



FSC® Advice Note

Title:	Requirements for use of the FSC trademarks by project certificate holders
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ADVICE-50-006	Requirements for use of the FSC trademarks by project certificate holders
Normative reference	FSC-STD-50-001 (V2-0)
Effective date	01 February 2019
Background	The Board of Directors approved the FSC Standard for Project Certification FSC-STD-40-006 V2-0 on 07 August 2019. The concept of project certification was redesigned and simplified, which also meant that there was a need to readjust the trademark requirements for publicly communicating about the projects and organizations holding a project certificate. These requirements will be included in the Requirements for use of the FSC trademarks by certificate holders (FSC-STD-50-001) in a future revision of the standard.



Advice	1. Use of trademarks 1.1. This advice note replaces Annex B, Section 2 in FSC-STD-50-001 (V2-0). All other requirements for use of the FSC trademarks in standard FSC-STD-50-001 (V2-0) shall apply to project certificate holders, unless stated otherwise in this advice note. 1.2. Promotion with FSC trademarks shall refer only to the project itself and to the project certificate holder, not to any other parties (e.g. project members) involved in the project. 2. Promoting projects 2.1. When promoting a finished project with FSC trademarks on the site, the elements shall be: • FSC logo or 'Forests For All Forever' mark • Licence code • FSC website (not compulsory) • Promotional statement specifying the project, the FSC project claim, and a reference to the meaning of the certification, examples provided in Table A. Table A. Examples of promotional statements Alternative formulations are acceptable if the meaning of the claim remains the same. Full certification claim • "This [name of project] is FSC®-certified using responsibly sourced [name of forest-based materials]. FSC is a sustainable forest management solution. With this [name of project] [we/you] help take care of the world's forests."
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	• “All [name of forest-based materials] in this [name of project] [is/are] FSC®-certified supporting responsible forest management. FSC is a sustainable forest management solution. With this [name of project] [we/you] help take care of the world’s forests.” NOTE: Use the second example above only if the project does not contain any non-certified and non-controlled components (see clause 4.4 of FSC-STD-40-006 V2.0). Components claim • “[Name of component(s)] of this [name of project] [is/are] FSC®-certified supporting responsible forest management. FSC is a sustainable forest management solution.” • “All [name of component(s)] of this [name of project] are FSC®-certified ensuring responsible sourcing of forest-based materials. FSC is a sustainable forest management solution.” Percentage claim • “[xx]% of the [name of forest-based materials] used in this [name of project] is FSC®-certified. FSC is a sustainable forest management solution. With this [name of project] [we/you] help take care of the world’s forests.” NOTE: State “All, 100% or xx% of timber or component(s) used in this house come from <u>FSC®-certified well managed forests</u>” only if it is verified that all material used is FSC 100%. 2.2. When promoting finished projects through brochures, websites and other promotional materials, the FSC project claim for projects with component and percentage claims
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	shall be clearly communicated, see the examples in Table A. 2.3. The FSC logo and 'Forests For All Forever' marks can be used for a percentage claim only if it is equal to or higher than 50%. Percentage claims below 50% may be promoted with text references to FSC® and Forest Stewardship Council®. 2.4. The organization shall not apply the FSC on-product labels (see FSC-STD-50-001 V2-0, clause 3.2) on projects or their components. Finished products that were labelled by suppliers (e.g. benches with the FSC label applied by the supplier) can remain labelled in the final project. NOTE: Visible on-product labels on products or components must not cause confusion about which components of a project are certified. 2.5. Ongoing FSC-certified projects can be promoted with FSC trademarks in signage and printed materials, in which case the following statements shall be used: "FSC®-certified [name of forest-based materials] specified for this [name of project]"; or for full project certification: "Sourcing responsible FSC®-certified forest products" or another equivalent statement as approved by the certification body. 2.6. Completed FSC-certified projects can also be promoted after expiry of the project certificate or sales of the project. Organizations may contact the trademark service provider (FSC national office) to obtain a licence for promotion. 2.7. Materials that are sourced with the FSC small and community producers label and/or ecosystem services claims can be promoted as such following the applicable requirements of the FSC normative framework. 2.8. Organizations may promote the FSC certification of temporary structures such as scaffolding or site hoardings
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	used in the project, provided they are within the certification scope. 2.9. Any other statements made about the material used (e.g. “this [name of project] was built with reclaimed material only”) shall be verified by the certification body before publication. 3. Promoting organizations’ status as FSC project certificate holder 3.1. Organizations with a continuous project certification can promote their status as FSC project certificate holder in line with FSC-STD-50-001, Part III Promoting FSC-certified products and FSC certification. 3.2. Organizations with one-time project certification can promote their status as FSC certificate holder with a direct reference to the project. Use of FSC trademarks in invoices, letterhead templates and similar is not allowed. Example of promoting status as one-time project certificate holder: [Organization] has achieved FSC certification for the use of responsibly sourced [name of forest-based materials] in [name of project/activity].