

Process of revising FSC ‘Mix’ label text

Time frame	Action
2012–2014	Discussions with environmental chamber members expressing concern over FSC ‘Mix’ label text.
2015 Feb	Revision of Trademark use requirements for certificate holders (FSC-STD-50-001) starts.
2015 Aug	<i>FSC Global Strategic Plan 2015–2020</i> is approved with reference to revising the ‘Mix’ label text: 1.2.5 – By the end of 2016, a controlled wood strategy is approved and the trademark standard has been revised to ensure clear and transparent interpretation of the FSC Mix label.
2015 Nov to 2016 Jan	First consultation of Trademark use requirements for certificate holders (FSC-STD-50-001) takes place. A discussion paper proposing two alternatives for labelling is published together with the draft. Proposed options are: 1. Change ‘Mix’ label wording into: <ul style="list-style-type: none"> a. Supporting responsible forestry b. From certified and controlled material c. URL to further information 2. Use only one label for all FSC claim types: <ul style="list-style-type: none"> a. Meets standards of Forest Stewardship Council b. In line with standards of Forest Stewardship Council c. Responsible use of forest resources
2016 Feb–March	Feedback analysis: Consultation strongly recommended not to change the label unless the impact is substantial.
2016 Sep–Nov	FSC conducts research on consumer perceptions on FSC labels.
2017 Mar–Apr	Second consultation takes place, suggesting not to change the label based on limited impact in consumer understanding in comparison to costs created by changing the label.
2017 May	Feedback analysis: A letter signed by 49 members of the environmental and social chambers objecting to proposal to stay with current label submitted to FSC.



2017 June	FSC decides to separate revision of FSC-STD-50-001 and decision on label text change. The latter is rather to be linked to the controlled wood strategy process.
2017 July	Policy and standards committee recommends approval by the FSC Board of the revised standard, and separation of the label text decision from the standard.
2017 August	Standard FSC-STD-50-001 pending Board approval.

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Questions and comments:

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