



FSC® General Assembly 2017

Vancouver, Canada, 8–13 October

September 2017

Global Consumer Research & Positioning Strategy

Background

FSC's transformation looks to enhance our value for members and license holders by growing FSC from a trusted certification scheme into an effective brand that is widely known and understood. Through value creation FSC is able to make a vital difference in how consumers and producers see the benefits of forests – both tangible and intangible.

To progress towards our goals FSC has commissioned global consumer research in 13 markets and extensive stakeholder interviews to better understand the needs of our various stakeholder groups, in the market in which they operate, and how the organization is positioned in relation to these needs. The overall aim is to capacitate the organization to strategically communicate its distinct offering across the value chain (from forest to consumer), leveraging key channels for both B2B and B2C audiences, and under a user oriented framework.

The results will also feed into global advocacy, marketing, communications and brand strategies, providing a framework for all markets to devise their own national strategies.

Current Status

Global consumer research has been carried out by an international research agency – GlobeScan - in 13 markets (USA, Germany, UK, Italy, Brazil, China, South Africa, Japan, Australia, Russia, India, Indonesia and Canada) with the objective of knowing how to influence and deliver a positive change in consumer behaviour and support our 'partner brands' (FSC license holders) in driving sustainable consumption and ultimately delivering to FSC's mission.

FSC's Competitive Positioning Strategy is still underway with a project conclusion date of December 2017. To date over 40, in-depth interviews have been carried out with both FSC staff and FSC license holders, across regions.



The results will lead to the development of global advocacy, brand, marketing and communications strategies.

Timeline:

- **Global Consumer Research, in 13 markets** – concluded.
- **Competitive Positioning Strategy** – December 2017.

GA 2017 Activities

Side event 11th October – 9h30-11h00 am

FSC: Delivering Value from Forest to Consumer

FSC's Global Strategy calls for a strengthened FSC framework that responds better to our stakeholders' needs, increases our market value, and transforms the way we work. It marks the start of a new FSC – an FSC that is enhancing our value for members and certificate holders.

In the consumer value creation, FSC's recent global consumer research - carried out by GlobeScan, in 13 markets - assesses the marketplace for sustainable forest products, certification, and the value of the FSC brand.

Further upstream, FSC looks to better define and deliver exceptional value to license holders, positioning itself in relation to these needs to drive greater adoption and acceptance of responsible forest management.

An interactive panel of speakers, representing differing sectors, NGO organizations and certification bodies, provides a unique opportunity to hear diverse perspectives and ideas as participants discuss the challenges and opportunities of growing forest certification, which customers in the value chain are best positioned to drive adoption; how to leverage constructive dialogue and understanding of the value of certification across the supply chain and the role of certification in the future.