



Ecosystem Services

## Marketing Advisory Committee: Terms of Reference

### Purpose

The role of the Advisory Committee is to advise on matters related to the development of FSC promotional claims for the maintenance and/or enhancement of Ecosystem Services (ES).

### Responsibilities

The Committee shall be responsible for reviewing and providing feedback to the Ecosystem Services Promotional Claims consultant on all aspects of development, including:

- market research survey questions prior to distribution;
- market research report;
- draft claims;
- communications to public and stakeholders.

### Members

Members of the advisory panel shall be selected based on a range of interests and regional perspectives. The Advisory Committee is not a decision-making body and is not chamber balanced. The Committee shall be comprised of:

- 2 FSC Global Network representatives;
- 2 Forest Management Certificate Holder;
- 2 End-users;
- 1 Certification Body;
- ES Promotional Claims Consultant

### Term

Committee members will serve for a 7 month term beginning November 2015 to June 2016.

### Frequency of Meetings

The Committee shall meet via telephone or online meetings at least once (1) per month for approximately two (2) hours in length, and at such other times as may be requested.

### Confidentiality

Committee members will not disclose any non-public information such as discussions and drafts until they have been made public or identified otherwise by FSC.



**Management and Accountability**

The Panel will be convened and managed by the Ecosystem Services Promotional Claims Consultant.

FSC Ecosystem Services Advisory Panel members are expected to provide input to the best of their ability and knowledge, and to seek expertise to enhance the discussion wherever possible.

**Remuneration**

This is a voluntary committee and there will be no remuneration for participating.