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## ES Procedure Alignment with New FSC Trademark Use Requirements

<b>Normative reference</b>	FSC-PRO-30-006 V2-1 Ecosystem Services Procedure: Impact Demonstration and Market Tools
<b>Approval date</b>	12 May 2026
<b>Effective date</b>	1 July 2026
<b>Scope</b>	This Advice Note applies to the Organization or Sponsor with a valid Promotional Licence Agreement aiming to use validated or verified impacts to make ES Claims.
<b>Terms and definitions</b>	<p><b>Ecosystem Services Claim (ES Claim):</b> Any written, visual or broadcast communication made by The Organization or a sponsor, using FSC trademarks, based on a positive, verified or validated ES impact generated through the use of &lt;FSC-PRO-30-006 V2-1 Ecosystem Services Procedure: Impact Demonstration and Market Tools&gt;.</p> <p><b>Ecosystem Services Registry Public Dashboard:</b> Website displaying digital Ecosystem Services Reports evaluated and approved by certification bodies.</p> <p><b>FSC Brand Hub:</b> An online tool available for certificate holders and promotional licence holders to access and download the FSC trademarks, labels, graphic vectors, marketing and campaign assets (including imagery, creative assets), and supporting and guidance materials.</p> <p><b>Promotional Licence Agreement:</b> The agreement and legal document signed between The Organization (licensee) and FSC (licensor) in order to grant the licensee a specific use of the FSC trademarks (the licenced materials) in a specific territory or worldwide.</p> <p><b>Sponsor:</b> Company, individual, foundation or donor organization that provides funding for a project or activity leading to the validation or verification of an ES impact within a Management Unit, and which has signed a sponsorship registration agreement with FSC.</p>
<b>Background</b>	<p>FSC has recently published its new requirements on trademark use – &lt;FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders&gt;, &lt;FSC-STD-50-001a V1-0 Promotional Statements for Certificate Holders&gt;, and &lt;FSC Trademark Use Guide for Promotional Licence Holders&gt; – setting out how FSC trademarks can be used by certificate holders and promotional licence holders, with the objective of i) streamlining existing requirements, ii) adapting to new market trends, and iii) aligning with major legislative requirements on use of environmental labels. The changes aim to improve clarity, consistency and practical application of FSC trademark rules whilst supporting certificate holders and promotional licence holders to comply with emerging anti-greenwashing legislation.</p> <p>&lt;FSC-PRO-30-006 V2-1 Ecosystem Services Procedure: Impact Demonstration and Market Tools&gt; outlines requirements for Forest Management Certificate Holders and Sponsors to make claims based on verified or validated ecosystem services impacts (i.e., ES Claims). Specifically, Part IV explicitly includes what shall be the elements of an ES</p>

Claim, also requiring conformance with the aforementioned trademark use requirements (in particular, clause 14.5 for The Organization and clause 15.6 for the Sponsor).

This Advice Note is developed to aligning the Ecosystem Services Procedure with updated FSC requirements introduced in <[FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders](#)> and in <[FSC Trademark Use Guide for Promotional Licence Holders](#)>, as well as introduces the Ecosystem Services Registry Public Dashboard as an equally valid component of ES Claims.

**Advice** The following advice complements the requirements of clause 13.2 of <[FSC-PRO-30-006 V2-1 Ecosystem Services Procedure: Impact Demonstration and Market Tools](#)> in regards to how The Organization and the sponsor shall make ES Claims.

**This section applies to The Organization and the sponsor**

1. The elements of an ES claim shall include:
  - a) FSC registered trademarks (as defined in <[FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders](#)>);
  - b) the licence code of The Organization or a Sponsor making the ES claim;
  - c) an impact statement that includes:
    - i. the specific ES impact (e.g., conservation of species diversity); and
    - ii. geographical location of the Management Unit (at minimum the name of the country); and
    - iii. the year of validation/ verification by the certification body; OR
    - iv. the years covered in the impact demonstration process (only applicable for verified impacts).
  - d) a link to
    - i. FSC website address ([www.fsc.org](http://www.fsc.org)); OR
    - ii. The Ecosystem Services Registry Public Dashboard ([vi.fsc.org](http://vi.fsc.org))

## Guiding Notes

1a. FSC trademarks can be downloaded from the [FSC Brand Hub](#).

1(b). The licence code is granted to The Organization by their Certification Body, and to a sponsor by their FSC trademark service provider.

1(c)(iii). Year of verification of the impacts means the year when the certification body performed the audit of the verified ES impacts. Years covered in the impact demonstration process means the years when the baseline value(s) and present value(s) were measured.

1d): The Organization and Sponsors can choose the link that better suits their communication objective. A link to the [FSC website](#) complements claims with broader information about FSC, its assurance system, and ecosystem services verification; a link to the [Ecosystem Services Registry Dashboard](#) provides evidence and specificity to a specific claim as it has detailed



Figure 1: Example of an ES Claim by The Organization

**This section applies to the sponsor only**

The example presented in Figure 4 of <[FSC-PRO-30-006 V2-1 Ecosystem Services Procedure: Impact Demonstration and Market Tools](#)> is no longer applicable for sponsors. Figure 2 below presents an example that sponsors can follow.

2. A Sponsor shall conform with all applicable requirements for use the FSC Trademarks and the graphical presentation of claims in <[FSC Trademark Use Guide for Promotional Licence Holders](#)>.

information including the audited evidence (the approved Ecosystem Services Report).

Examples of ES Claims are presented in Figure 1 (for The Organization) and Figure 2 (for a Sponsor).

The Organization and Sponsors can find a list of examples of possible impact statements in Module C of <[FSC-GUI-30-006b Guidance on Market Use and Communication of Ecosystem Services Impacts](#)>.

2. Sponsors can use the <[FSC-GUI-30-006b Guidance on Market Use and Communication of Ecosystem Services Impacts](#)> to find more examples of how to present ES Claims in different contexts.



Figure 2: Example of an ES Claim by a Sponsor