



**Our Forests Work  
2013/2014**

**Forest Stewardship Council® UK**



# Contents

Welcome	4
Meet the Team	5
Forests	6
Chain of Custody	8
Highlights	10
Spreading the word	12
Consumer research	14
Members & Trustees	16
Financial Information	18

*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.*

Forest Stewardship Council® (FSC®) United Kingdom is a registered charity in England and Wales.

Charity Number: 1130203

FSC is an international membership association, head-quartered in Germany.

FSC UK is one of nearly 50 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.

FSC® F000231



## Welcome

Welcome to the new format FSC UK Annual Review 2013/2014.

This year marks FSC's 20th anniversary. It is also the year which, probably more than any in recent times, is witnessing some major changes in the way FSC does business.

The first new departure dates from the beginning of 2014, when FSC UK was requested to form much closer relationships with its many stakeholders, especially those which hold FSC certificates within the chain of custody. With this new responsibility came extra resources, allowing us to virtually double our staff in order to provide dedicated business, communications, forest management and trademark support to anyone who asks for them.

In September 2014 staff from FSC UK join representatives and members from across the FSC network at the 7th General Assembly. At these triennial meetings the FSC membership decides, through a balanced democratic process, the direction that FSC will take for the next three years. However, with technology in particular poised to play a more significant role in forest management and the like, decisions taken this autumn may still be relevant when FSC celebrates its next 20 years.



That is all for the future, however. In the meantime I hope you enjoy reading this review of our activities and achievements over the past year and, indeed, a few historical statistics which highlight how far FSC has come over the last twenty.

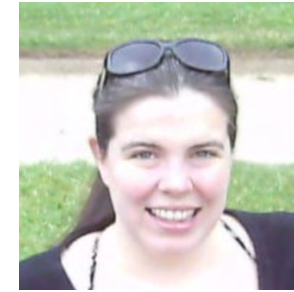
A handwritten signature in black ink that reads "Charles Thwaites".

Charles Thwaites MBE  
Executive Director

## Meet the Team



**Rosie Teasdale**  
Deputy Director



**Sue Moss**  
Business Manager  
(from Oct 2013)



**Beth Bennett**  
Business Advisor  
(from July 2014)



**Tallulah Chapman**  
Communications Manager  
(p/t)



**Jo Arponen**  
Liaison Officer  
(until May 2014)



**Alex Kendall**  
Communications Assistant  
(from Aug 2014)



**Tess Sutton**  
Membership Officer  
(p/t)



**Owen Davies**  
Forest Standards  
Manager  
p/t  
(from Nov 2013)



**Sue Lowe**  
Trademark Officer  
(p/t)  
(from Nov 2013)

# Forests



**FSC certified forests worldwide:  
179,406,844 hectares (Mar 14)**



**FSC certified forests in Europe:  
79,297,908 hectares (Mar 14)**



**FSC certified forests in the UK:  
1,612,392 hectares (Mar 14)**

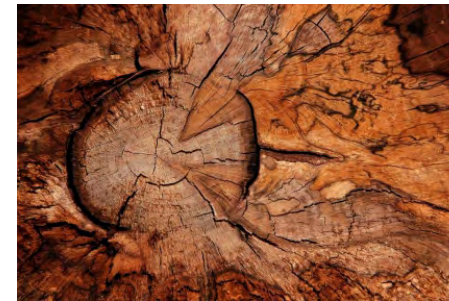


**1998 - 10M hectares FSC certified**



**2003 - 40M hectares FSC certified**

Photo (header) © C. Denford



**Timber: 1st, Max Moore, Savernake Forest, Wiltshire**

*“A simple yet extremely effective image which puts one in mind of a detail of a butterfly’s wing”*

Derived from ancient wood pasture management, with many veteran trees, Savernake forest extends to 1100 hectares (2750 acres).

**People: 1st, Nicola Miller, Moors Valley Country Park, Dorset**

*“Great design”*

Famous for its adventurous woodland Play Trail designed for families of all ages.

## 2013 FSC UK Photography Competition Winners

Judges: Edward Parker, Environmental Photographer (*comments*); Ray Hawes, Head of Forestry, The National Trust and Greg Armfield, Head of Photography, WWF UK.

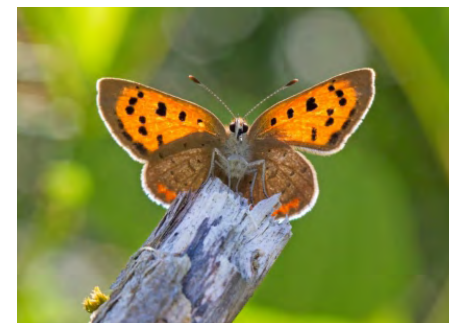


**Wildlife: 1st and people’s choice, Iain Leadley, Dalby Forest, Yorkshire**

*“A striking high quality macro image”*

Situated on the southern slopes of the North York Moors National Park.

**U18: 1st, Robert Greenaway, Cwmcarn Forest, Caerphilly (see cover)**



# Chain of Custody (CoC)



**FSC CoC worldwide:  
27,543 certificates (Mar 14)**



**CoC certificates held in 113 countries  
around the world (Mar 14)**



**FSC CoC in the UK:  
2,353 (Mar 14)**



**1996 - World's 1st FSC labelled product  
(spatula - Sainsbury's, UK)**



**2009 - FSC celebrates 15,000th chain of  
custody certificate**

## Chain of Custody Certification for ABRSM, the exam board of the Royal Schools of Music

As one of the world's largest music exam boards, ABRSM publishes both sheet music books and other resources that support those taking and preparing for its graded music exams. The organisation publishes around 150 new products and reprints approximately 500 products per year.

*"Ultimately, we would like to ensure that every book we publish is produced with FSC certified materials and be given the FSC label."*  
Simon Mathews, Production Director, ABRSM.

### Stakeholder Event

On November 14th 2013 staff from FSC and Historic Futures met with delegates from FSC accredited certification bodies, retailers, NGOs, industry trade bodies and certified companies from the timber and paper sectors, to discuss the forthcoming inclusion of an Online Claims Platform (OCP) within the FSC system. Delegates also learnt about FSC's fibre testing programme. There was a fantastic level of engagement with stakeholders from all sectors contributing to a lively discussion.

## Tetra Pak® deliver more than 26 billion FSC labelled carton packag- es worldwide

The 2013 Tetra Pak Sustainability Update announced that 26.4 billion Tetra Pak packages in 39 countries carried the FSC label in 2012. This is a 40 percent increase over 2011, and represents continued steady growth since 2008, when the first 0.2 billion FSC labeled Tetra Pak packages were brought onto the market.

### UK Trademark Licenses

FSC UK has issued 84 trademark licenses (Mar 14) to retailers and others not requiring CoC.

Sainsbury's have created a series of online videos to promote their FSC certified facial and toilet tissues. Watch 'Tearful Tissues' and 'Natural Habitat' at [www.j-sainsbury.co.uk](http://www.j-sainsbury.co.uk).

Furniture retailer, Afobi, partnered with FSC UK to run an FSC Friday Facebook competition to win a stylish FSC certified side table.

## Highlights

### Minister presents £9,000 Sainsbury's cheque

Sainsbury's doubled the amount of Christmas card collection points in its stores last festive season, enabling customers to recycle over two million cards, there were even collection points in government departments. Minister for Civil Society, Nick Hurd MP presented FSC UK with a cheque for more than £9,000, raised by recycling cards collected by Sainsbury's customers.



Photo © Sainsbury's

### Whole of UK 'low risk' for Controlled Wood

A revised Controlled Wood risk assessment of the UK was submitted by FSC UK and approved by FSC International Center on 12th March 2014, the assessment concludes that all of the UK's forests are low risk for all FSC Controlled Wood categories. Buyers of Controlled Wood may now source wood from the UK without conducting further risk evaluations.

The UK assessment has been revised following the implementation

of new felling controls in Northern Ireland. As a system of felling licensing is a requirement of controlled wood category 1 (legality), Northern Ireland could not be classed as low risk for this important indicator until such a system had been implemented.

### The Co-operative Green Schools Revolution

Co-operative's Green Schools Revolution is an inspiring sustainability education programme, rolled out to over 6,000 schools, which includes an ethical logos module featuring FSC. An award for "Outstanding Contribution to FSC" was presented to the Co-operative in recognition of its work to raise awareness of ethical and environmental labelling.

### FSC UK Co-ordinates FSC Friday Internationally

In 2013, not only did FSC UK facilitate FSC Friday celebrations in the UK, the office also co-ordinated FSC Friday internationally. FSC Friday logos, posters and other design resources were translated into a range of languages and distributed to FSC offices around the world. The FSC Friday website and social media feeds were also administered by FSC UK.

Photo (header) © Bristol Zoo

### FSC UK at IPEX

FSC UK exhibited at IPEX 2014, the world's largest English speaking event for print, publishing and media. The stand highlighted the big British brands choosing FSC print, including Yorkshire Tea and Royal Mail.

### Poster Competition



In 2013 we invited the public to design a poster telling shoppers why they should look for the FSC logo when buying wood and paper products. We received lots of entries from across the UK. It was apparent that a lot of effort was put into the poster designs and that there was also a great understanding of the importance of responsible forestry. Tali's clear and communicative design, which scooped the top prize in the 7-8 category is shown above.



Photo © Bristol Zoo

### FSC at the zoo, and you can learn too

Bristol Zoo launched a brand new conservation campaign to celebrate the 2013 re-opening of their Gorilla House. They teamed up with FSC UK to encourage families to purchase FSC certified products for their summer barbecues. Over 5,000 visitors took part, and their evaluation showed that visiting the campaign led to statistically significant improvements in FSC logo recognition and intention to purchase FSC products.

Meanwhile in Merseyside, Knowsley Safari Park were also raising awareness about the importance of responsible forestry. The Park dedicated an area to FSC and ran an FSC competition. The campaign advocated the small changes that could be made, contributing to making big changes for animals like elephants and their habitats.



**Twitter**  
4,763 followers (Mar 14)



**Facebook**  
1,029 followers (Mar 14)  
(48% increase since Mar 13)



**www.fsc-uk.org**  
71, 826 unique visitors  
(Apr 13 - Mar 14)



**www.fsc-uk.org**  
296,469 page views  
(Apr 13 - Mar 14)



**More than 23,000 people celebrated FSC Friday around the world**



**FSC Friday reached out to more than 400,000 people via social media**

In the UK, events were organised at almost 200 locations, with FSC Friday being promoted in over 200 additional locations, including libraries and Forestry Commission and Natural Resources Wales sites. There was also a noticeable increase from previous years in the promotion of FSC Friday through social media.

Many certified businesses used the day as an opportunity to increase internal staff awareness of FSC, with FSC themed coffee breaks, quizzes and presentations. Others promoted FSC to their customer base through discounts on FSC products and informational displays.

Schools celebrated in many different ways, from tree planting, outdoor activities, the official opening of a woodland area, dressing in green, making forest pledges, school assemblies and lessons on forest management. For some schools, FSC Friday ties in with their status as an eco-school. Many schools took part in our competitions. FSC award winners are shown below and right.



**Award: Outstanding Contribution to FSC Friday: Camilla Hair & SCA**

Four UK schools were twinned with three schools in Russia to correspond using FSC certified postcards



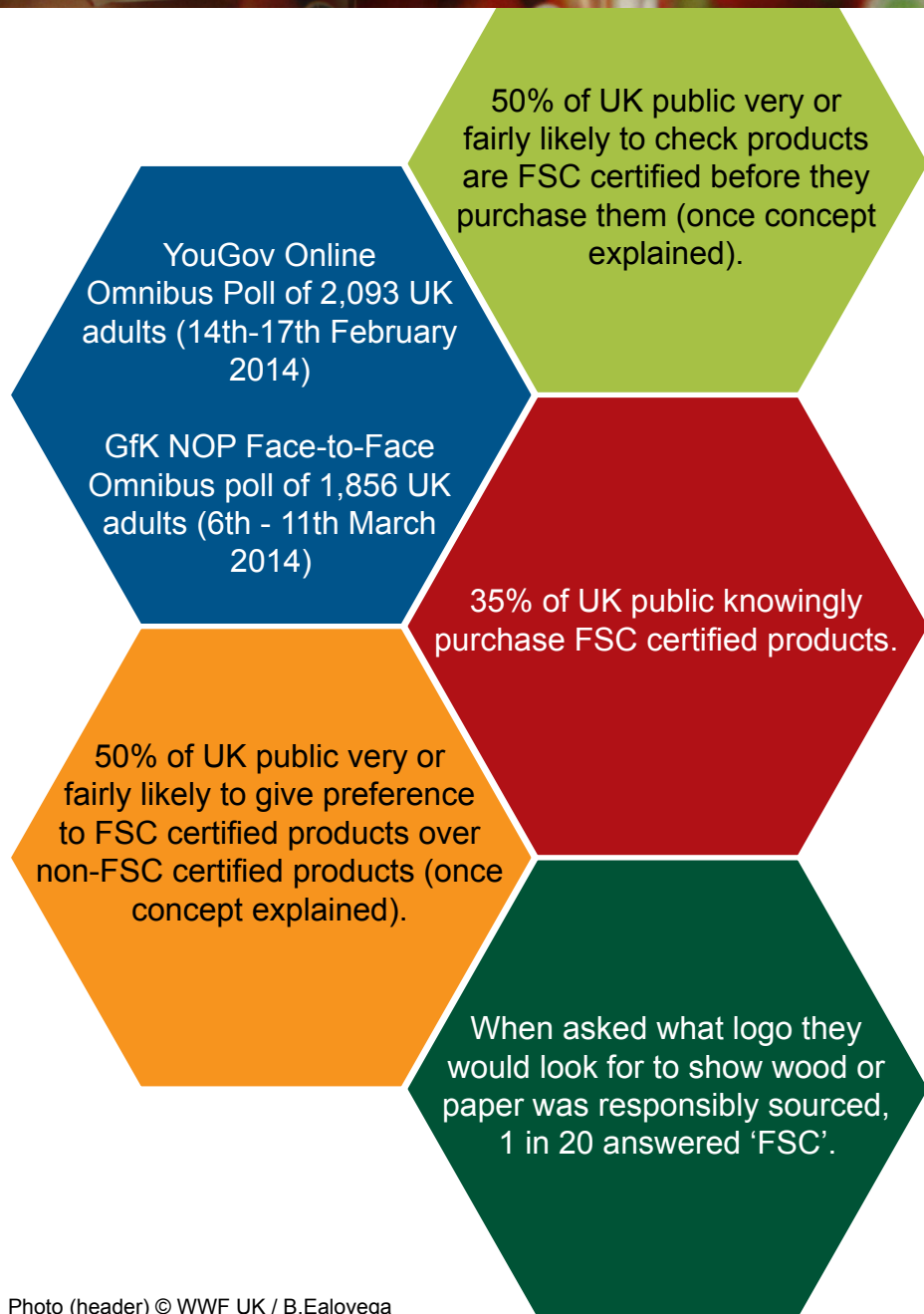
**Award: Outstanding Contribution to FSC Friday: Board 24**



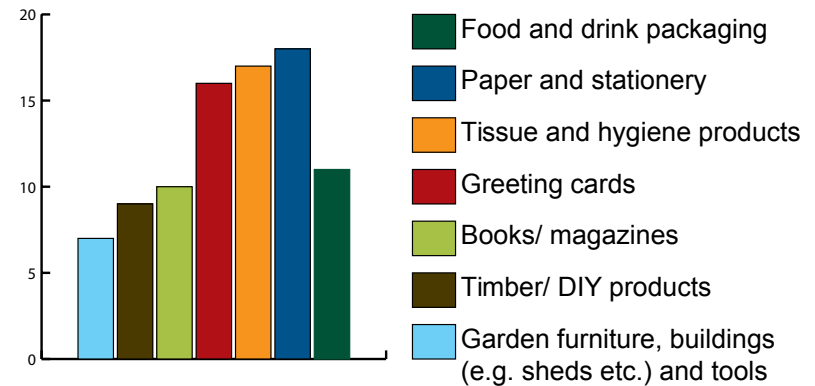
**Award: Best FSC Friday Photo: Moorland Primary School**



**Award: Best FSC Friday Cake: Pat Freeman and the Cubicle Centre**

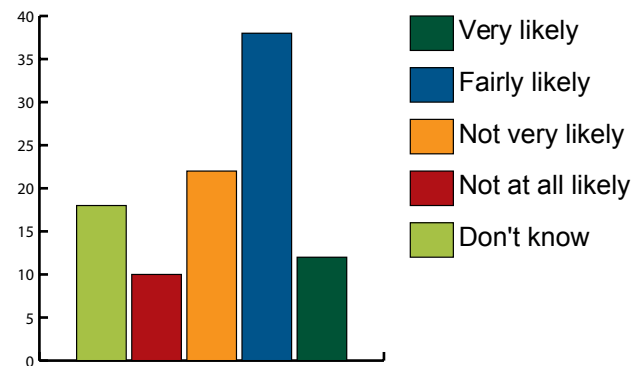


## Which, if any, of the following have you EVER bought with the FSC logo on?



(graph shows percentage of respondents who selected each of the given product categories, respondents could select multiple responses, other options were also available)

## In general, how likely, if at all, do you think you would be to give a preference to FSC certified products over products without FSC certification in the future? (You Gov)



(graph shows percentage of respondents who selected each of the given options)



## Environmental Chamber

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

## Social Chamber

Hubert Kwisthout (individual)  
Constance Lynn McDermott (individual)  
The National Trust  
Dawn Robinson (individual)  
Ben Vickers (individual)  
  
*(joined in 2014/15 financial year)*

## Economic Chamber

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

**Nicola Baird**

**Mark Barthel**

**Mike Bekin (from 2 May 14)**

**Colin Bradford**

**Hubert Kwisthout**

**Allen Mawby, Treasurer (from 2 May 12)**

**Pascal Mittermaier**

**Meriel Robson, Chair (from 1 Jan 11 & 29 Jan 14)**

**Hannah Scrase**

# Financial Information

## Income

Over the financial year under review income has exceeded expenditure by £59,885.

We began the year with an opening balance from the previous period of £181,524 and have ended with a carry forward of £241,409.

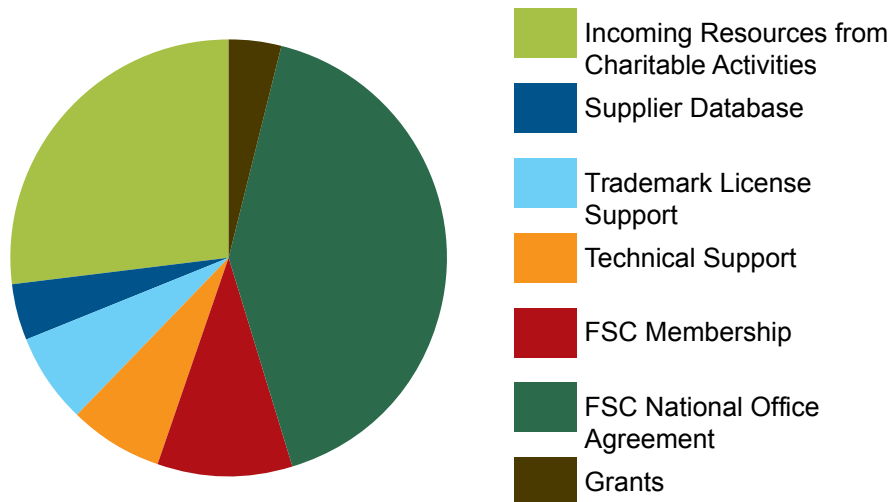
From our total annual income of £275,109 we are maintaining our decreasing reliance on grants which, in the view of the trustees, is a sensible approach in a time of austerity.

As something of a counterweight to this decline, it is heartening to see that membership revenue now stands at £27,361, just under 10% of all income.

FSC UK would like to thank all those who have supported our work over the last financial year.

Special thanks go to:

- AkzoNobel
- Cecil Pilkington Charitable Trust
- Heritage Envelopes
- Pepper Communications Ltd
- Quay Imports
- Sainsbury's
- Yorkshire Tea
- VP Packaging
- WWF UK



## Expenditure

Expenditure was higher this year compared with last (£215,224 compared with £180,295), but such an increase was predicted in the previous Financial Report, where forecast outgoings for 2013/14 were estimated at over £260,000.

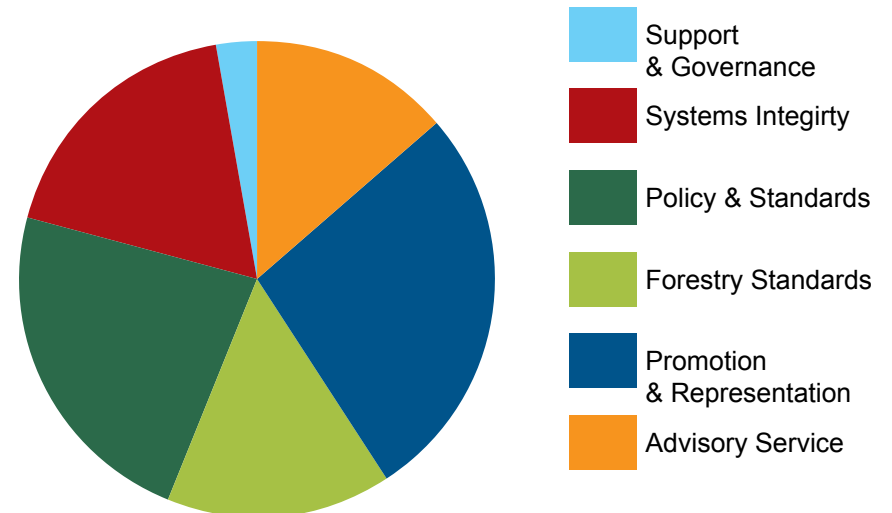
Even at that point, however, it was anticipated that it would be necessary to recruit more staff to meet the charity's increased commitments (particularly towards certificate holders), and that almost all of the extra financial resources for this would be provided by better balanced contracts with FSC International.

## Reserves Policy

The Steering Group (trustees) examined the charity's requirements for reserves in light of the main risks to the organisation.

It 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.

It was also agreed that a reserve fund should be established by means of a monthly contribution. These reserves are required to meet the working capital requirements of the charity.





Cover Photograph: © R. Greenaway

Forest Stewardship Council (FSC) UK  
11-13 Great Oak Street  
Llanidloes  
Powys  
SY18 6BU  
Tel: 01686 413916  
E-mail: [info@fsc-uk.org](mailto:info@fsc-uk.org)  
Website: [www.fsc-uk.org](http://www.fsc-uk.org)