top, peeking out from behind a large tree trunk in a garden. The child is holding black binoculars to their eyes. The garden is filled with lush green foliage, including large-leafed plants and clusters of yellow Black-eyed Susans. In the background, a white picket fence is visible. The scene is captured in a cinematic style with soft, natural light.

**WHAT DOES THIS MEAN
FOR YOU?**

Certificate Holders

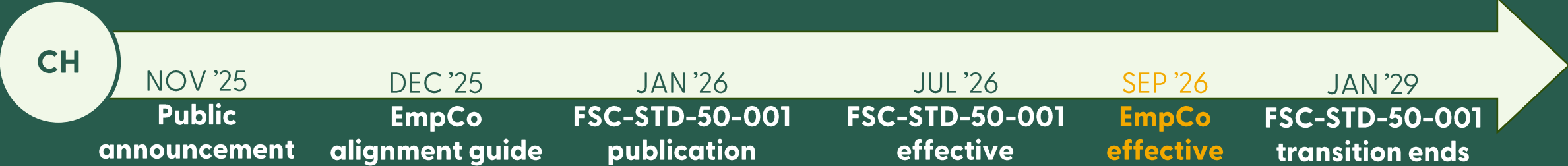
Normative updates & EmpCo support

FSC-STD-50-001 V3

- **Updated guidance document** to support the revised Trademark Standard
- **Updated e-trainings**
- **Webinars for CHs**
- **Robust FSC claims** supported by a transparent framework
- **FSC Brand Hub** updates

EmpCo alignment guidance

- Clear **stakeholder communications** on risks of using the FFAF mark on the EU market from Sept 2026.
- FSC’s **EmpCo alignment quick guide** to help licence holders prepare for Sept 2026
- FSC and EmpCo **FAQ** for CHs



Checklist for labelling

USE THE ON-PRODUCT LABEL WITH UPDATED MANDATORY ELEMENTS IN ALL SITUATIONS

- FSC website address www.fsc.org
- FSC claim e.g. 100%, MIX, RECYCLED
- Product type e.g. Packaging, Board
- FSC licence code



Checklist for labelling



Multiple FSC-certified materials:
If a product contains more than one FSC-certified material, **list all certified materials in additional text next to the FSC label.**

Labels with multiple product types will be available in FSC Brand Hub by July 2026.



Clarifying statements: When the product type alone does not provide enough clarity, **include a statement to specify what the FSC label refers to.**

E.g.: *The FSC label refers to the copy paper sheets..*

The label product type 'Paper' could refer either to the copy paper or the paper packaging, it is unclear.



Checklist for promotional use

OPTION 1

USE THE PROMOTIONAL PANEL DESIGN (ALL MANDATORY ELEMENTS ALREADY INCLUDED)

- FSC website address www.fsc.org
- Promotional text
- FSC licence code

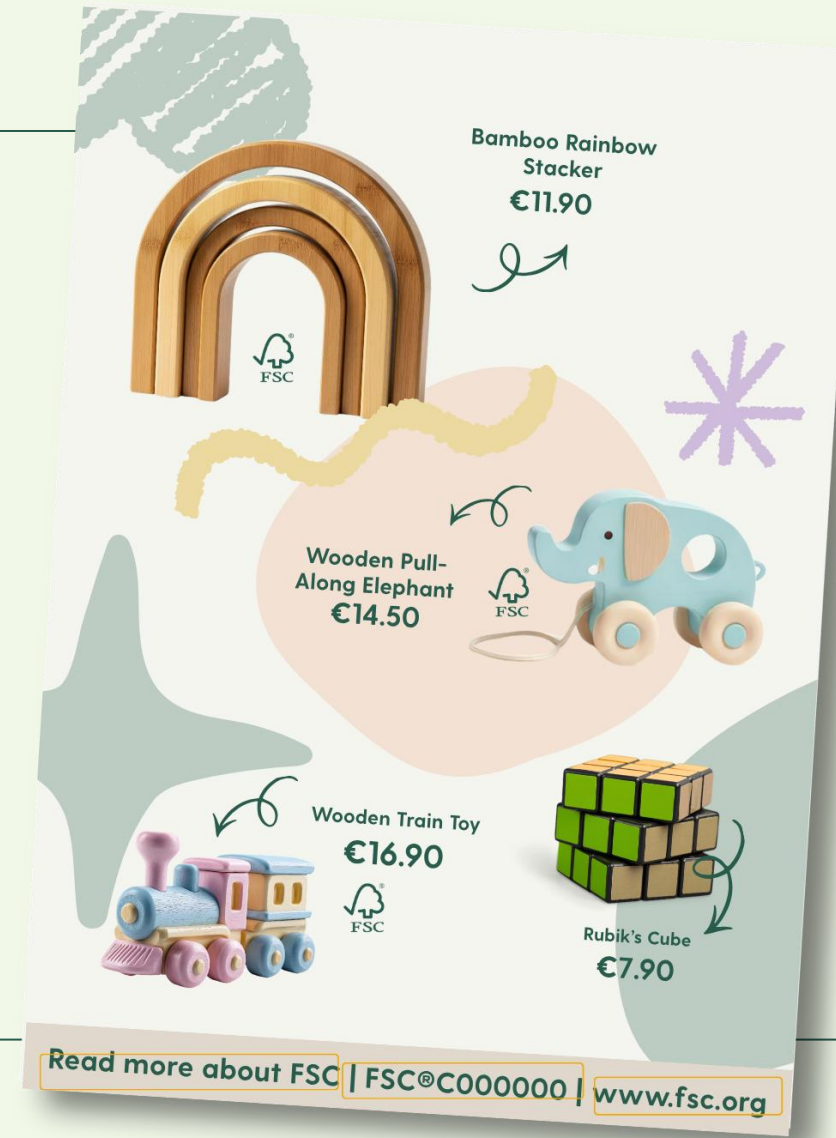


The mark of
responsible forestry

Checklist for promotional use

OPTION 2 IF NOT USING THE PROMOTIONAL PANEL DESIGN, INCLUDE ALL MANDATORY ELEMENTS

- FSC trademark
- FSC website address www.fsc.org
- Promotional text
- FSC licence code



1. Promotional text
2. Licence code
3. Website

Delivering value to our licence holders

While we say goodbye to the FFAF mark, we focus on:

Streamlining & innovation



- Introducing the FSC QR label
- TM rules simplifications – e.g. colours, spacing, background
- Improved rules with clear guidance
- Tailored claims

FSC Brand



- Continue focus on FSC logo as the main element of our brand
- More ready-made materials & campaigns from 2026 (global & local)

Value



- Supporting licence holders to fully leverage their licence
- Training, materials, assets and toolkits

STAY INVOLVED

What can you do?

FSC-STD-50-001

- Join FSC webinars to understand key changes

CH trademark use

- Plan the update and phase out of materials using FFAF and on-product labels without all mandatory elements

CH resources

- Tailored FAQs
- Technical guidance briefs

Connect with us

- Reach out to trademark@fsc.org for any questions or support



Q & A

QUESTIONS & ANSWERS