

# Forest Matters



September 2016





Director's Overview

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Dear Reader,

As we move into the season of mists and mellow fruitfulness, we're busy gearing up to celebrate FSC Friday 2016 later this month and exhibit at both the Print Show and Timber Expo in October.

This issue is packed with features from UK certificate holders including long-standing FSC Friday celebrants, Snows Timber (p.12), the world's first FSC certified bed company, Warren Evans (p. 24), Solid Floor, whose eco-credentials are as solid as their floors (p. 4) and PictureFrames.co.uk, the bespoke framer with a heart, helping to raise money for environmental charities (p. 22).

There's still time (just!) to get involved with FSC Friday 2016. Visit the FSC UK website or get in touch for more details, check out the article on page 6 for inspiration.

Last month we were delighted to become a part of the Charter for Trees, Woods and People, on page 16 we explain what it is and how you can play a part. I have added my tree story to the charter website and I encourage you to do the same. As part of the forest products industries, you are particularly well positioned to contribute not only the view from the tree/wood, but also the great story of how the forest's resources can support our everyday lives.

And lastly on page 8 Forest Standards Manager, Dr. Owen Davies answers some of the key questions about an important but lesser understood part of the FSC system, controlled wood.

*Rosie Teasdale*

Rosie Teasdale  
Executive Director, FSC UK

We are exhibiting at The Print Show 2016, 11-13<sup>th</sup> October  
NEC Birmingham

Come and visit us on stand P27, where we will be offering advice and resources for both printers and procurers of print.



FSC Governance Working Group meeting was held at FSC UK in Mid-Wales

Between 25<sup>th</sup> - 27<sup>th</sup> July, the new members came together with the aim of making FSC governance even stronger, with some travelling from as far as Brazil!



Caring for the Forest Floor

Solid Floor tells their story and explains why FSC certification is so important, both to forests and their business.



Celebrate FSC Friday on 30<sup>th</sup> September!

Businesses, schools and groups have signed-up for FSC Friday. Read about what some of them have planned!



Visit us at Timber Expo, 18-20<sup>th</sup> October, NEC Birmingham

The expo will be showcasing the latest products, innovations and developments across the UK and international timber sector. You'll find us on stand T3/558.



FSC Global Market Survey 2016

FSC is calling on certificate holders and trademark licence holders to participate in its recently launched 2016 Global Market Survey.





# Caring for the Forest Floor



Above: Oak flooring panel being assembled by hand

Solid Floor (FSC-C117337) tell their story and explain why FSC® certification is so important, both to forests and their business.

The design-led timber flooring company Solid Floor was founded in 1994 by Dutch designer and entrepreneur Eelke-Jan Bles, who opened their first showroom in Amsterdam and decided to move to London after attending the Bartlett – the Faculty of the Built Environment at University College London. Rob Weems joined Solid Floor a decade later and is now, as well as the company's co-owner, responsible for the day-to-day running of the business. With showrooms located in both Marylebone and Notting Hill, they have established a solid reputation as London's premier flooring specialist.

Solid Floor collaborate closely with a client base of prestigious architects and interior designers.

*'It is really important to nurture those creative relationships and respond to their demands', says Rob. 'There is a strong desire from our clientele to move towards green living in general, and though our floors should last them a lifetime, we all feel that the origins of wood should be preserved for future generations too.'*

To carry the FSC label, timber and wood fibre products have to be verified as coming from a certified source at all points in the supply chain, from raw material to the consumer. The Chain of Custody (CoC) certification connects responsible forest management practices directly with consumers, meaning that every floor has been tracked from forest to shop.

*'Holding the FSC Chain of Custody certification allows Solid Floor to trade in FSC certified timber floors and assures our clients that wherever possible timber is sourced from responsibly managed forests, often planting more trees than used for their floors', says Rob. 'Rather than leaving the choice with the client, we made the decision early on to always sell FSC certified floors if available. In the beginning this did have an impact on our margins but it has proven to be a worthwhile investment.'*

Being a progressive flooring company - familiar with both interior design and new manufacturing technologies - selling certified timber has become a core element of their branding.

The origin of the timber used for a floor was

*Left: Oak trees awaiting first sawing*

not often questioned two decades ago, whereas nowadays it can be one of the first queries that comes up when a new client walks through the door.

*"Because FSC certification is an asset, we are starting to see high-end developers demanding certified timber floors."*

Another important factor is the awareness of today's ethical consumer towards issues such as energy consumption and further, social aspects regarding employment and impact on a rural community.

*"The great thing is that FSC offers concrete reassurances to us and our clients on all these issues, in one go"*

With this in mind Solid Floor looked at ethical floorboard manufacturing and found two innovative timber mills, one based in Europe and another in South America. Wherever possible they purchase from these timber mills to ascertain that ecological and sustainable production processes are being used in the manufacturing of all their floors.

For example, the European mill is completely energy independent through having built its own bio-plant. All clean waste, woodchips sawdust, shavings and such, is burnt, and a large steam turbine transforms the produced steam into durable electricity. In return this energy powers the factory halls and offices and the heat is also used for the mill's huge drying kilns. On top of this, the surplus energy created is fed back into the National Grid, thus supplying up to 3,000 local households daily with green electricity.

The South American mill owns and fully controls 80,000 acres of FSC certified forest in Bolivia. Each section of this forest is selectively harvested every 25 years only, ensuring a continuing and balanced timber supply. Through managing this forest, the mill has created and maintained roads and

bridges to serve not only their factories but also neighbouring villages. Having provided employment to hundreds of local people, this supplier has established long-term relationships with native communities to support people with the financial means and equipment to utilise their forest profitably.

*'Let's not forget that if we don't promote the demand of sustainable harvested South American timber, more and more small Bolivian land owners will cut their forests to use the land for cattle grazing or sell up to soy plantations. This way can do our bit to ensure South America's 'green lungs' and its inhabitants are being protected', says Rob. 'Our timber suppliers' on-going investments and innovations will benefit us all and we are keen to be actively supporting their businesses.'*

Solid Floor were one of the first timber floor retailers in the UK to have joined FSC as a certified trader and Rob believes that it has added value to the company as a whole. However he points out that obtaining the certification does mean making a strong commitment which takes time and investment. All the staff, including the fitters and the transport company, have been trained and attend regular re-fresher meetings. Getting all the staff behind the decision is the key to success, according to Rob. *'There is a fair amount of paperwork involved and getting everyone on board can be a major challenge. Being a relatively small company we employ a third party certifier which keeps us in the loop of changes made in the rules and regulations so we can focus on doing what we do best, selling and fitting premium bespoke timber floors'.*

You can explore the full range of Solid Floor's FSC certified timber flooring products on their website: [www.solidfloor.co.uk](http://www.solidfloor.co.uk). You can also keep up to date with them on Twitter and Facebook. Search @SolidFloor

Image credits: © Solid Floor



*Right: Oak Chevron Dalton in a prestigious development in Leinster Square for Alchemi Group*





# UK Businesses and Schools get set to Celebrate FSC Friday!

FSC Friday 2016 is approaching, with many schools and businesses registered for the event.

## Why is FSC Friday important?

FSC Friday is a great opportunity to inform and educate people - including employees, students, groups and the general public - of the value of FSC and the vital role forests play in our lives. It is a chance to spread awareness of the importance of responsible forest management, wood and paper sourcing and ultimately encourage people to look for the logo and buy FSC certified products.

## How can FSC Friday benefit businesses?

FSC Friday is a great opportunity to advertise to you customers your pride in sourcing FSC and reassure them you are caring for forests and the environment.

Taking part shows you understand the importance of responsibly sourced wood and paper and want to shout about it! It's also a perfect time to promote FSC certified products and raise awareness within your organisation.

## FSC UK is celebrating too!

We will be holding two events - a promotional stand at our local primary school - and a treasure hunt and talk in our local FSC certified forest. Keep an eye out for our event round-up in the next edition of Forest Matters.



Above: RAFT furniture display a moss wall in their London showroom

## Join the Thunderclap!

Join the FSC Friday Thunderclap to help spread the Forests for All Forever message. Thunderclap enables a large group of people to join and share one message on their social media accounts all at once! Sign-up with your Facebook or Twitter accounts today by visiting <http://bit.ly/2cDhj6V>

## Promotional materials & goodies

We are sending out free promotional materials (including posters, pencils, pens and stickers) and also prizes (including FSC certified art canvases and cloth bags) to those who have registered.



Above: Taylors of Harrogate hold internal awareness raising event

## How are organisations celebrating this year?

- Long-standing FSC Friday supporters, Snobs Timber have a big event up their sleeve, see p12 for more details.
- St Gregory's Catholic Primary School will be holding a public awareness raising event, and will be running a competition.
- Border Oak and Construction will be completing forest pledges and providing cakes as part of an internal awareness raising event!
- Llanvihangel Crucorney Primary School will be educating pupils about FSC.
- Good Wood Home Designs started celebrations early at the Cornwall Home & Lifestyle Show and will be following up with in-store promotions on the day.



Left : Staff from Bristol Zoo Gardens dress up for FSC Friday

Right: Schoolchildren get planting





# Controlled Wood

FSC UK Forest Standards Manager Dr Owen Davies answers some key questions about an important but lesser understood part of the FSC system.

## What is controlled wood?

Controlled wood is material from non-certified but 'acceptable' sources that can be mixed with certified material in FSC Mix products. The following unacceptable sources must be avoided:

- Illegally harvested wood;
- Wood harvested in violation of traditional and human rights;
- Wood from forests in which high conservation values are threatened by management activities;
- Wood from forests being converted to plantations or non-forest use; and
- Wood from forests in which genetically modified trees are planted.

The ideas which evolved into the concept of controlled wood arose quite early in the growth of the FSC system, when demand for certified products far outstripped supply. You can learn more about the history of controlled wood at <http://bit.ly/2cBSLOk>

## How are sources controlled?

It is possible for forest management to be certified against a controlled wood standard (FSC-STD-30-010 V2-0 EN FSC Controlled Wood Standard for Forest Management Enterprises), thus allowing forest management enterprises to demonstrate that the wood they supply is controlled. In some cases, this has been viewed as a first step towards full FSC forest management certification. However, this is not a very common approach to controlled wood; at the time of writing, FSC International's certificate database shows only 39 controlled wood certificates worldwide, compared to over 1,400 forest management certificates.

More commonly, sources are controlled by those who process the wood, following the standard FSC-STD-40-005 V2-1 EN Standard for Company Evaluation of FSC Controlled Wood. Up until now the system has operated through a combination of company risk assessments and national risk assessments. In company risk assessments, timber buyers have made their own assessments of the risks from their uncertified sources, which have then been reviewed by independent certification bodies. In national risk assessments (following FSC-PRO-60-002 V2-0 EN FSC Controlled Wood Risk Assessments by FSC accredited National Initiatives, National and Regional offices), assessments have been made at a larger scale by bodies such as FSC national offices, like FSC UK.

The system is now changing (through a new version of FSC-STD-40-005 V3-0 EN Requirements for Sourcing FSC Controlled Wood) to progressively replace company risk assessments with national risk assessments,

developed according to a new procedure (FSC-PRO-60-002 V3-0 EN The Development and Approval of FSC National Risk Assessments). In countries important for sourcing controlled wood where there is no national body in a position to carry out a national risk assessment, FSC International has engaged contractors to carry out centralised national risk assessments (<http://bit.ly/2coX5wp>).

Where risk assessments indicate a low risk of wood coming from any of the five unacceptable sources, wood from the area covered by the assessment can be considered controlled. Where under the previous system it was assessed as unspecified risk, or under the new system it is assessed as specified risk of coming from one or more of the unacceptable sources, additional measures must be put in place to control the risk before material from the area can be treated as controlled wood.

## What is the situation in the UK?

The UK has an existing controlled wood national risk assessment which was produced by FSC UK according to FSC-PRO-60-002 V2-0 EN. Following the adoption of felling licence regulations in Northern Ireland, all parts of the UK have been assessed as low risk for all five controlled wood categories. This means that any wood from non-certified sources in the UK can be treated as controlled wood and included in the proportion of uncertified material in FSC Mix products; it will usually just be necessary to demonstrate that the trees were felled legally to prove their origin.

A revised risk assessment is now under development following FSC-PRO-60-002 V3-0 EN. While the process is facilitated by FSC UK, the actual work of revision is carried out by a chamber balanced working group drawn from the membership of the UK Woodland Assurance Standard (UKWAS) Steering Group, with two members in each of the three chambers – economic, environmental and social. For some of the controlled wood categories, evidence has been gathered by FSC International's contractors as part of the centralised national risk assessment process, but it will still be up to the UK working group to evaluate the evidence.

## What controlled wood is...and what it isn't

The UK's low risk designation for controlled wood has occasionally been used as an argument for less rigorous FSC forest management certification requirements in this country. But it's important to remember that controlled wood only means that there is a low risk of wood coming from some particularly undesirable sources. It does not mean that there is no risk, and it does not provide any further assurance regarding the management of those sources. It is not comparable with FSC forest management certification, with its independent positive and direct confirmation of responsible forest management.

## How can you get involved?

The revision of the UK's national risk assessment will include a period of public consultation later this year. The consultation will be advertised on the FSC UK website, but you can also ask to be included in the consultative forum for the process, in which case you will be informed directly. To be included in the consultative forum, please contact Owen at [owen@fsc-uk.org](mailto:owen@fsc-uk.org).

You can read more about controlled wood and the standards and processes involved on the FSC International website at <http://bit.ly/2cwRa8F>.

## What is the future of controlled wood?

Various stakeholders in the FSC system have very different views on the future of controlled wood. One view is that it has served its purpose in the growth of the system and should now be phased out, as it serves as a disincentive to certification in some cases. An alternative view is that it should be a permanent feature of the system as it is important in providing market access for those for whom full FSC forest management certification is not viable or even possible, for example in the case of timber from arboriculture. Controlled wood certainly adds complexity to the FSC system.

FSC has committed to developing a controlled wood strategy to consider these issues and plan a way forward. FSC UK will inform UK stakeholders of any opportunities to input into this strategy.





# Get to know... FSC Netherlands

The why and how of FSC Netherlands described through three projects.

**H**ello! We are FSC Netherlands, a team of eight full time employees and one intern. Our office is based in Utrecht, one of the Netherlands' oldest cities. Everyday we are working hard towards making the use of sustainable wood and paper mainstream on the Dutch market. How? We carry out projects with partners from the timber, paper/package, construction and retail sector, as well as end-users like municipalities, regional water boards, housing associations, and so on. Let us show you who we are and what we find important by highlighting three of our projects:

## 1. We want everyone to know that using sustainable tropical timber is a way of protecting the environment

The Netherlands is a relatively large consumer of tropical timber. After all, we're a country full

of waterworks. Many people, unfortunately, are under the assumption that using tropical wood goes at the expense of forests. What they don't know is that the use of sustainable tropical timber is actually a way of protecting the forest - because you're giving it economic value. In addition, timber is the most sustainable choice when it comes to building materials - indeed, the factory for wood is the forest!

*"Using sustainable tropical timber is a way of protecting the forest - because you're giving it economic value."*

That's why we, together with the Royal Association of Dutch Timber Trade, initiated a Life Cycle Analysis for pile planking. The conclusion? Timber performs much better

than plastic and far better than steel. Together with the timber sector, we're visiting contracting parties to tell them about the LCA and show them the benefits of timber. Curious? Check out our infographic (English) by visiting <http://bit.ly/2cw4bH>.

## 2. We're strengthening the link between forests and climate

Did you know that deforestation causes 15% of the greenhouse gas emissions worldwide? Protecting the forests doesn't only mean less emissions from deforestation, but also more trees to purify our air. As you can see, the link between forests and climate is very strong - something that we at FSC need to emphasize more! That's why, this fall, we'll announce the 'WoCo25' - the top 25 of housing associations that are working on their climate impact. WoCo25 puts housing associations into the spotlight that stick out because of their thought-out climate policies and innovative projects. Of course, the use of

sustainable wood and paper will be one of the topics that the contestants will be judged on.

## 3. We're ready to tap into unexplored target audiences

In 2014, the market share of FSC certified tropical timber on the Dutch market was 40 percent. Not bad - but we're certainly not there yet! Time for us to attract new audiences. We made a good start this spring by targeting young creatives through the first Dutch edition of the FSC Design Award (a concept of our colleagues at FSC Denmark). We feel it's important to reach young designers because they are facing the choice between different materials in their day to day lives. Also, through their products they are able to create awareness under consumer audiences. This year, we took our winner Zsófia Kollár to Bolivia and recorded ten vlogs with her to report on her adventures. You can check them out (English spoken) by visiting <http://bit.ly/2cwT09V>.

Would you like to know more about FSC Netherlands and their projects? Don't hesitate to contact them at [info@fsc.nl](mailto:info@fsc.nl) or visit their website [www.fsc.nl](http://www.fsc.nl).

Image credits: © FSC Netherlands



**BECAUSE THIS IS FSC® CERTIFIED TIMBER, IT'S NOT JUST THE DECKING HE'S TAKING CARE OF.**

Our forests give us many things, including decking for our gardens.

FSC helps look after forests and the people and wildlife who call them home. So you can keep your life full of forest products while keeping our forests full of life.

Choose FSC.

FSC® F000100



# Reputation Matters

Snows Timber (FSC-C016928) is planning something Big and Bold for FSC Friday 2016. They share why taking part is so important.

In the crowded builders' merchant marketplace, reputation matters. Builders' merchants offering knowledgeable advice and carrying a good stock gain a good reputation locally. To make that good reputation even better and make merchants stand out from the competition, Snows Timber is helping merchant customers, who are chain of custody certificate holders, to understand and join in with FSC Friday 2016.

*'FSC Friday is a great opportunity for our builders' merchant customers to highlight that they care about sustainable wood products. It's also a good time to signpost certified products and their availability in merchant branches,' says Mark Bowers, Product Director at Snows Timber. 'Joining in with FSC Friday doesn't have to be complicated or costly.'*



*It underlines a merchant's support for the Builders Merchants Federation's Charter and Environmental Code, and provides an opportunity to promote their responsible purchasing,' Mark Bowers says.*

Members of the Builders Merchants Federation are in partnership with WWF on their Forests Campaign. It's thus highly relevant to business if merchants with chain of custody can join in with FSC Friday. Even if it's simply offering builder customers a slice of FSC Friday-themed cake at the counter, it's an opportunity to show off their chain of custody certificates with pride.

Last year, Snows Timber made available packets of spruce tree seeds to its merchant customers, for them to distribute to builders at the counter, highlighting the sustainable timber connection. For FSC Friday 2016, Snows plans something bigger and bolder, and directly business-related, to help merchants promote certified timber where it matters most, at counter level.

*'At Snows Timber we've been chain of custody certificate holders for almost 12 years. We want to spread engagement with FSC Friday as part of our customer service – and because we ourselves enjoy being involved in this celebration of sustainable timber.'* Mark Bowers concludes.

[www.snowstimber.com](http://www.snowstimber.com)  
[@SnowsTimber](https://twitter.com/SnowsTimber)



Image credits: © Snows Timber



# World Leaders Gather at FSC Certified Roundtable

The G7 Summit held in Japan this year had a special feature – almost all the wooden products that were used for the event were FSC certified.

The summit took place in Kashiko Island of Shima city, Mie Prefecture, Japan in May 2016. Certified products included the head roundtable where the G7 leaders met, the lunch 'bento' boxes, and even a not-so-common FSC certified product - cypress essential oil!

The forest owners' cooperative Owase (FSC-C009665), an organisation that has been with FSC for more than a decade, was instrumental in the creation of the many beautiful FSC certified products. Almost all of them were designed and tailor-made by Japanese craftsmen, with locally sourced FSC certified wood. The head roundtable, for example, was made using a Japanese traditional joinery technique from solid wood from Owase - Mie Prefecture – a traditional forestry area in Japan which is famous for Japanese cypress and where the first FSC forest management certified forest is located.

The cypress oil was extracted from FSC certified Japanese cypress wood. Its stress-relieving and soothing properties were probably enhanced by the fact that it was sourced from well-managed forests!

FSC certified products at the G7 Ise-Shima Summit:

- Roundtable used for the discussions
- Dining table (dinner)
- Dining table (lunch)
- Flower vase
- Pen tray

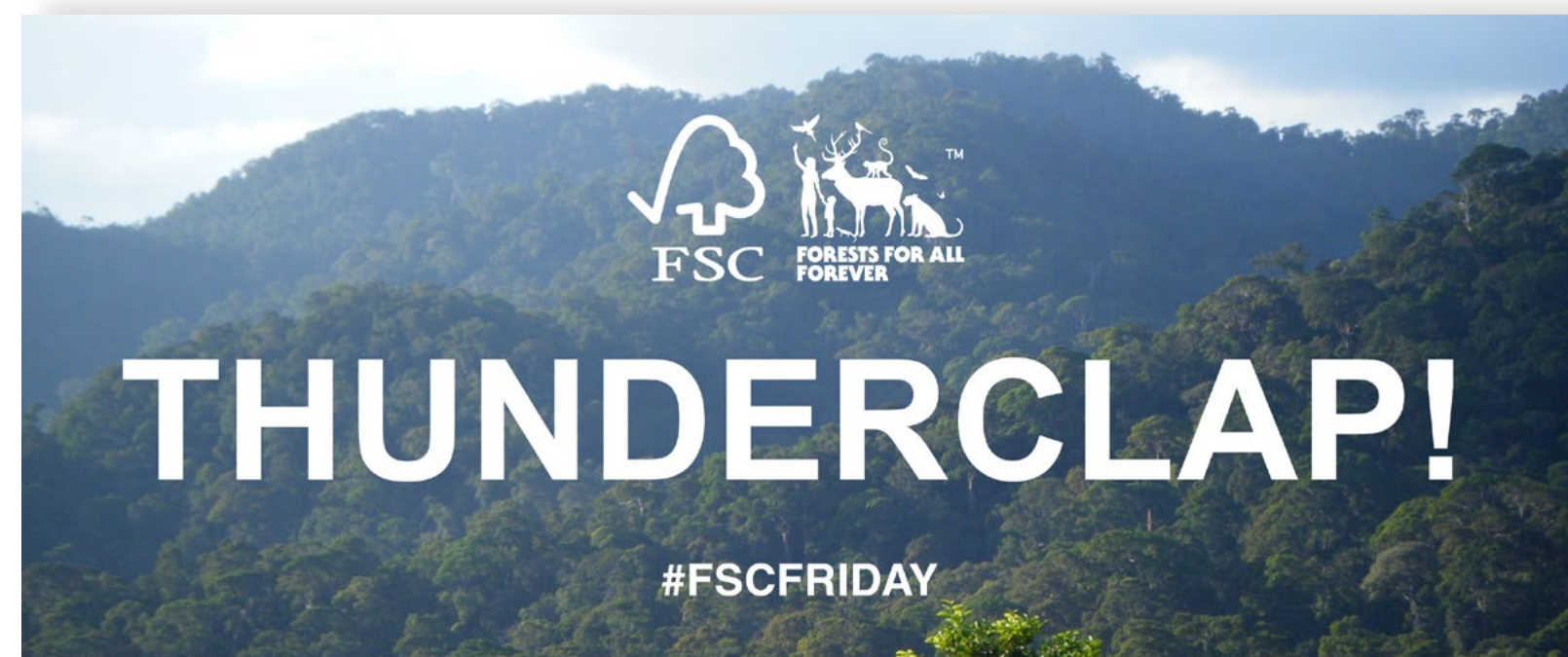
Left : FSC certified Cypress essential oil



Above: World leaders seated around FSC certified roundtable at G7 Japan Summit 2016

- Desk
- Name plates
- Coasters
- Desk mats
- Table set in Sanpu-so (guest house)
- Lunch boxes
- Essential oil extracted from Japanese cypress
- Frieze boards in the dining room of the media centre

A PDF is available for download that contains further photos of many of the FSC certified products and their manufacture: <http://bit.ly/2c9VDyY>.



Sign up today by visiting <http://bit.ly/2cDhj6V>





# Charter for Trees, Woods and People

FSC UK is pleased to announce that we are now official organisational supporters of the Charter for Woods, Trees and People and have joined the Charter Steering Group.

## Why a Charter?

Trees have stood up for people since the beginning of human history, providing fuel for our fires, shelter from the elements, timber for our buildings, and places for inspiration and relaxation. To our ancestors trees held a special sacred status due to their vital role in everyday life and the emotions they stirred, and the UK's history, language, culture, literature, art and industry are all rooted in our trees and woods.

Every year we learn more about the ways that we benefit from trees. Their role in cleaning the air, conserving soil, lowering flood risk, improving mental and physical health and supporting huge numbers of important species

become ever more apparent. The relatively recent rise of plantation forestry as an industry, meanwhile, has paved the way for woodland livelihoods to be more economically and environmentally sustainable.

Despite all of this, society in the UK has never been more disconnected from its trees. Individuals are less likely to spend time in woods, including children who are spending more and more time in front of screens at the expense of 'wild time'. When we spend less time with trees it is easier to ignore the issues they face, and our woods and trees are facing huge threats to their future from pests, diseases, climate change and pressure from development.

**If we don't bring trees and woods back to the centre of life in the UK, we risk losing them from our lives and landscapes.**

## What is a Charter and what will be in it?

A charter is a document that outlines and defines the rights for a group of people. The articles, or chapters, of the Charter for Trees, Woods and People, will be based upon the stories you share

with us about how trees improve your life. The tree charter will set out people's rights to these benefits and will remind us of the responsibilities we need to undertake to ensure that trees are protected and recognised in the future.

During 2017 carved 'story poles' will be installed across the UK. These poles will be a lasting reminder of the charter and the importance of trees in our lives. Stories can be carved into and written on these poles, helping to spread and continue the legacy of the tree charter. The tree charter will launch on the 800th anniversary of the Charter of the Forest, which was signed in 1217. This charter aimed to protect the rights of the people to access the Royal Forests.

## How can you be a part of it?

Add your voice to the Charter by uploading your story to the website at <https://treecharter.uk/add-your-voice/>. You could write about a tree that is special to you, an experience you've had in a wood or share your thoughts on how trees and woods make you feel. It can be a short memory or a quick anecdote, or something longer. Your company, charity or institution can also support the call for a Charter for Trees, Woods and People, and help build a future in which trees and people stand strong together by signing up as a supporter of the call and displaying the Charter Mark on your website.

## For woodland owners

Sylva Foundation is leading a consultation that will enable woodland owners across the UK to input to the Charter for Trees, Woods and People. This consultation, available at <https://sylva.org.uk/myforest/charter>, is the only activity specifically aimed at ensuring the views of woodland owners are reflected in the Charter.



Image credits: © D.Mellor / FSC UK; J.Dickenson / FSC UK; © J.Jones / FSC UK





# FSC Global Market Survey 2016

FSC is calling on certificate holders and trademark licence holders to participate in its recently launched 2016 Global Market Survey.

The Global Market Survey is one of our main tools for understanding market needs and receiving feedback on our tools and services. This year, FSC International has extended the invitation to take part in the survey to non-certified FSC trademark licensees. The survey results will help in planning FSC's strategic work and in fine-tuning our service delivery. The results will be communicated in the autumn via the Global Market Survey Report.

All FSC certificate holders and trademark licence holders who have provided valid contact details, should already have received

their survey invitations. The survey will close on 28<sup>th</sup> September 2016. If you have not received the invitation, we recommend you contact your certification body or trademark service provider, who will help you check that your contact information for the FSC Public Search (<http://info.fsc.org>) is up to date.

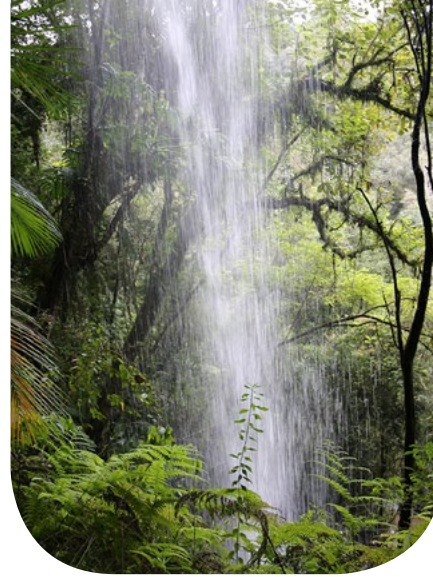
For more information, please visit <https://ic.fsc.org/gms>.

See previous Global Market Survey Reports by visiting <http://bit.ly/2bVu7n3>.





# Responsible Olympics in Rio



Millions of FSC certified products were used at the 2016 Olympic and Paralympic Games in Rio de Janeiro.

**D**id you attend Rio 2016 this summer? If so, you will almost certainly have come into contact with more than one FSC certified product and, by extension, would have been supporting the growth of responsible forestry worldwide.

In the run-up to Rio, FSC released a list detailing all of the places where responsibly managed wood-based products have been used for the construction and promotion of the Games.

This was enabled by a partnership with the Rio 2016 Committee to increase environmental awareness around the games, and ensure the responsible use of forest products. Many products acquired by the Organising Committee of the Rio 2016 Olympic and Paralympic Games have been FSC certified, from building materials to stationery.

Through FSC certification, companies made a commitment to acquire and sell forest products from responsible sources. FSC certified forests are managed in a manner that is environmentally responsible, socially beneficial, and economically viable.

Hundreds of organisations obtained FSC certification to help with the creation of a more responsible Olympics, including the Brazilian Mint which, among other assets, produced all athlete diplomas and certificates during the games.

Other FSC certified suppliers have been chosen as Olympic torch bearers, in acknowledgement of their work to take care of forests in their region.

Kim Carstensen, managing director of FSC said: *'The Olympics is about creating a legacy that inspires others, and Rio has put environmental awareness at the heart of its message. Through the visibility of FSC certification at the Games, the importance of responsible forestry is clearly demonstrated, and we hope that many more consumers will actively seek out FSC-certified products in order to help preserve our forests for future generations.'*

## The FSC certified Olympics: in numbers

### Partnerships

- 214 organisations became FSC certificate holders since the Olympics agreement was signed, many in order to provide responsibly-sourced products to Rio 2016
- Partners came from the paper industry, graphic services, furniture, sawn wood, panels, planks, fibre board, plywood, flooring and tiles.

- 8 micro and small organisations obtained FSC certification through the 'Sebrae no Pódio' programme, an initiative set up by the Brazilian government aiming to stimulate the growth of these smaller enterprises in Brazil.

### Structures using FSC certified materials at the Games

- Velodrome track
- Golf club façade
- 185 Olympic podiums
- 191 Paralympic podiums
- 93 Paralympic ramps
- 5,130 wooden medal boxes
- Flooring, furniture, containers, handrails and partitions used in temporary structures

### FSC Certified Paper at the Games

- 7.5 million Olympic and Paralympic event tickets
- 37,347 awarding diplomas;
- 5,130 Authenticity Olympic and Paralympic medal certificates
- 93,754 participation certificates
- 237,877 celebration certificates
- Rio 2016 sticker album

### Torch bearer profiles

A total of seven individuals were chosen as torch bearers due to their work with FSC, including:

#### Mario Mantovani

Mario is the director of public policy at the SOS Atlantic Forest Foundation, an NGO established in 1986. Through this and many other organisations that he supports, Mario is engaged in the conservation of threatened forests in Brazil and as well as threatened marine environments. He aims to promote the protection of biodiversity across Brazil through educating the public about the region's forests and the ecosystems that are under its influence.

Interview: <http://bit.ly/2bYctBW>

#### Miriam Prochnow

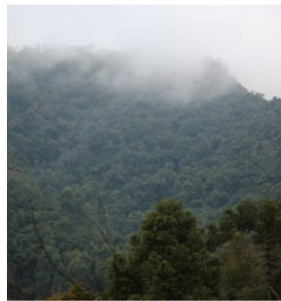
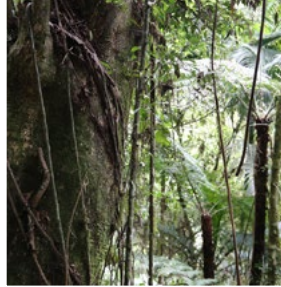
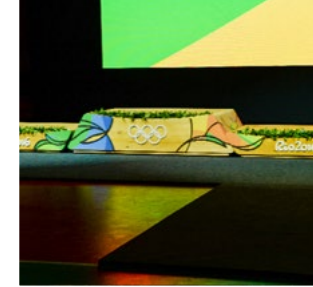
Miriam is a full-time environmentalist with a mission to protect nature and preserve biodiversity. She helped to create the Association for the Preservation of the Environment (Apremavi), and coordinates national environmental education projects and landscape planning initiatives. She was the coordinator of the Atlantic Forest NGO Network, influencing the approval of the Atlantic Forest Law and the creation of forest conservation areas.

Interview: <http://bit.ly/2cvATVD>

#### Rubens Gomes

Rubens has dedicated his past 18 years to taking young people off the streets by creating the Luthier Amazonas Workshop School (OELA), an institution that teaches how to use natural resources responsibly for the good of society. At his school, low-income young people learn to make stringed instruments with FSC certified wood from the Amazon, stimulating creativity as well as environmental awareness.

Interview: <http://bit.ly/2bYbVfz>





# PictureFrames helps raise over £160,000 for Environmental Charities

Earlier this year, the FSC certified company PictureFrames of Shaftesbury Ltd ([FSC-C007915](#)) received major recognition of its sustainability efforts when world famous wildlife artist Gary Hodges chose the company to frame all of the work in his Heart and Soul exhibition.

*'When planning my recent solo exhibition in aid of elephants, of course we wanted everything to be as environmentally friendly as possible. said Gary. 'After some research online, we found the perfect match for our goal with the*

*frames... [pictureframes.co.uk](#). Amazingly, they are the only fully FSC certified bespoke framer in the whole of Europe. Everything the company uses from frames to backing board is FSC certified.*

*'On top of all this, the frames were beautifully crafted, with seamless corners and in the exact colour white we wanted. It was a huge exhibition, but the 174 framed pictures were all delivered without fuss on the dates requested. We will definitely be using this friendly company again for my next exhibition!'*

*Left: Gary Hodges with Virginia McKenna at the Heart and Soul Exhibition.*

Hope and Caroline Elletson from PictureFrames attended the Private view of the Exhibition at The Mall Galleries in London. The evening was hosted by actress and environmental campaigner Rula Lenska, and Virginia McKenna OBE co-founder of the Born Free Foundation gave a stirring address. TV auctioneer James Lewis conducted the auction where the bulk of the money was raised.

PictureFrames.co.uk state that they are currently the only Forest Stewardship Council certified picture framing company in the world to offer a complete and bespoke service, including printing. This means that the company can guarantee and prove that all timber based components in their products and services are made using responsibly sourced timber. In further recognition of the effort and money involved in reaching this position, PictureFrames are finalists in the BVM Business Awards for the Green Award.

Find out more about Gary's art and fundraising at [www.garyhodges-wildlife-art.com](#).



*Above: FSC® Certified Natural Oak Picture Frame*

*This article was kindly re-produced by permission [PictureFrames.co.uk](#) and [Blackmore Vale Magazine www.blackmorevale.co.uk](#).*

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# Sleep Soundly on an FSC® Certified Warren Evans bed...

There's nothing quite like jumping into a beautifully built wooden bed hand-crafted with love and care - knowing it's made of carefully selected FSC certified wood.

**Warren Evans Products Ltd**

**FSC Licence Number:** FSC-C007636

**Licensed Since:** 2007

**Products:** Wooden Home Furniture

**A**t Warren Evans bed makers, quality materials and excellent craftsmanship comes as standard, and has done so for over 37 years.

With its chic contours and smoothly curved lines Warren Evans' Verona bed (left) will make a stunning centrepiece in your room. It's most striking feature - the high arching headboard - serves as a perfect backrest to sit up and read in bed, whilst clean, straight lines in the foot-board complete its elegant style.

Their open-grain Chest of Drawers (right) offers contemporary lines and tailored storage options. Flush edges and clean curved legs give you understated elegance, whilst graduating drawer depth provides varying space for your needs.

Perfectly proportioned to work at the end of a bed or along even along a hallway, Warren Evans' Medium Linen Box (below) will happily house your spare bedding and extra blankets, or alternatively you could use it for shoes, toys or anything else you need tidied away!

As with all of Warren Evans' products, these items are skilfully handmade to order, using the finest FSC certified wood, in their environmentally friendly London workshop. Traditional carpentry methods - including mortise and tenon joints - ensure your bed and furniture is solid, comfortable and will stand the test of time. All are available in either nine beautiful wood enhancing finishes or their premium paint finish.

Customers can now take advantage of Warren Evans' new finance options; credit is available on all orders of £250 or more.

Warren Evans have 13 Showrooms, 9 of which are within the M25.

[www.warrenevans.com](http://www.warrenevans.com)

Tel: 020 7693 8988



## Images:

- *Main: Verona Double Bed in Medium Oak Satin Was £510 only £375 in September...*
- *Top: 4 Drawer Chest of Drawers in Medium Oak Satin £385...*
- *Below: Medium Linen Box in Oak Satin £175...*

Image credits: © Warren Evans





### Guess the product!

Can you work out what FSC certified product is shown in the photo? Tweet your suggestions to **@FSCUK** using the hashtag **#GuessFSC**.

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Forest Stewardship Council® (FSC®) UK is a charity dedicated to promoting responsible forestry.

For more information about FSC UK:

[www.fsc-uk.org](http://www.fsc-uk.org)  
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The Billiard Room,  
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01686 413916



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Guess the product image: © Hen & Hammock; Front Cover Image: © C.Miller / FSC UK

## FSC in numbers

- ▶ **2,383** Chain of Custody certificates in the UK
- ▶ **1,603,004** hectares of FSC certified forest in the UK
- ▶ **31,067** Chain of Custody certificates worldwide
- ▶ **190.582 million** hectares of FSC certified forest worldwide

Latest figures from FSC IC. Correct as of **2<sup>nd</sup> September 2016**. The full list of figures can be viewed at <https://ic.fsc.org/en/facts-figures>