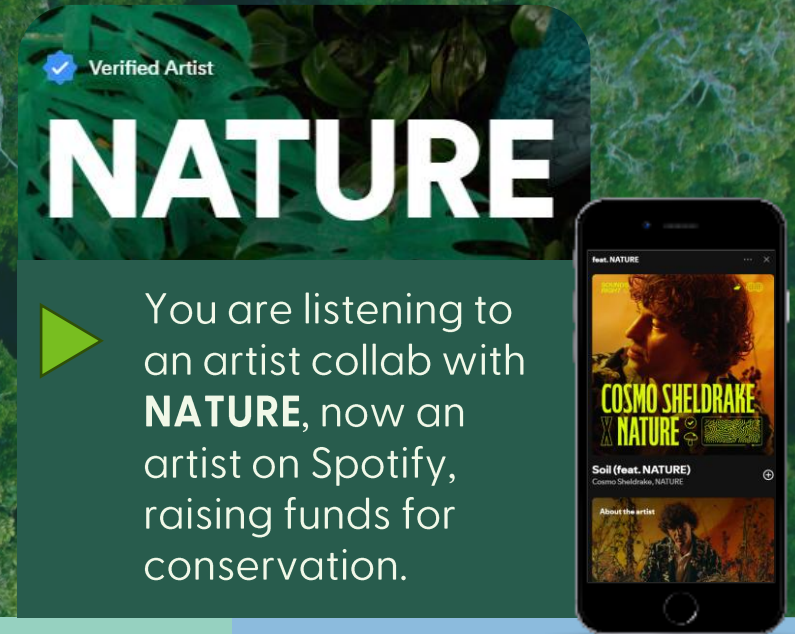




THIS WEBINAR WILL BEGIN SHORTLY

The Forest Stewardship Council® (FSC®) is the world's most credible sustainable forestry solution, trusted by NGOs, consumers, and businesses alike to help promote healthy and resilient forests, for all, forever.



30

years of existence

160+

million certified
hectares of forest

1,100+

individuals and organizations
make up our governing body
across 90+ countries

103

locally-adapted
forest stewardship standards

46%

of consumers globally
recognize the FSC logo

58%

of the Top 50 Global
Retailers hold an FSC
Promotional Licence

63K+

certifications that
verify sustainable sourcing

#1

most recognized, trusted,
and rigorous forest
certification system

PROMOTING WITH FSC

INTRODUCING FSC® Brand Hub
Global Launch



Moderated by:
PAULA WASCHILOWSKI
Programme Manager, Trademark



**FORESTS
FOR ALL
FOREVER™**

TODAY'S AGENDA



Setting the Stage: The Value for Licence Holders



ANA-MARIA BĂBAN
Commercial Director



LINA RAMON
Chief Information
Technology Officer



TREVOR ARMEL
Director of Marketing

Introducing: FSC Brand Hub



**MĂDĂLINA
MIREA**
Trademark Manager

Getting Started: Support & Next Steps



BENJAMIN KIMURI
Programme Manager, IT &
Knowledge Management

SETTING THE STAGE



Ana-Maria Băban
Commercial Director
FSC International

Enhancing the value of your certification

- The strength of the FSC is built on trust, visibility, and recognition. The better we communicate, the more consumers will understand and value what FSC stands for.
- The FSC Brand Hub simplifies and enhances how you use FSC marks, and ensures that your communication remains compliant, clear, and impactful.

SETTING THE STAGE



Trevor Armel
Marketing Director
FSC International

Amplifying our collective voice for sustainable forestry

- The FSC Brand Hub provides high-quality, customizable assets and access to global campaigns, so you can promote your certified products with consistency and credibility—amplifying your impact.
- This means more consumers recognizing and choosing FSC, more businesses prioritizing responsible sourcing, more forests protected.

SETTING THE STAGE



Lina Ramon

Chief Information and
Technology officer

Harnessing technology for a seamless experience

- The FSC Brand Hub is a user-friendly, technology-driven solution that streamlines how you access and use the FSC marks.
- From simplified label downloads to intuitive customization tools, this digital leap ensures that FSC communication keeps pace with the evolving digital landscape. By investing in digital solutions, we drive efficiency, and ease of use for FSC clients.

THE SOLUTION: FSC BRAND HUB



FSC Brand Hub

Trademark Portal

Marketing Toolkit



Dynamic & engaging

Reflects FSC mission and brand identity



Audience-centric

Inspires connection with FSC



Curated designs

Easy access to trademark designs and marketing assets



Simple & easy to navigate

Streamlined & customized user journeys

How did we develop this concept?



Stakeholder engagement

- Interactive focus groups & in-depth one-to-one interviews
- Engagement with diverse range of stakeholders at key points in the process

Users at the heart of our work

- Prioritizing user needs: ensuring seamless access, intuitive functionalities and practical features
- Designed with purpose – improvements driven by user experiences and needs.

Customised user-centric experience





FOUR sections

**Trademark
designs**

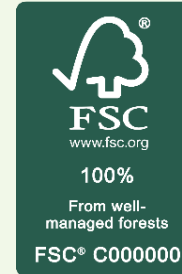
Assets

Campaigns

Guidelines

Trademark designs

On-product labels*



*Certificate holder only feature

Promotional designs



The mark of
responsible forestry



Campaigns

Assets

Guidelines

New key features

Customizable assets

Campaign pages

Notifications, bookmarks & more

Assets tailored to different audiences



FM/CoC

Forest signage, website, In-Store, and Factory banner and social media assets

YOU ARE WALKING IN AN FSC®-CERTIFIED FOREST.

FSC sustainable forestry standards are the global benchmark for forest stewardship.

www.fsc.org
FSC® Cxxxxxx

While you take care of the shopping, we help you take care of the world's forests.

By choosing our FSC-certified products, you are supporting responsible forest management.

FSC® Cxxxxxx

WE ARE MANAGING OUR FORESTS IN LINE WITH THE FSC® STANDARDS.

This means we are supporting responsible forestry and taking care of forests and the people and wildlife that call them home.

PLH

Social media assets, In-Store banner, Website banner and Instore wobblers and Verified social media assets as well as website banner

Look for the FSC®-certified products in our selection and support responsible forestry!

FSC® Nxxxxxx

Check for the tree and help protect forests.

FSC® Nxxxxxx

BY CHOOSING FSC®-CERTIFIED PRODUCTS IN OUR SHOP, YOU SUPPORT RESPONSIBLE FORESTRY.

FSC LICENSE CODE

Assets tailored to different audiences



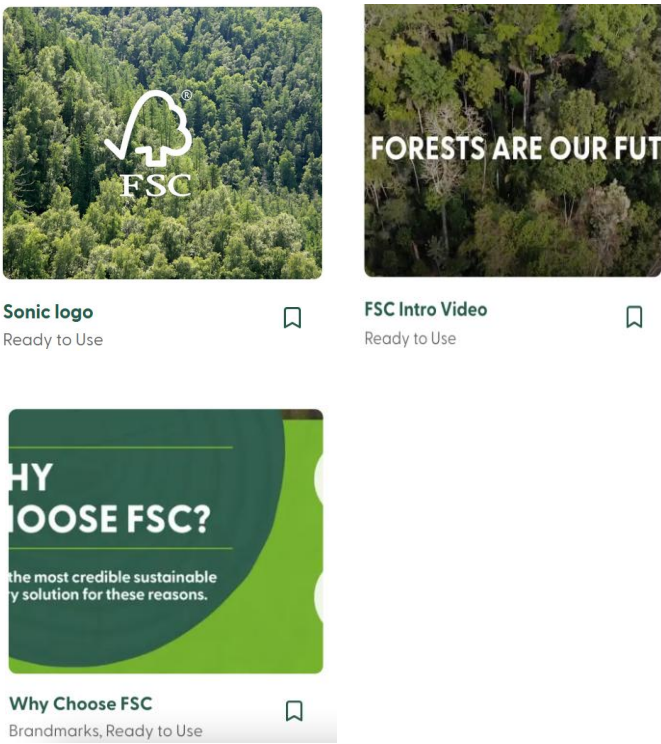
Project CH

Building signage



General use

Guidelines for customizing assets, flyer, intro video and sonic logo





FSC BRAND HUB IN ACTION

[Trademark Designs](#) ✓[Assets](#)[Campaigns](#)[Guidelines](#)

Welcome to the FSC Brand Hub

How to get started

Trademark Design Generator

In need of an FSC Trademark design to label and promote your products? Try out the Trademark Design Generator here.

[Trademark designs →](#)

Asset Library

Ready to promote with FSC? Search our full asset library and download what you need.

[Assets →](#)

Campaigns Overview

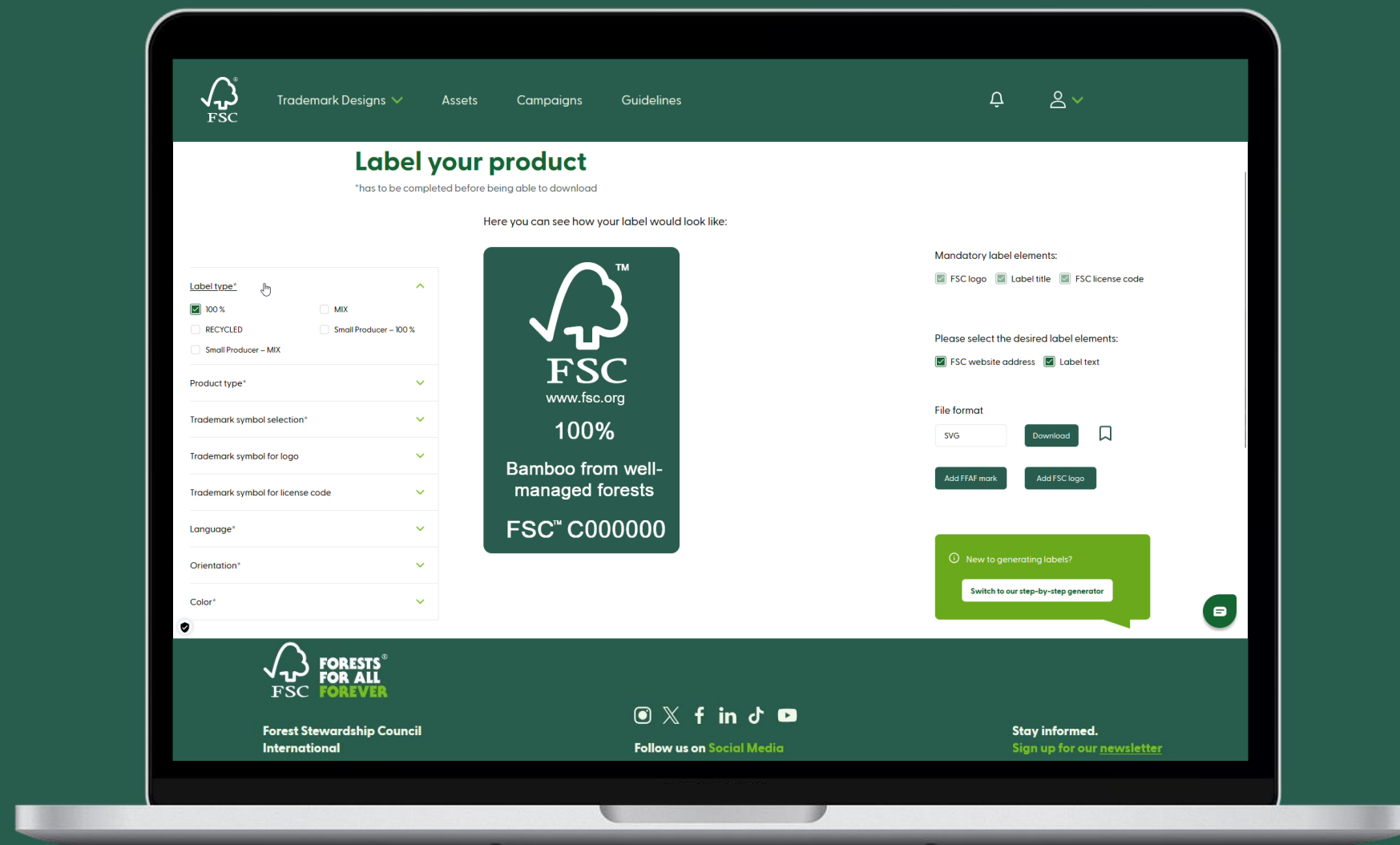
Want to participate in one of our current campaigns? Head over to our campaign collection and find content you can use right away.

[Campaigns →](#)



Labelling products made easy

Exclusively for Certificate Holders



**Key
Features**

**Quick generator
Step by step generator**

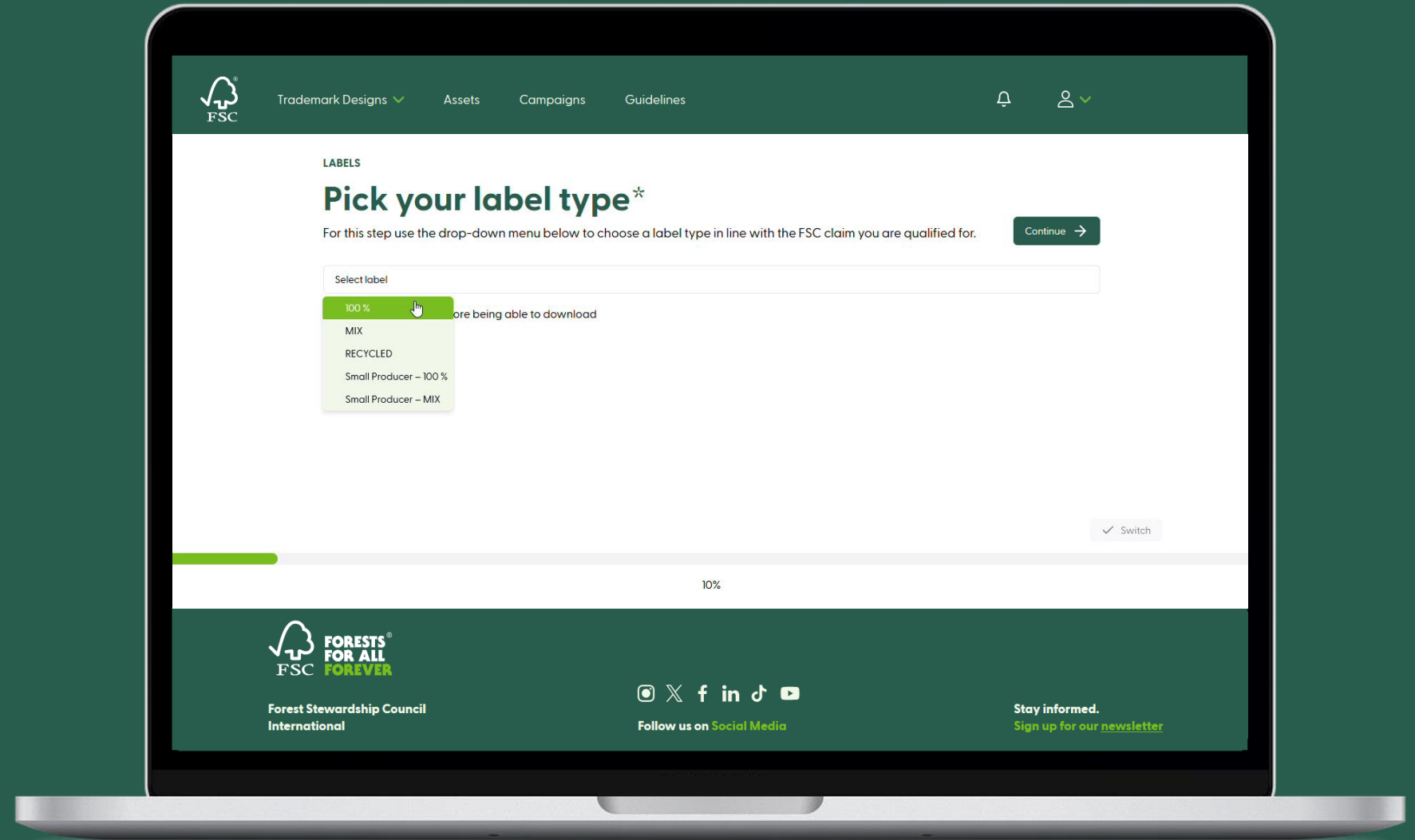
Bookmark your most used
label configurations





Labelling products made easy

Exclusively for Certificate Holders



**Key
Features**

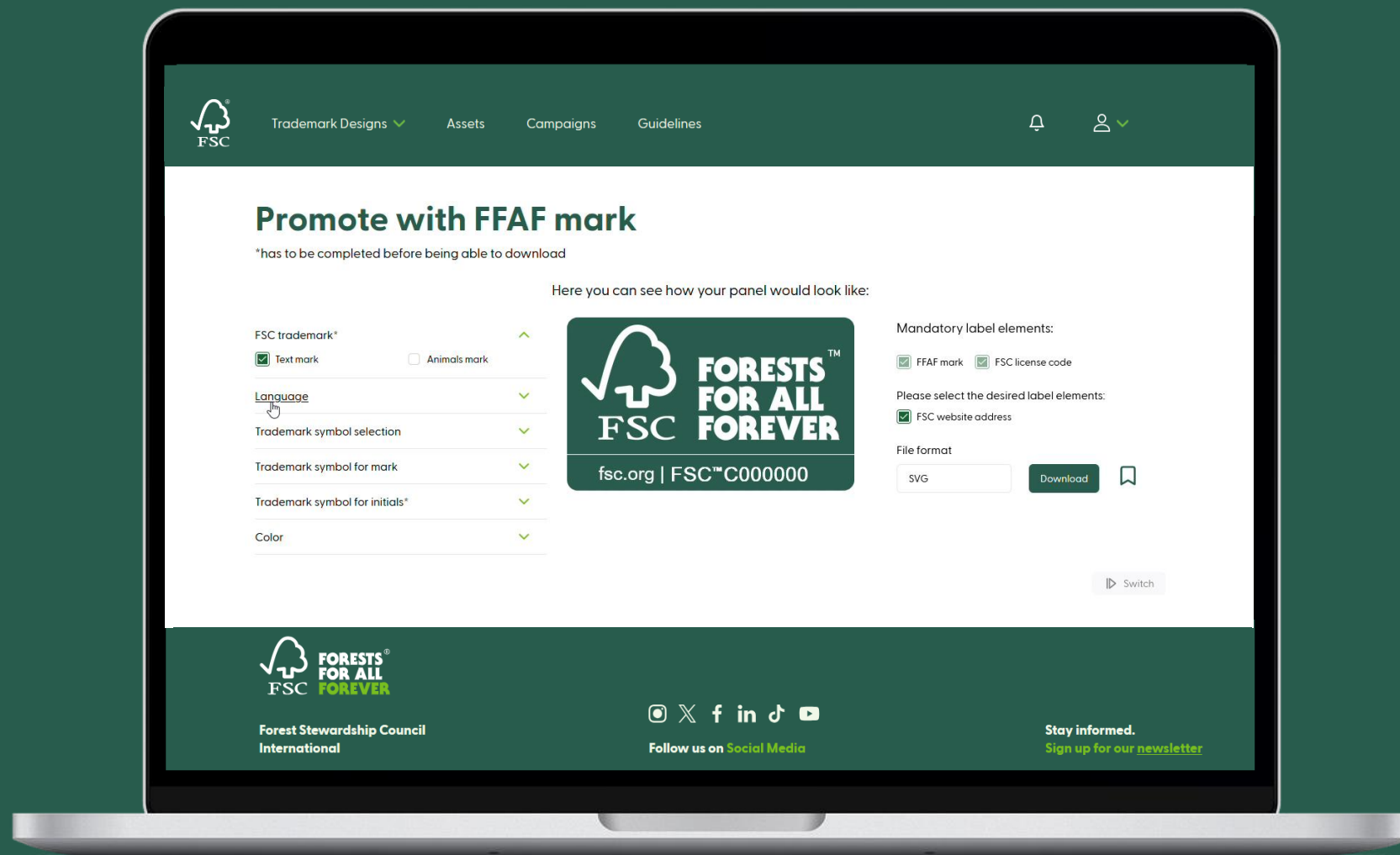
Quick generator
Step by step generator

Bookmark your most used
label configurations





Enhanced trademark promotional design generators



**Key
Features**

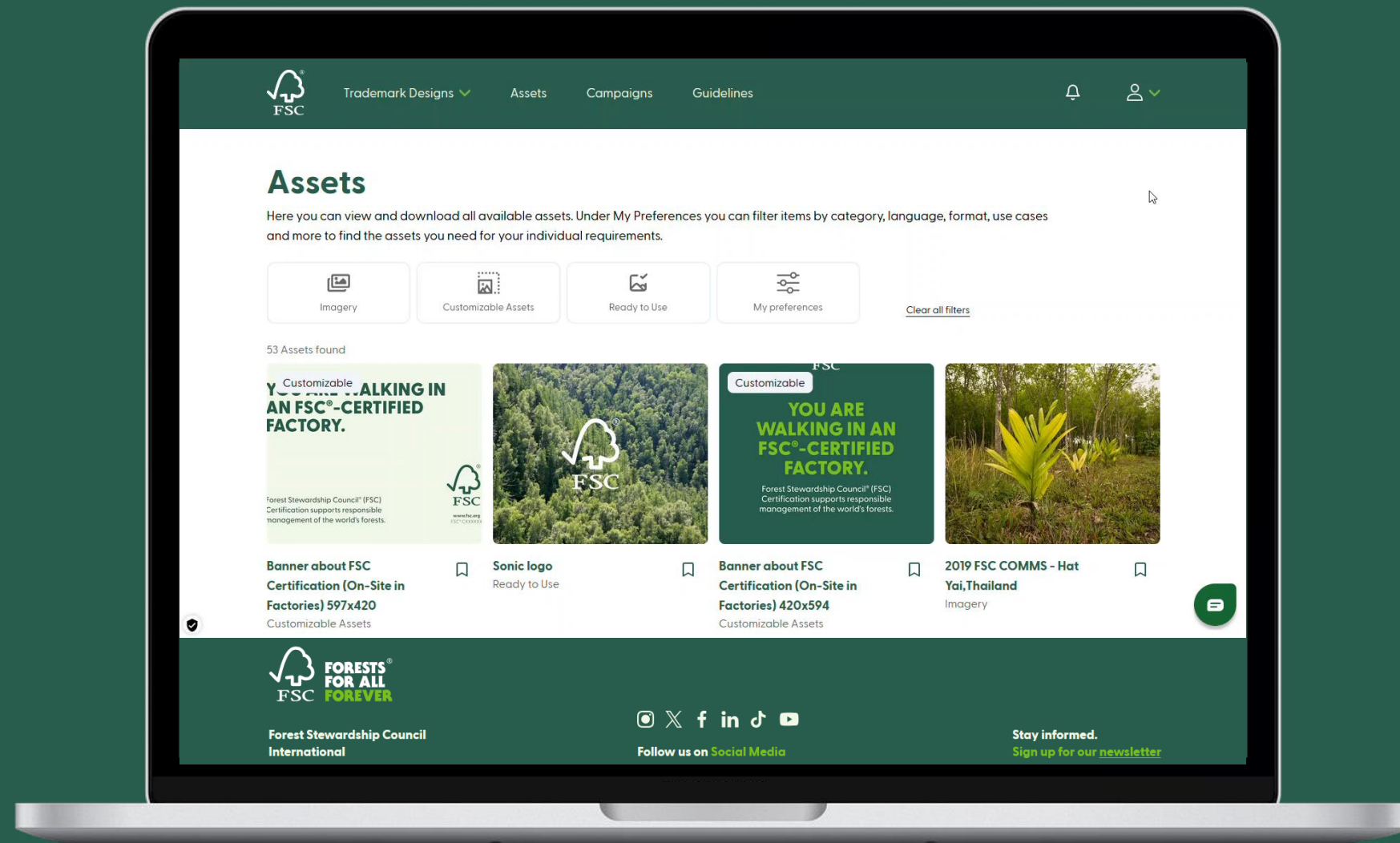
**New FFAF promotional
design generator**

**Improved FSC logo promotional
panel generator**





Easy to navigate asset library



**Key
Features**

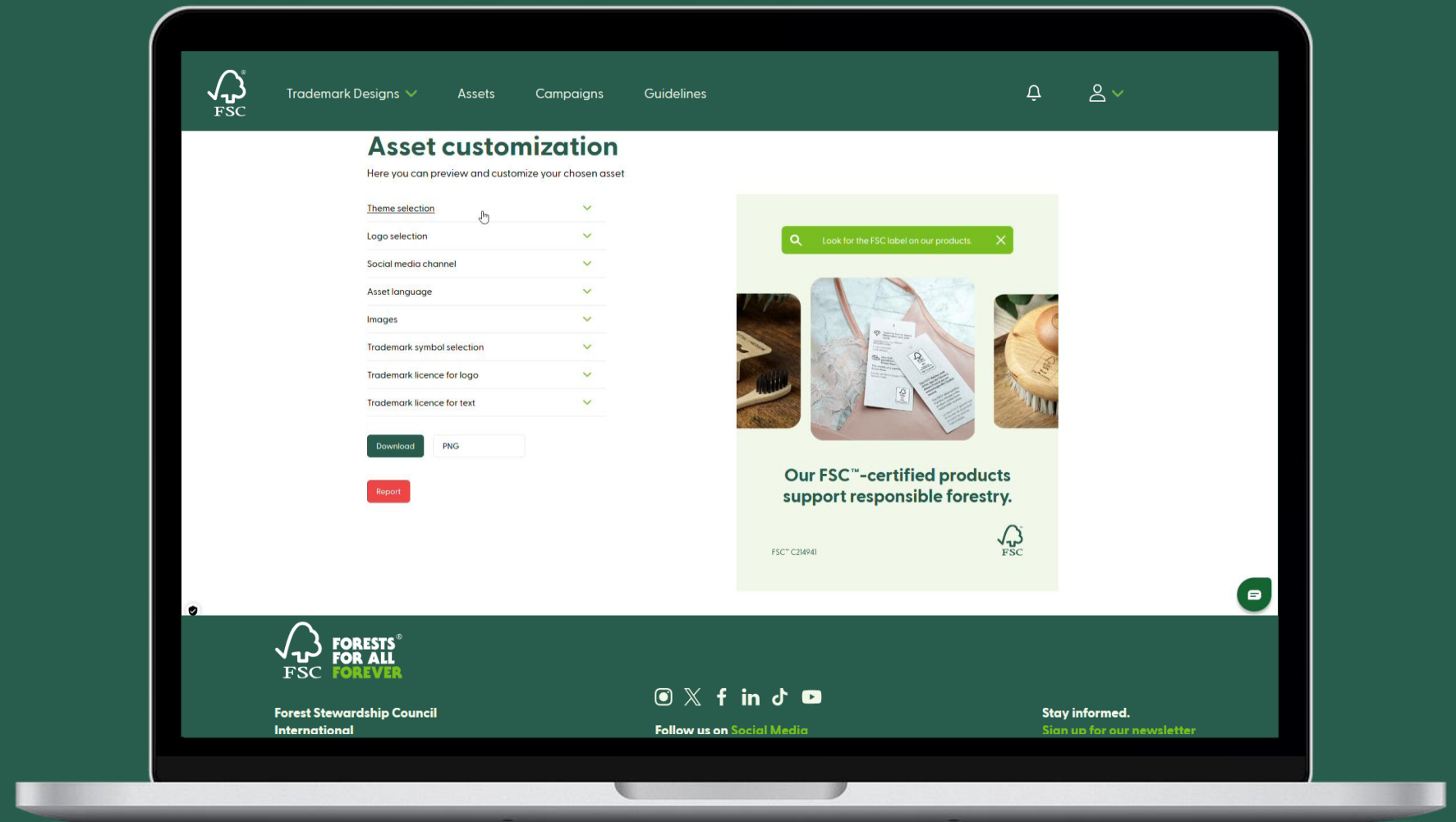
Bookmark your most used
marketing assets

Save your favourite filters
under **My preferences**





Customizable assets with responsive designs



Key Features

- > Integrated licence code
- > Switch between FSC logo or FFAF mark
- > Switch between light and dark theme

- > Trademark symbol selection
- > Upload your own pictures
- > Other customizable options





New home for FSC campaigns



**Key
Features**

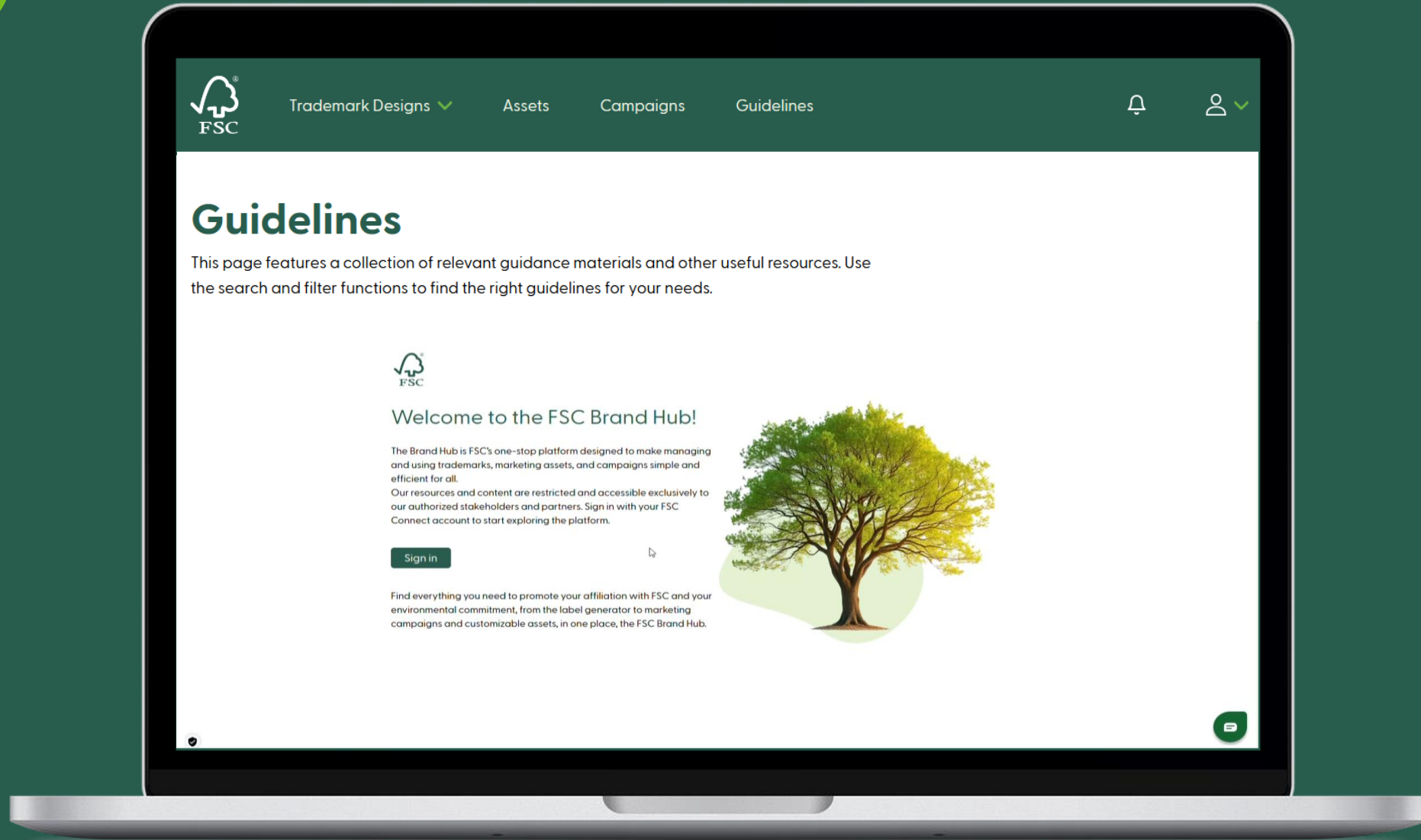
Global campaigns ->
FSC Forest Week

Local campaigns
coming up





Guidelines and support



**Key
Features**

Guidelines section
(videos, guides)

Chatbot with guidance on
key functionalities and FAQs



[illegible]

- ✔ More examples of statements to promote FSC certification and FSC-certified products
- ✔ More photography and brand assets for communications
- ✔ Upcoming local campaigns and opportunities to promote with FSC
- ✔ More languages for customizable assets



GETTING STARTED



Onboarding timeline

22 APRIL

Promotional licence holders
(all regions)

28-30 APRIL

Certificate holders
(Europe & Africa)

1-2 MAY

Certificate holders
(Americas)

5-7 MAY

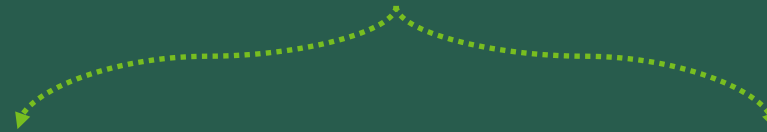
Certificate holders
(Australia & Asia)

WHO?

Users with existing access to the Trademark Portal/
Marketing Toolkit.

HOW?

Email from notification@fsc.org



**ALREADY HAVE AN FSC
CONNECT ACCOUNT?**

‘Welcome to the Brand
Hub’ email

**NO FSC CONNECT
ACCOUNT?**

‘Please activate your FSC
Connect account’ email
‘Welcome to the Brand
Hub’ email

Stay in touch!



TIMELINE RECAP

22 April – 7 May 2025:

Onboarding of FSC licence holders



LET'S TALK ABOUT BRAND HUB:
trademark@fsc.org



GET TECH SUPPORT:
connect@fsc.org

Q & A

QUESTIONS & ANSWERS

Other announcements from FSC



Participate in the Client Satisfaction Survey

Last call: FSC's Global Client Satisfaction Survey invites its certificate holders and promotional licence holders to provide feedback on the FSC experience.

Most have been invited. Check your globalsurvey@fsc.org to access.

Closing 4 April 2025

Join General Assembly 2025

FSC's global forum for forest governance decision making

Members can register to GA from [May 2025](#).



26-31 October 2025



Let's hear from you

How did we do?
Share your views:



How to reach us:



GENERAL FEEDBACK:

trademark@fsc.org

GET TECH SUPPORT:

connect@fsc.org