



FSC® General Assembly 2017

Vancouver, Canada, 8–13 October

Sponsorship Guide

October 2016



At the Heart of FSC®

The FSC® General Assembly is FSC's highest decision-making body. It gathers over 500 FSC members, plus observers, partners and supporters from 70 countries, representing social, economic and environmental interests from the global North and South. The FSC General Assembly proves that democratic participation, balanced representation and balanced voting are a powerful strategy to bring people together, find solutions, and promote responsible stewardship of the forests.

Every three years, FSC members, supporters, and stakeholders come together to discuss a sustainable future for the world's forests and the people that inhabit them. The 8th FSC General Assembly 2017 will take place in Vancouver, Canada from 8 to 13 October 2017.

The FSC General Assembly 2017 represents one of the single best opportunities, anywhere in the world, to directly engage with the entire community working to promote responsible forest management. Across business, government, NGO and Indigenous sectors, the FSC General Assembly is a unique chance for sponsors to reinforce your leadership and enhance your brands with the people who influence decisions about forests everywhere they exist.



The Forest Stewardship Council®

FSC is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. We enable businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics.

To make sure no one viewpoint dominates the others, our membership has three chambers – environmental, social and economic – that have equal rights in decision-making. Also, to ensure that we have globally fair representation, members represent either high-income or low-middle income countries.





Looking back: A personal account of the 2014 FSC General Assembly

FSC's Director General, Kim Carstensen outlines his thoughts on the 7th FSC General Assembly:

For those of you unfamiliar, the week-long GA occurs once every three years. During this time, FSC hosts members from all walks of life, who come together to discuss forest management: from the CEO of IKEA, to an indigenous leader from the Amazon to numbers of trade unionists. Everyone is there to make the world a better place. At times, we can disagree vehemently – and in the same hour, we can reach moments of agreement that none of us could have even dreamt of. It's these snapshots that show how FSC can do something no other organization can.

In 2014, 32 motions were debated and voted on; 19 were approved and 13 were rejected. These approved motions give us direction for the coming years, and one of them explicitly mandates us to develop a new, much clearer, strategic plan for FSC. Certainly, one of my main tasks over the coming years will be putting this plan into action.

Many issues arose throughout the GA, and the concept of streamlining was one that stood out to me – it's one of the mainstays of our work going forward. For example, we want to simplify rules around how our logo is used. It is the most important asset we have, and the simpler we make it to use, the more successfully we can promote FSC. Hand in hand with streamlining is our desire to further increase FSC's transparency. To maintain our credibility, we must ensure we share information more effectively with stakeholders, particularly those who are affected by certification decisions.

During the GA, we reached agreement on many other pertinent issues, such as intact forest landscapes (Motion 65). Globally, little of these untouched forest ecosystems remain, mainly in large countries like Canada, Russia, Brazil, and the countries in Africa's Congo Basin. Something has to be done about this, and following the GA, we now have a strong mandate for moving forward on the topic.

All in all, I felt my inaugural GA was a great success.

While this is great praise indeed to the planning that went into the event from many FSC staff, my focus is on what happens next: how can we take the approved motions and momentum driven by the GA, and transform it into action.

I hope to meet you all in Vancouver in 2017 for the 8th FSC General Assembly.

Thanks to the Sponsors of the 2014 FSC GA



Sponsorship Opportunities

| | Green US\$150,000 | Platinum US\$75,000 | Gold US\$30,000 | Silver US\$15,000 | Bronze US\$7,500 |
|--|----------------------|------------------------|--------------------|----------------------|---------------------|
| GENERAL ASSEMBLY | | | | | |
| Exclusive Logo recognition on banner prominent display at GA Venue | ● | | | | |
| Logo on GA Sponsors banner | ● | ● | ● | ● | ● |
| Logo on GA promotional materials | ● | ● | ● | ● | ● |
| Display booth | ● | ● | ● | ● | |
| Product placement in conference bags | ● | ● | ● | | |
| Acknowledgment at GA Welcome Dinner | ● | ● | ● | ● | ● |
| Complimentary GA registrations | ● x5 | ● x3 | ● x2 | ● x1 | |
| FOREST CONFERENCE | | | | | |
| Participation at CEO Roundtable | ● | | | | |
| Logo on GA Sponsors banner | ● | ● | ● | ● | |
| MEDIA OUTREACH | | | | | |
| Special press announcement | ● | | | | |
| Highlight sponsor on FSC/GA Websites | ● | | | | |
| Logo recognition on FSC/GA Websites | ● | | | | |
| Logo recognition on FSC/GA Newsletter | ● | ● | ● | ● | ● |
| Company profile (100 words) on GA Website linked to company's website | ● | ● | ● | | |
| Logo on FSC Social media sites | ● | ● | ● | | |
| Name recognition in FSC Annual Review | ● | ● | ● | ● | ● |
| SPONSORS AVAILABLE | 1 | 2 | 4 | 8 | 8 |



Benefits of Sponsorship

The 2017 FSC General Assembly offers a range of sponsorship benefits:

- It provides a highly targeted opportunity for your business to profile its products and services, while also offering highly visible support for FSC's mission and professional fellowship within the forest industry.
- It offers a rare opportunity to promote your organization to a global gathering of sustainability leaders, offering networking opportunities with the best and brightest from all facets of forest industry and advocacy.
- Sponsors gain prominent pre-assembly publicity via newsletter, email bulletins and websites.
- Sponsorship provides an opportunity to learn about the latest developments in forestry worldwide, and an opportunity to network with forest and allied professionals.

Register Your Interest

Besides the opportunities mentioned, we would also be happy to discuss a customized sponsorship opportunity that would better align with your company's marketing initiatives or philanthropic goals. This could include in-kind contributions or other initiatives.

For more information, please contact:

Ian Hanna at i.hanna@fsc.org



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Photo: Mount Robson, British Columbia, Canada.