

Crosswalk document – FSC Trademark Use Guide for Promotional Licence Holders

The FSC Trademark Use Guide for Promotional Licence Holders was published in February 2019 and became effective on June 1, 2019. The transition period comes to an end on May 31, 2020 when this guide will become the only effective document for promotional licence holders. This crosswalk document has been created to assist users in identifying the difference between the new version (June 2020) and the previous version (February 2019).

Changes are identified by colour ranking, as follows:

Green	The intent of the requirement has not changed. The requirement has been simplified, updated or reworded for an improved understanding.
yellow	New requirement or the requirement has changed in relation the previous version of the guide
Red	Text or requirement removed

	FSC Trademark Use Guide for Promotional Licence Holders – June 2020	FSC Trademark Use Guide for Promotional Licence Holders – Feb 2019
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	8. Promoting completed FSC-certified projects	n.a.



	<p>Verification documentation</p> <p>Claims</p>	
	Welcome	
	<p>We carefully monitor and protect the way our trademarks are used around the world. By making sure our trademarks are used appropriately, we keep them credible – and that’s what enables businesses to leverage the trust we have built with consumers globally.</p> <p>Our trademarks have been designed not only to promote the work of FSC and to inspire a love for forests, but also to enhance your brand and show your customers you care. This guide will help you use our globally recognized trademarks for the promotion of FSC and FSC-certified products, projects and services.</p>	<p>We carefully monitor and protect the way our trademark is used around the world. By making sure our trademark gets used in the ways, we keep it totally credible – and that’s what enables businesses to leverage the trust we’ve built with consumers globally.</p> <p>Our trademarks have been designed not only to promote the work of FSC and to inspire a love for forests, but also to enhance your brand and show your customers you care. This guide will help you use our globally recognized trademarks for the promotion of FSC and FSC-certified products and services.</p>
	1. Who is this guide intended for?	
	<p>There are specific criteria for the use of the FSC trademarks that apply to some user groups. All organizations must sign a trade-mark promotional licence agreement with their trademark service provider prior to using the trademarks.</p>	<p>There are specific criteria for the use of the FSC trademarks that apply to some user groups. All organizations must sign a trademark licence agreement with their trademark service provider prior to using the trademarks.</p>



	The uses of the FSC trademarks that can be authorized by a trademark promotional licence agreement are as follows:	The uses of the FSC trademarks that can be authorized by a trademark licence agreement are as follows:
	<p>Promoting completed FSC-certified projects:</p> <p>Any company, organization, individual owning a completed certified project(s).</p>	n.a.
	2. Steps to using the FSC trademarks	
	<p>Step 1 Apply for a licence</p> <p>Your trademark service provider is your FSC national or regional office. Please contact the relevant office for information about signing a licence agreement. Only organizations that have signed the licence and paid their yearly trademark service fee, where applicable, may use the trademarks for promotional purposes.</p>	<p>Step 1 Apply for a licence</p> <p>Your trademark service provider is your FSC national or regional office. Please contact the relevant office for information about signing a licence agreement. Only organizations that have signed the licence and paid their trademark service fee, where applicable, may use the trademarks for promotional purposes.</p>
	7. Promoting ecosystem services	
	See Annex A for additional examples of ecosystem services claims. For more information, see Part IV of the FSC-PRO-30-006 FSC Ecosystem Services Procedure: Impact Demonstration and Market Tools . The list of possible impacts in Annex B of the procedure form the basis of all ecosystem services claims. Claims are valid for five years or for as long as the FSC Forest Management certificate is valid.	See Annex A for additional examples of ecosystem services claims. For more information, see Part IV of the FSC Ecosystem Services Procedure https://ic.fsc.org/en/document-center/id/328 (Market Tools: Using Ecosystem Services Claims). The list of possible impacts in Annex B of the procedure form the basis of all ecosystem services claims. Claims are valid for five years or for as long as the FSC Forest Management certificate is valid.



	<p>8. Promoting completed FSC-certified projects</p> <p>Promotional licence holders can promote FSC-certified projects if:</p> <ul style="list-style-type: none"> • The project is completed • The project certificate has expired or the project has changed ownership (acquisition of the project) • The owner can prove certification with a project statement 	n.a
	<p>FSC project certification offers third party assurance that the materials used in a project come from responsible sources.</p> <p>Once a project certificate expires, the owner of the project (be it a prior or a new owner) can continue communicating about and promoting the use of FSC-certified materials in the project by becoming a promotional licence holder.</p> <p>Who can promote completed FSC-certified projects with a promotional licence?</p> <p>All organizations that own a project with an expired project certificate or new owners of completed FSC-certified projects.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Promotional licence holders can use the FSC trademarks to promote FSC-certified projects.</p> </div>	n.a.



	<p>What can be certified under FSC project certification and promoted by the promotional licence holders?</p> <p>Any projects that are made of or contain forest-based materials, including:</p> <ul style="list-style-type: none">- construction or civil engineering projects (e.g. office building, event infrastructure)- individual art or decorative objects (e.g. sculpture)- transport vehicles (e.g. boats)	
	<p>Verification documentation</p> <p>What documentation is required for verification?</p> <p>In order to promote a completed FSC-certified project, you need to submit the following documentation to your trademark service provider:</p> <ul style="list-style-type: none">- Project statement (issued by the certified organization and approved by its Certification Body)- Invoices (if the project was sold).	<p>n.a.</p>



	<p>The project statement must include the following information:</p> <ul style="list-style-type: none">• The name of organization that managed the project certificate;• A unique identifier of the project (e.g. XXX-COC-123456-unique identifier)• Name and contact details of project-certified organization;• The date of the project completion;• Project name and address;• Specification of the project claims (e.g. full project certification claim, components claim, percentage claim)	
	<p>Claims</p> <p>How can completed FSC-certified projects be promoted?</p> <p>Promotional licence holder can make project claims that matches the information available on the project statement.</p> <p>There are three types of claims that can be made depending on whether:</p> <ul style="list-style-type: none">- All forest-based materials used are FSC-certified- Specific components used are FSC-certified	



	<ul style="list-style-type: none"> - A percentage of the forest-based materials used are FSC-certified. <p>Example of project claim</p> <p>“All [doors] of this [building] are FSC®-certified ensuring responsible sourcing of forest-based materials. FSC is a sustainable forest management solution.”</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>See Annex A for examples of FSC-certified project claims. For more information about project certification, see FSC-STD-40-006 FSC Standard for Project Certification</p> </div>	
	Using the FSC trademarks for the promotion of FSC certification services	
	<p>Certification Bodies</p> <p>Certification Bodies can use the FSC trademarks to promote or advertise services and activities that are within the scope of their certification. All materials in which the FSC trademarks are used must be submitted for approval to a trained certification body trademark approver or directly to FSC International.</p>	<p>Certification Bodies</p> <ul style="list-style-type: none"> • The use of the FSC trademarks by certification bodies shall be approved by a trained certification body trademark approver or sent directly to FSC International. • The certification bodies shall only advertise or promote services or activities that are within the scope of their FSC accreditation.



	<p>Certification bodies can use the FSC trademarks on document templates and their business cards together with the following statement: 'FSC® accredited certification body'.</p>	<ul style="list-style-type: none"> • Certification bodies are authorized to use the FSC trademarks on document templates and their business cards together with the following statement: 'FSC® accredited certification body'.
	<p>Affiliate offices providing certification services</p> <p>Affiliate offices can use the FSC trademarks to advertise or promote services or activities that are within the scope of their FSC-accredited certification body. All materials in which the FSC trademarks are used must be submitted for approval to a trained certification body trademark approver or directly to FSC International.</p> <p>If affiliate offices deliver certification services on behalf of a certification body, with every use of the trademarks or reference to FSC in promotional materials, the following statement should be included and clearly displayed: 'delivering FSC® certification services in association with [name of certification body]'</p>	<p>Affiliate offices providing certification services</p> <ul style="list-style-type: none"> • The use of the FSC trademarks by affiliate offices shall be approved by a trained certification body trademark approver or sent directly to FSC International. • The affiliate offices shall only advertise or promote services or activities that are within the scope of the FSC accredited certification body. • Where affiliate offices deliver certification services on behalf of a certification body, every use of the FSC trademarks or reference to FSC in promotional materials shall visibly feature the words 'delivering FSC® certification services in association with [name of certification body]' on the materials.
	<p>Verification of FSC-certified products</p>	
	<p>For documentation required to promote a completed FSC-certified project, please refer to Section 8 of this Guide.</p>	<p>n.a</p>



	<p>Examples of good practice for setting up a system of verification include:</p> <ul style="list-style-type: none">• Document a procedure to ensure that FSC-certified products are purchased from certified suppliers (e.g. flow chart, standard operating procedure).• Document a procedure to ensure all trademark use complies with the trademark use guide (e.g. copy of the guide, checklist).• Appoint an individual (FSC primary contact person) who will be responsible for all contact with FSC and for responding to any requests for documentation or information.• Train staff on the up-to-date version of the organization's internal system verification procedures and ensure they are familiar with the specifications of the trademark use guide.• Maintain complete and up-to-date records of all trademark uses.• Regularly check the certification status of your suppliers.	<p>Examples of good practice for setting up a system of verification include:</p> <ul style="list-style-type: none">• Document a procedure to ensure that FSC-certified products are purchased from certified suppliers (e.g. flow chart, standard operating procedure).• Document a procedure to ensure all trademark use complies with the trademark use guide (e.g. copy of the guide, checklist).• Appoint an individual (FSC primary contact person) who will be responsible for all contact with FSC and for responding to any requests for documentation or information.• Train staff on the up-to-date version of the organization's internal system verification procedures and ensure they are familiar with the specifications of the trademark use guide.• Maintain complete and up-to-date records of all trademark uses.
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	Annex A: How to describe FSC and -FSC-certified, labelled products and FSC-certified projects	Annex A: How to describe FSC and FSC-certified, labelled products
	<p>Full certification claim</p> <ul style="list-style-type: none"> This [name of project] is FSC®-certified using responsibly sources [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. All [name of forest-based materials] in this [name of project][is/are] FSC®-certified supporting responsible forest managements. FSC is a sustainable forest management solution. With this [name of project][we/you] help take care of the world's forests. <p>NOTE: Use the second example above only if the project does not contain any non-certified and non-controlled components (As per FSC Standard Project Certification - FSC-STD-40-006)</p> <p>Components claim</p> <ul style="list-style-type: none"> [Name of component(s)] of this [name of project][is/are] FSC®-certified supporting responsible forest management. FSC is a sustainable forest management solution. 	<p>n.a</p>



	<ul style="list-style-type: none"> All [name of component(s)] of this [name of projects] are FSC®-certified ensuring responsible sourcing of forest-based materials. FSC is a sustainable forest management solution. <p>Percentage claim</p> <ul style="list-style-type: none"> [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. <p>NOTE: State “all, 100% or xx% of timber or component(s) used in this house from FSC®-certified well managed forests” only if it is verified that all material used is FSC 100%.</p>	
	Glossary	
	<p>FSC trademark promotional licence agreement: The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the licenced materials) in a specific territory or worldwide.</p>	<p>FSC trademark licence agreement: The agreement and legal document signed between the organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the licenced materials) in a specific territory or worldwide.</p>



	<p>FSC trademark promotional licence code: Identification code issued to organizations that have signed an FSC trademark promotional licence agreement. For non-certified organizations with a trademark promotional licence, this is in the form FSC® N#####. It is used to identify the organization on the FSC licence holder database.</p>	<p>FSC trademark licence code: Identification code issued to organizations that have signed an FSC trademark licence agreement. For non-certified organizations with a trademark licence, this is in the form FSC® N#####. It is used to identify the organization on the FSC licence holder database.</p>
	<p>References and further information</p> <p>FSC-STD-01-002 FSC Glossary of Terms</p> <p>FSC-STD-40-004 Chain of Custody Certification</p> <p>FSC-STD-50-001 Requirements for use of the FSC trademarks by certificate holders</p> <p>FSC-PRO-30-006 Ecosystem Services Procedure</p> <p>FSC-STD-40-006 FSC Standard for Project Certification</p>	<p>References and further information</p> <p>FSC-STD-01-002 FSC Glossary of Terms</p> <p>FSC-STD-40-004 Chain of Custody Certification</p> <p>FSC-STD-50-001 Requirements for use of the FSC trademarks by certificate holders</p> <p>FSC-PRO-30-006 Ecosystem Services Procedure</p>