



**REST ASSURED WITH
RESPONSIBLE SOURCING**

AGENDA



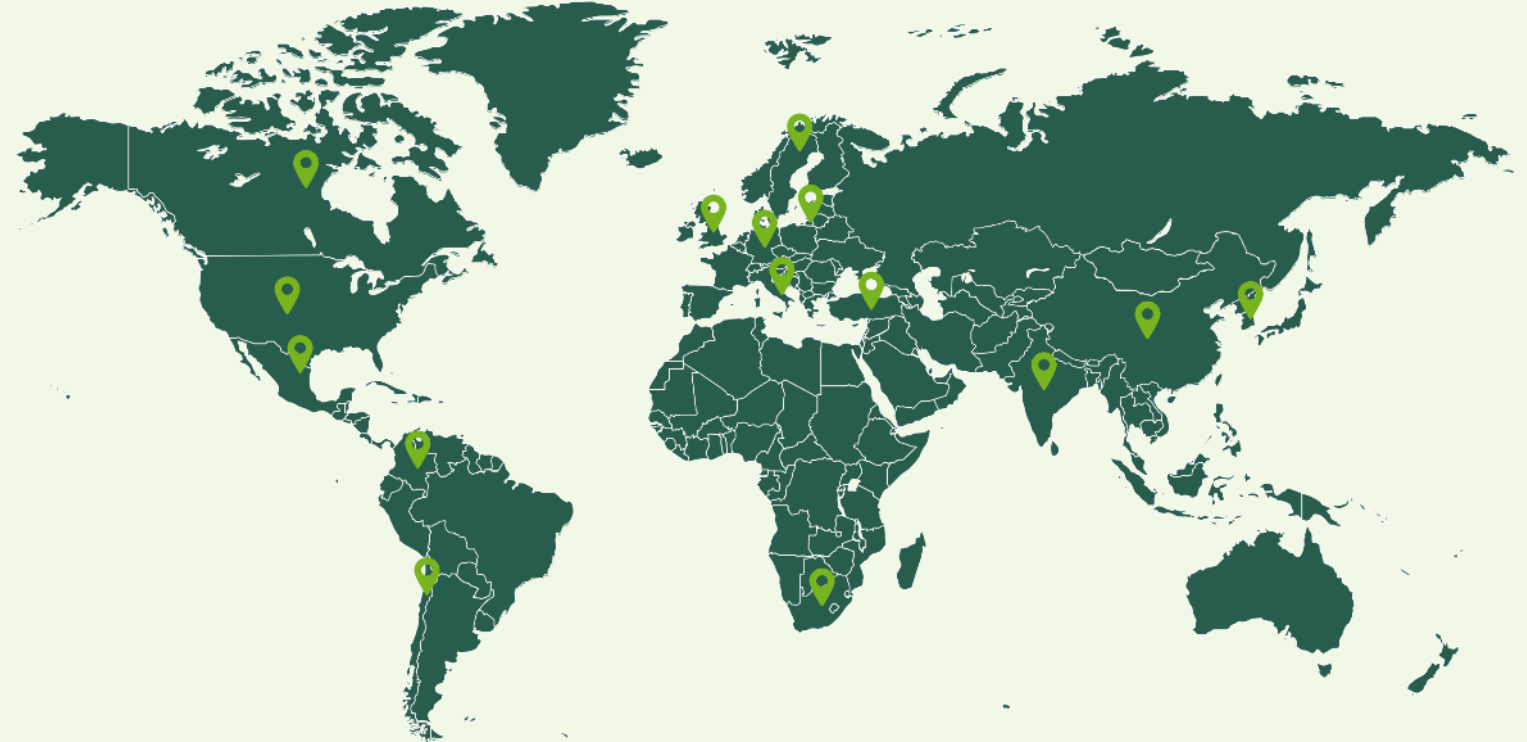
Topic

- 1 Consumer research
- 2 What is FSC?
- 3 FSC and the hotel sector
- 4 What can you do?

METHODOLOGY

- Online consumer research panels
- Fieldwork - July 2021.
- The total global sample size = 12,000 (800 x 15 countries)
- Samples = nationally representative as far as possible
- Samples in China, India, Colombia, Chile, Mexico, South Africa, and Turkey are skewed towards more educated and urban consumers

Notes on reporting: All figures in this report are given in percentages, unless otherwise stated. In charts, due to rounding of decimal places displayed, figures may not always add up to exactly 100%.



Canada	Chile	Colombia	China	Germany	India	Italy	Mexico
n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800
Poland	South Africa	South Korea	Sweden	Turkey	UK	USA	Global Sample
n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=12,000

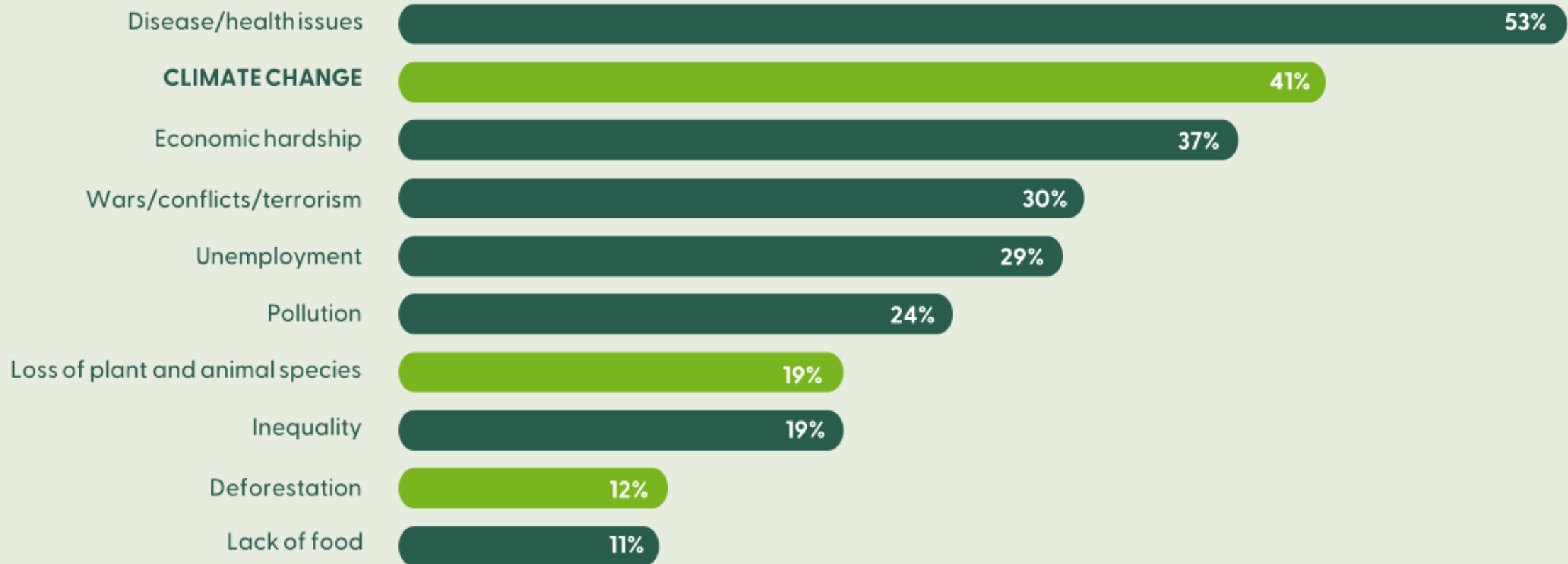


ISSUES OF CONCERN



MOST WORRYING GLOBAL ISSUES

Most Concerning Global Issues, Select in Top Three, Global, 2021

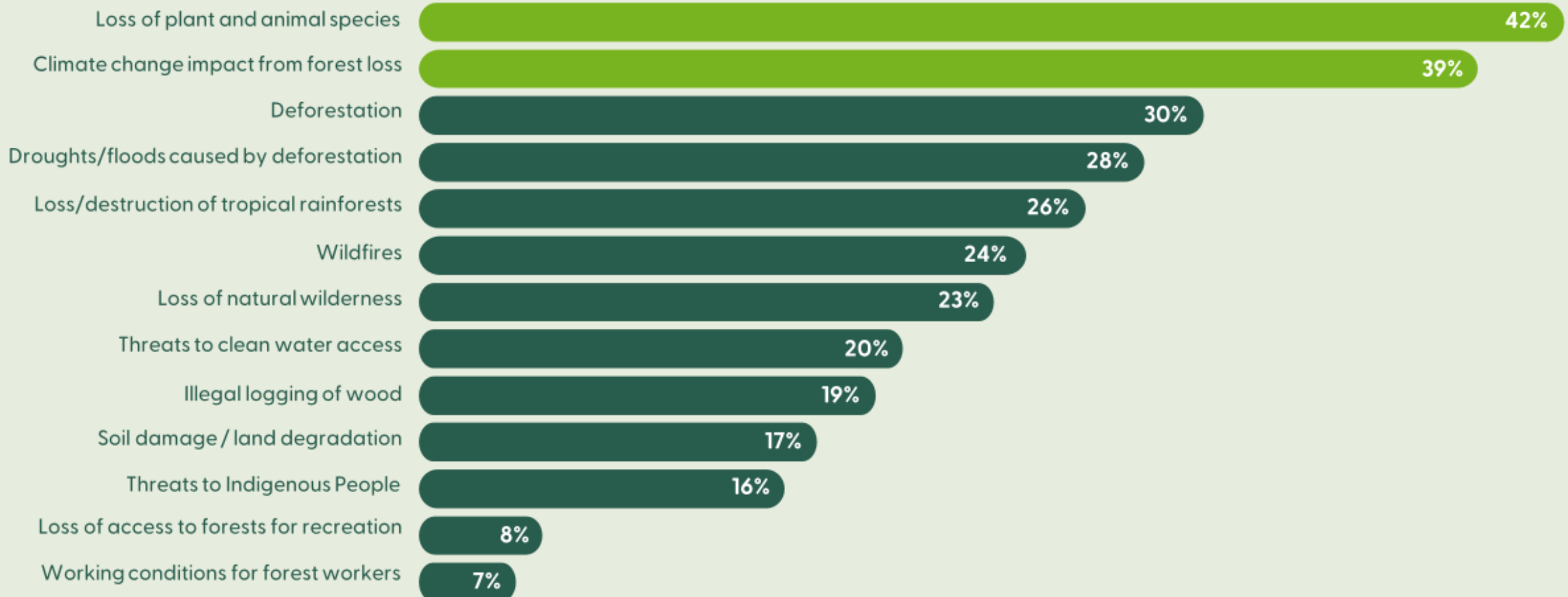


Q1. To start with, which of the following issues worry you the most? Please select up to three issues from the list
Base: Total global sample (n=12,000)



WITHIN FOREST ISSUES, BIODIVERSITY AND CLIMATE IMPACT ARE TOP CONCERNS

Most Concerning Forestry Issues, Rank in Top Three, Global, 2021



Q8. There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most?
Base: Total global sample (n=12,000)



ATTITUDES AND BEHAVIOURS





Protecting biodiversity and avoiding deforestation are key concerns

Attitudes toward Sustainable Forestry Products, Agreement (5+6+7 on a 7-pt Scale), Global, 2021



Q6. How well does each of the following statements describe your opinions?
Please use a scale from 1–7 where 1 means "Does not describe my opinion at all" and 7 means "Describes my opinion very well."
Base: Total global sample (n=12,000)

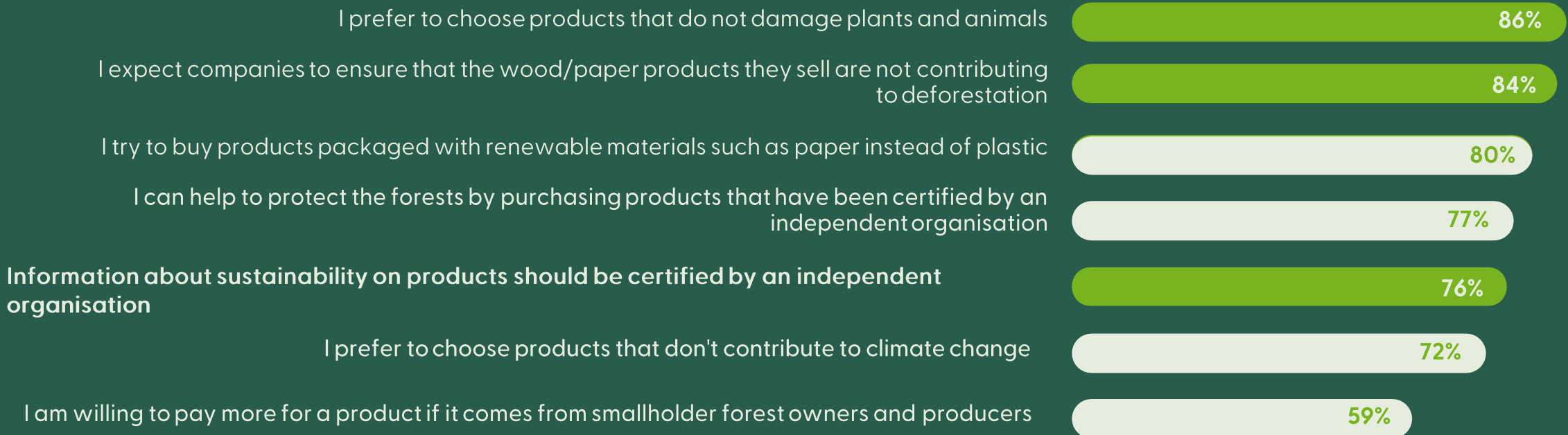
Forests cover
30%
of the world's
land surface -
4 billion
hectares





Protecting biodiversity and avoiding deforestation are key concerns

Attitudes toward Sustainable Forestry Products, Agreement (5+6+7 on a 7-pt Scale), Global, 2021



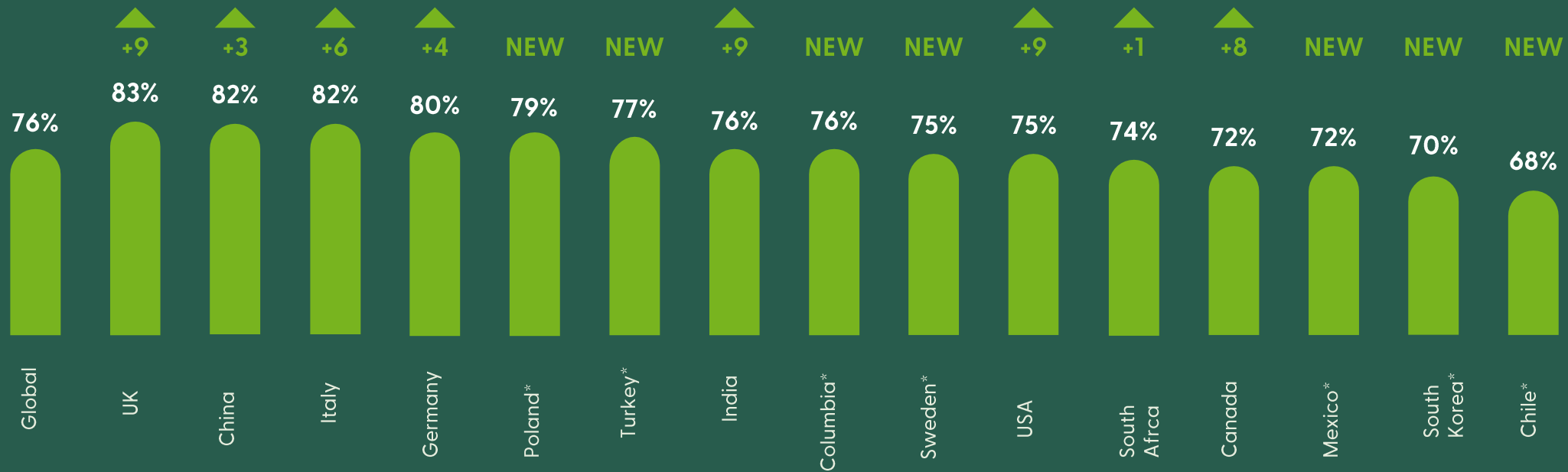
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Please use a scale from 1–7 where 1 means "Does not describe my opinion at all" and 7 means "Describes my opinion very well."
Base: Total global sample (n=12,000)



Demand for independent certification has grown in most tracking markets, most notably UK, India, USA and Canada

Agreement “Information about sustainability on products should be certified by an independent organization,” (5+6+7 on 7-pt Scale), by Market, 2021

Change since 2017 shown for tracking markets



Q6. How well does each of the following statements describe your opinions?
Please use a scale from 1–7 where 1 means "Does not describe my opinion at all" and 7 means "Describes my opinion very well."
Base: Total global sample (n=12,000) * New markets, were not covered in 2017



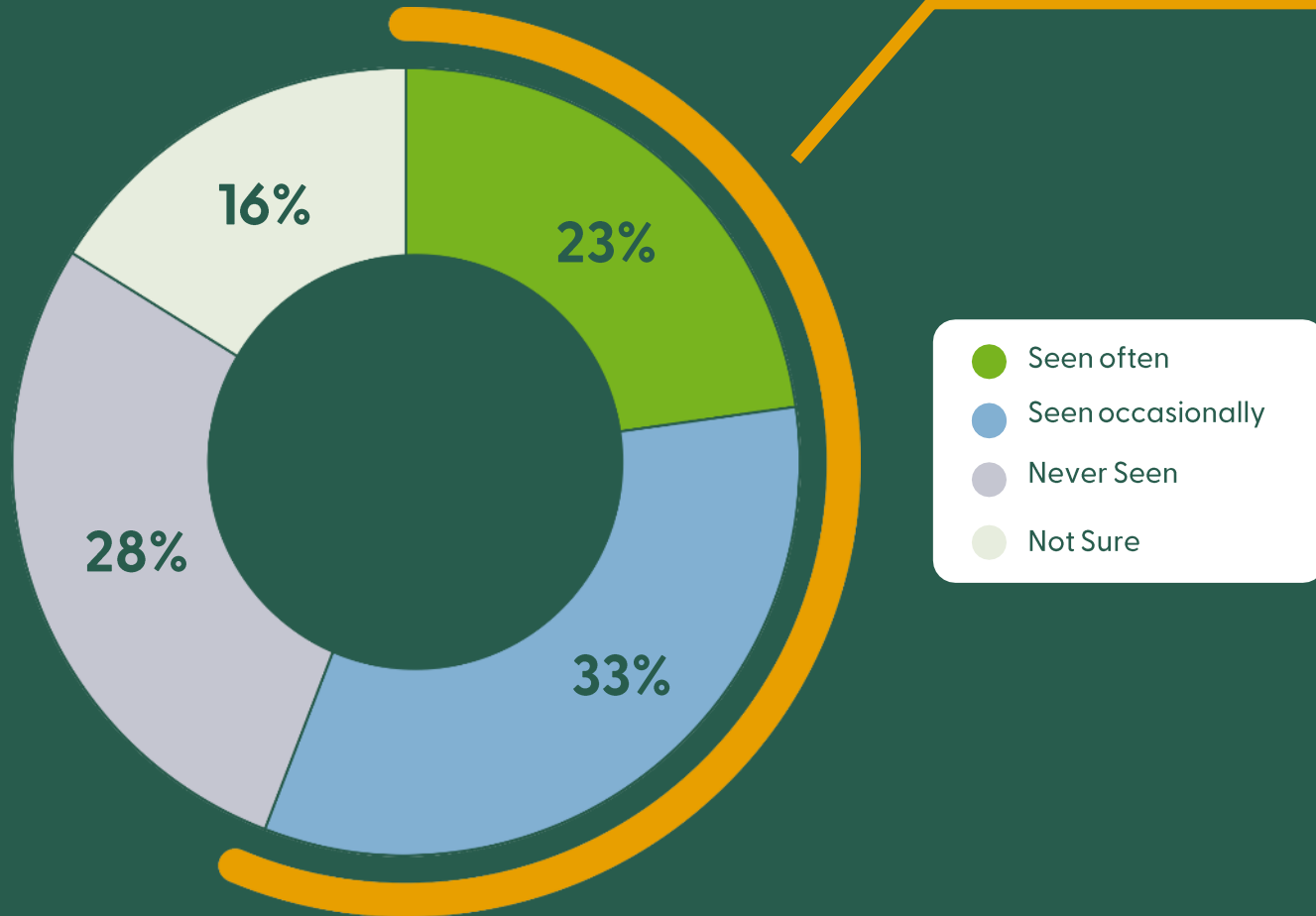
FSC

www.fsc.org

100%

**From well-
managed forests**

FSC® C000000



56%

of global consumers recall seeing the FSC label.

No other forest-certification tested came higher globally.



FSC'S MISSION

The FSC shall promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

FSC'S VISION

The world's forests meet the social, ecological and economic rights and needs of the present generation without compromising those of future generations



FSC

FORESTS[®]
FOR ALL
FOREVER

FOREST MANAGEMENT CERTIFICATION

The forest of origin is proven to be well managed.

CHAIN OF CUSTODY CERTIFICATION

For every change in legal ownership of a product, there must be an unbroken chain of organisations independently verified by an FSC accredited certification body

1. Compliance with laws

2. Worker's rights and employment conditions

3. Indigenous peoples' rights

4. Community benefits

5. Benefits from the forest

6. Environmental values and impacts

7. Management planning

8. Monitoring and assessment

9. High conservation values

10. Implementation of management plan

PRINCIPLE 6:

ENVIRONMENTAL VALUES AND IMPACT

The organization shall maintain, conserve and/or restore ecosystem services and environmental values of the Management Unit, and shall avoid, repair or mitigate negative environmental impacts.

PRINCIPLE 9: HIGH CONSERVATION VALUES

The organization shall maintain and/or enhance the high conservation values in the Management Unit through applying the precautionary approach.

FSC HAS CREATED NEW WAYS TO ENGAGE IN THE PROTECTION AND RESTORATION OF FOREST ECOSYSTEM SERVICES

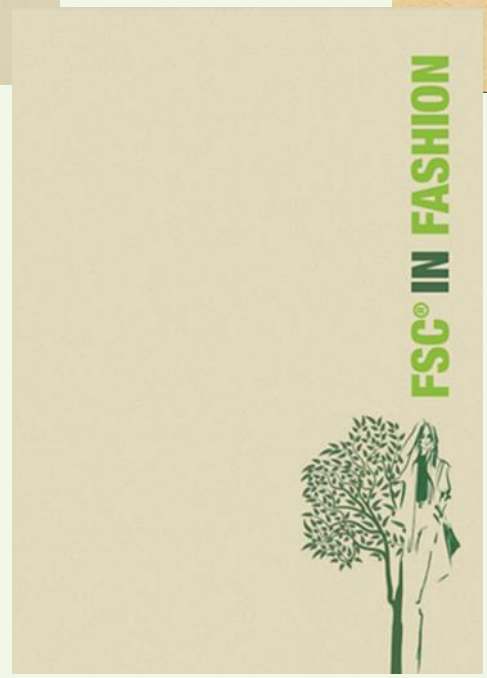
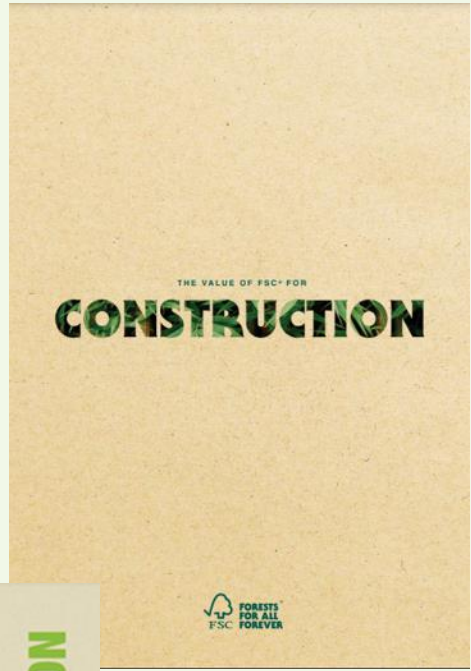
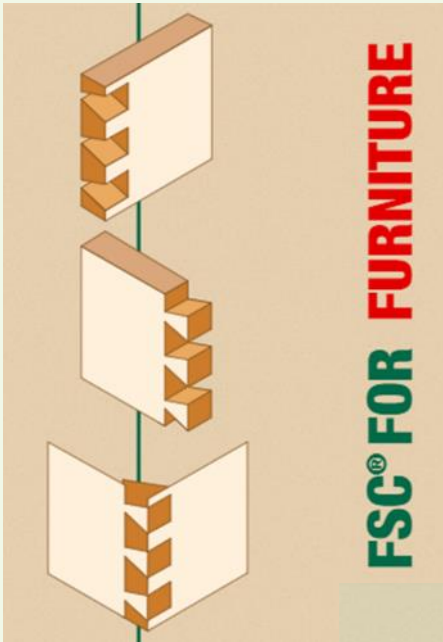


FSC certification





**SUPPORTING
BIODIVERSITY
THROUGH BEDS,
BROCHURES, BUILDINGS
AND MORE**





Start somewhere!



What do you need to do?



FIND CERTIFIED SUPPLIER(S)



FSC CERTIFICATES PUBLIC DASHBOARD

Search by License Code, Certificate Code, Organization Name, Local Name or State/Province

2022-05-09 11:02:43
Data last updated

Certificate Type
 COC

Role
 Certificate holder
 Site

Certificate Status
 Terminated
 Valid

Certification Body
 BV
 CU
 INT
 SA
 TT

Country/Region
 ARGENTINA
 AUSTRALIA
 AUSTRIA
 BANGLADESH
 BELGIUM

Tree Species
 Select all
 Abies alba
 Abies procera
 Abies spp
 Acer pseudoplatanus

Product
 W12.3 Tables
 W12.4 Beds
 W12.5 Couches and armchairs
 W12.6 Chairs and stools
 W12.7 Office furniture
 W12.8 Institutional casework
 W12.9 Wardrobes
 W13 Outdoor furniture and gardening

License	Certificate Code	Cert Status	CW DDS	Date From	Valid To	Organization Name	Role	Site status	State/Province	Country/Region
FSC-C110890	SA-COC-003120	Valid	No	2022-05-02	2027-05-01	Keen & Toms Holdings Ltd t/a Hypnos Ltd and Hypnos Contract Beds Ltd	Certificate holder	Valid	Buckinghamshire	UNITED KINGDOM
FSC-C176321	BV-COC-176321	Valid	No	2022-04-27	2027-04-26	Shire Beds Ltd	Certificate holder	Valid		UNITED KINGDOM
FSC-C110804	SA-COC-003113	Valid	No	2022-04-24	2027-04-23	Richman (UK) Ltd	Certificate holder	Valid	Essex	UNITED KINGDOM
FSC-C016983	SA-COC-001510	Valid	No	2022-02-21	2027-02-20	Benchmark Woodworking incorporating Benchmark Furniture	Certificate holder	Valid	Berkshire	UNITED KINGDOM
FSC-C134222	INT-COC-002104	Valid	No	2022-02-15	2027-02-14	Naught One Limited, also trading as 'naughtone' and 'naughtone Limited'	Certificate holder	Valid	North Yorkshire	UNITED KINGDOM
FSC-C005429	INT-COC-002081	Valid	No	2022-02-08	2027-02-07	Herman Miller Limited also trading as Herman Miller, Herman Miller UK and Herman Miller International	Certificate holder	Valid		UNITED KINGDOM
FSC-C109611	CU-COC-812899	Valid	No	2022-02-06	2027-02-05	Lang & Potter (Holdings) Ltd. T/A Lang & Potter (C/T) Ltd. / Lang and Potter Marine Ltd.	Certificate holder	Valid	Plymouth	UNITED KINGDOM
FSC-C172865	INT-COC-002307	Valid	No	2022-01-12	2027-01-11	G Plan Upholstery Ltd also T/A G Plan	Certificate holder	Valid	Wiltshire	UNITED KINGDOM
FSC-C170294	INT-COC-002272	Valid	No	2021-09-08	2026-09-07	TCM Living Ltd	Certificate holder	Valid	West Midlands	UNITED KINGDOM
FSC-C106463	TT-COC-003713	Valid	No	2021-05-31	2026-05-30	KDM Shopfitting Limited	Certificate holder	Valid	Fife	UNITED KINGDOM
FSC-C164529	TT-COC-007491	Valid	No	2021-02-16	2026-02-15	Sealy United Kingdom Limited	Certificate holder	Valid	Cumbria	UNITED KINGDOM
FSC-C162107	SA-COC-008228	Valid	No	2020-12-02	2025-12-01	Craftwood Interiors Ltd	Certificate holder	Valid	Hampshire	UNITED KINGDOM
FSC-C102283	TT-COC-003416	Valid	No	2020-10-15	2025-10-14	Nautilus Designs Ltd. T/A Eliza Tinsley Ltd. T/A RB UK Ltd.	Certificate holder	Valid		UNITED KINGDOM
FSC-C092621	TT-COC-003265	Valid	No	2020-05-20	2025-05-19	Bensons for Beds Manufacturing Ltd	Certificate holder	Valid		UNITED KINGDOM
FSC-C031881	TT-COC-003063	Valid	No	2019-11-13	2024-11-12	Taskworthy Ltd	Certificate holder	Valid	HEREFORD SHIRE	UNITED KINGDOM
FSC-C023664	CU-COC-805606	Valid	No	2019-06-02	2024-06-03	Adhetic Ltd	Certificate holder	Valid		UNITED KINGDOM

What do you need to do?

SPECIFY FSC



What do you need to do?

CHECK IT IS FSC



Invoice/Delivery Note Checklist	
<p>FSC chain of custody certificate holders must have procedures in place to check suppliers' sales and/or delivery documentation.</p> <p>Documents issued for products which you receive with FSC claims must include the following information:</p>	
<p>Document issue date</p> <p>1 ✓</p>	<p>Name, address and contact details</p> <ul style="list-style-type: none">• Supplier• Customer <p>2 ✓</p>
<p>Product</p> <ul style="list-style-type: none">• Name• Description <p>Check material types received conform to the documentation</p> <p>3 ✓</p>	<p>Quantity delivered</p> <p>Check that quantities received conform to the documentation</p> <p>4 ✓</p>
<p>The supplier's FSC certificate code and/or FSC Controlled Wood code</p> <p>e.g. XX-COC-XXXXXX for FSC certified products</p> <p>XX-CW-XXXXXX for Controlled Wood products</p> <p>5 ✓</p>	<p>Clear indication of FSC claim:</p> <p>FSC 100% / FSC Mix x% / FSC Recycled x% / FSC Mix Credit / FSC Recycled Credit / FSC Controlled Wood</p> <p>6 ✓</p>



For full FSC chain of custody requirements see FSC-STD-40-004 V3-1
To check the validity of FSC certificate codes please refer to <https://info.fsc.org/>
This guide is intended to supplement your organisation's own internal procedures.

MEXICAN HOTEL OWNER TAKES A STAND



“To me it is a business, and they are also good products and I can support an important cause.”

Deborah Angelo is the owner of a popular Mexican hotel chain. Besides running successful hotels, Angelo decided to take a stand against deforestation and support local Mayan forests and communities at the same time.

She did this by filling her hotels with products bought from the local Mayan communities. This included beautiful wooden beds, desks, chairs and decorations, all made from wood from FSC-certified Mayan community forests.

“To me it is a business, and they are also good products and I can support an important cause,” she says.

Remember FSC



FIND



Source products or materials from an FSC-certified supplier. Check their FSC certification status and scope (the products they can supply with FSC certification) by using the FSC public search database (info.fsc.org)

SPECIFY



Let your supplier know that you need them to make an FSC claim on their sales documents for the FSC certified products or materials they are selling to your organisation. If you would like to have FSC labelled products, inform your supplier of this.

CHECK



When the FSC certified materials arrive, check that the invoice/delivery note identifies the FSC-certified products or materials you ordered

Thank you



Forest Stewardship Council®

FSC® UK



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www.uk.fsc.org