



**FORESTSTM
FOR ALL
FOREVER**

The Global and National Role of FSC

Sustainable Sourcing, Traceability and Sector Competitiveness

ORSIAD, 7th Future of the Forest Industry Workshop
17.09.26, Istanbul

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FSC®,
trusted by NGOs, consumers
and businesses to help keep
forests healthy and resilient for
all of us, forever,
**is the world's most trusted
sustainable forestry solution.**



SOURCES:

[FSC.org](https://www.fsc.org), [FSC Global Strategy 2021–2026](#),
[FSC Annual Reports](#), [Contact FSC Türkiye](#)

Balance by Design

FSC's membership is structured in three chambers – economic, environmental and social – and decisions are taken with equal participation from all three.

33,3%

Environmental

33,3%

social

33,3%

Economic

A short video on membership: <https://www.youtube.com/watch?v=94WlpIR8CE4>

More information: <https://members.fsc.org/en/Members>



FSC stands for trust



NGOs

Active FSC International Members:



FSC is endorsed by the world's most trusted non-governmental organisations.

CONSUMERS

52%

of global consumers recognise the FSC label.

(Ipsos Consumer Study, 2025 – n:40k)

Consumer behaviour in TÜRKİYE:

- 68% – Would you recommend FSC-certified products to your friends and family?
- 69% – Would you choose an FSC-certified product over an equivalent uncertified one?
- 59% – Would you be willing to pay more for an FSC-certified product than for an equivalent uncertified one?

(Ipsos Consumer Study, 2025 – n:800)

COMPANIES



FSC is the system of choice for companies worldwide and issues the highest number of Chain of Custody certificates globally.

**AT
A GLANCE**



**Today, FSC
runs the world's most
rigorous and trusted forest
certification system, relied
on by NGOs, businesses
and consumers.**

For up-to-date figures: <https://connect.fsc.org/impact/facts-figures>

*Ipsos Consumer Study, 2025

31

years of operation

174+

million hectares of forest
FSC-certified

1,200+

Members / 92 countries

103

Nationally adapted standards

74K+

Certified companies,
verifying responsible sourcing

1,700+

Licensed companies,
promoting FSC-labelled
products

52%

of global consumers
recognise the FSC label
(IPSOS, 2025)

#1

The world's most recognised
and trusted certification
system*

FSC in Türkiye

~ 14 M

hectares of FSC-certified
forest

A large share of Türkiye's
production forests is FSC-
certified: 17 of 30 Regional
Forest Directorates.

Türkiye has the 2nd largest
FSC-certified forest area in
Europe

~1000

FSC Chain of Custody (CoC)
certified organisations

since 1999.

Certificates have doubled
since 2020.

88% of FSC certificate holders
are satisfied with their
certification

FSC Türkiye

Our role

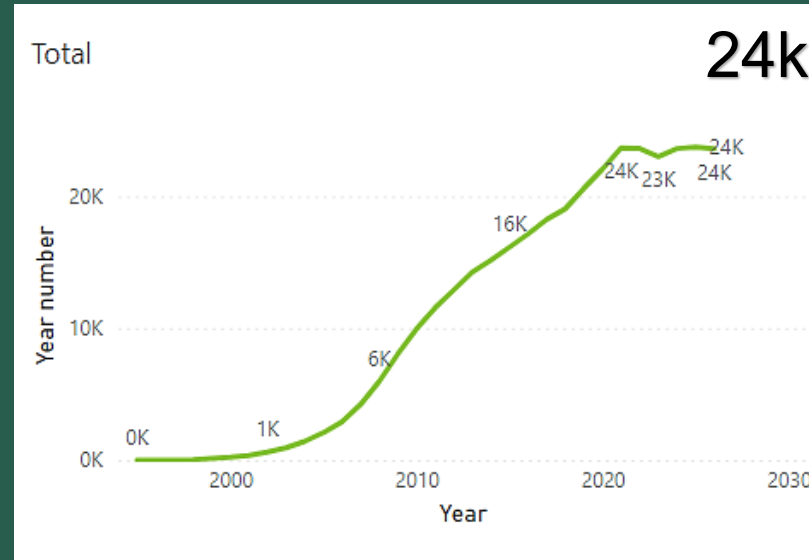
- Guidance on the FSC system
and responsible forest
management
- Supporting the value chain
from forest to consumer
- Connecting the sector with
the global FSC network

Chain of Custody (CoC) in the FSC System

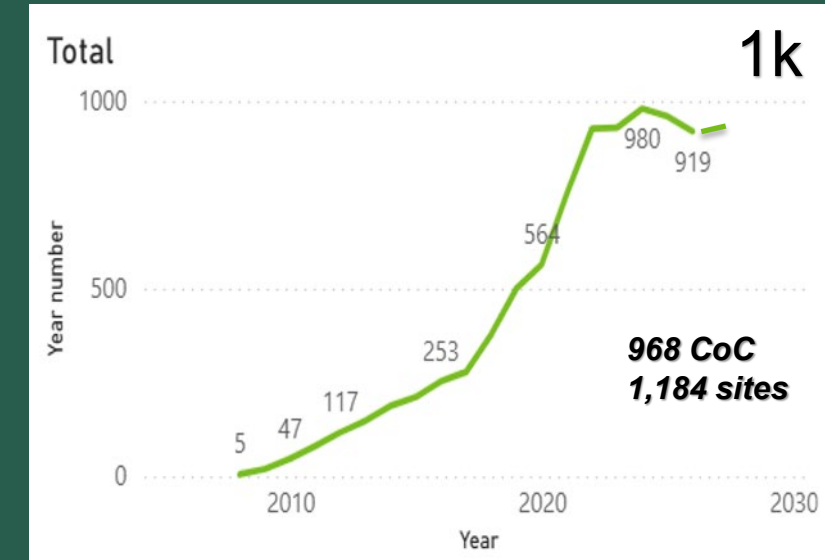
World



Europe



Türkiye



Sector	World	Europe	Türkiye
Construction materials	13%	21%	7,3%
Furniture	19%	24%	12%

Where certified organisations sit in industry:

- 27% hold at least one wood product
- 12% process wood and manufacture wood-based products
- 15% produce furniture, construction and interior products

FSC Certified
Company
Database



Competition begins in the forest and continues all the way to the end customer.

Sustainable raw material • Traceability • Verifiable data • Global competitiveness

What Does FSC Deliver?



RAW MATERIAL ASSURANCE

Management quality at source

PUBLIC TRUST

Control of material and data flows

BUYER / CUSTOMER TRUST

Verifiable product claims



CORE CERTIFICATION SYSTEM



VOLUNTARY ADD-ONS

Forest managers and companies wanting to measure and demonstrate impact

Verified Impact

Companies seeking EUDR compliance across the value chain

EUDR-Aligned FSC

79%

of consumers who
recognise FSC
trust brands
carrying the FSC
label more

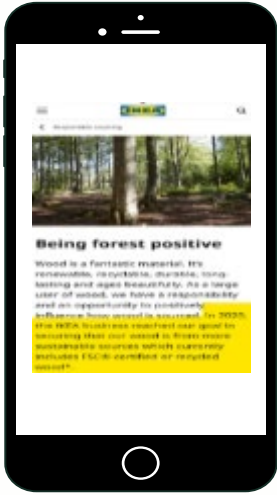
Almost 4 in 5 consumers who
recognise FSC are more likely to
trust a brand carrying the FSC
label



Q9. If you learned that a brand promotes, supports or offers FSC-certified products, what influence would it have on your trust in that brand? (5-point scale)

Base: Total of 29 full study countries (n=24,002: Recognizer of FSC (seen often & seen occasionally, according to Q3) n=13,202

HOW DO GLOBAL CUSTOMERS USE FSC? A trust instrument spanning sourcing policy to brand communication



IKEA

Achieved its target of sourcing all wood from FSC-certified or recycled sources.

JYSK commits to 100 percent sustainable wood



As of 1 January 2022, all new wooden products launched in JYSK will be FSC certified. By the end of 2024, all wood products in JYSK will be made from FSC certified wood.

JYSK

New products since 2022 and all wood products by the end of 2024 are FSC-certified.

patagonia

What's Next

We are committed to continuing our use of cellulosic fibers and natural rubber from responsibly managed forests and we place preference on sourcing materials that are FSC certified.

PATAGONIA

Prefers cellulosic fibres and natural rubber from responsibly managed forests.



KIMBERLY-CLARK

Targets 90% of virgin fibre to be FSC-certified by 2025.

P&G Accelerates Commitment on Responsible Forestry

New ambition of 100% FSC® Certification for Charmin, Puffs, and Bounty products by 2030 raises the bar for the pulp industry

P&G

Targets 100% FSC certification for forest-based materials by 2030.

By Waqas Qureshi 29 August 2019

Tetra Pak records 500 billion FSC-labelled packages

Tetra Pak has delivered more than 500 billion packages labelled with the Forest Stewardship Council (FSC) logo globally.

TETRA PAK

Has produced 500 billion FSC-labelled packages.

Retail is not the end of the supply chain; it is where growth begins.



62%
of the 50 largest global
retailers choose FSC



Opportunities for Türkiye

Strong foundations

- ✓ Significant manufacturing and conversion capacity
- ✓ Export experience
- ✓ FSC-certified forest resource
- ✓ Established FSC CoC network
- ✓ Companies working with global customers

The next step

Strengthening the connection:

- Increase market access to FSC-certified raw material
- Expand the range of certified products
- Strengthen the supplier network
- Manage raw material data effectively
- Use FSC claims and labels correctly
- Develop brand and retailer partnerships

Certified
supply

Manufacturing
strength

Market
trust

EUDR x FSC



**The objectives of the EUDR and the mission of FSC
are mutually reinforcing**

The EUDR is landmark new EU legislation designed to minimise the EU's contribution to deforestation and forest degradation. The EU aims to increase demand for deforestation-free and legal products.

FSC Solutions Aligned with the EUDR

FSC Tools for EUDR



FSC Regulatory Module

Beyond EUDR compliance

- **Voluntary Add-on** for FSC Chain of Custody, FSC Forest Management, FSC Controlled FM and FSC Project Certification
- **Clearly defines requirements** in an auditable manner, so companies can get independent assurance



FSC Risk Assessments

Access to credible risk data

- ✓ **Clarity** and **comprehensiveness** on definitions of relevant indicators covering all EUDR and FSC risk categories
- ✓ **Consistent assessment** of risks across supply chains and between business partners



FSC Trace

Connecting responsible forestry with ethical trade

FSC Trace provides core transaction logging and data-sharing functions. Companies remain responsible for their own due diligence and regulatory reporting.

Why are CoC-certified companies better positioned?



Because many of the practices the EUDR requires have already become management routine within the CoC system. Ten years of experience in the CoC standard, built on the EUTR

Supplier discipline

Approved suppliers, certificate validity, scope and product group checks.

Material segregation and traceability

Separation of certified / controlled / uncertified inputs and tracking of product flows.

Volume and conversion control

Input–output balance, stock and production records; claims consistent with volumes.

A culture of independent auditing

Procedures, records, closing non-conformities and continual improvement.

Claims and customer trust

Controlled use of FSC claims; a trust framework to present to customers.

Scalability towards the EUDR

With the Regulatory Module, Risk Assessment and Trace tools, there is no need to build a parallel system.



LinkedIn



Instagram



Facebook



THANK YOU

Forest Stewardship Council®

FSC® Türkiye

<https://tr.fsc.org/tr-tr>

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