



## Frequently Asked Questions: Requirements for use of the FSC® trademarks by certificate holders (FSC-STD-50-001 V2)

20 November 2017

### 1. Transition to the new version

**a. Will trademark users be expected to make many changes when transitioning to the new version of the standard?**

No, the majority of certificate holders will not have to make any changes to the way they use the FSC trademarks unless they wish to do so.

**b. How do I know what has changed and what has not?**

A crosswalk document comparing the versions and highlighting all the changes has been published along with the standard. It also indicates whether the change requires a change by users or is just a clarification. The document can be found on the [FSC website](#).

**c. Can we still use the materials produced and approved with version 1-2 of the standard?**

Yes, all approved materials can be used until they run out.

**d. Can we start using the version 2 of the standard immediately after its publication?**

The standard becomes effective on 1 March 2018 and can only be used from that date onwards. The period between publication and the effective date is in place to provide certification bodies, certificate holders, and FSC sufficient time to prepare tools and processes to be used with the new version.

**e. What is the transition period to start using the new version of the standard?**

The transition period is 12 months, starting 1 March 2018 and ending 28 February 2019.

### 2. Trademark use management system

**f. We've had an arrangement with our certification body whereby we did not have to send all repetitive label uses for approval, can we continue with this arrangement?**



You can agree with your certification body about the path to transition to the trademark use management system described in Annex A of version 2 of the standard.

**g. We've participated in the pilot for self-approval, how do we continue?**

See 2. f) above.

**h. We would like to start using the trademark use management system as certificate holder, but who will help us if we have questions?**

Your certification body will still be available for any questions you may have concerning FSC trademark use for new cases, even if you have a trademark use management system in place.

**i. We would prefer submitting trademark use approvals to our certification body. Can we continue to do so?**

Certificate holders may choose to implement the system, but you can also choose to have your certification body approve your trademark use.

**j. How can I obtain the training required for the trademark use management system?**

FSC has an online training course on trademark use for certificate holders available in the [FSC eTraining platform](#). Please contact your certification body for more information on access.

### **3. Elements for labelling and promotion**

**k. The standard gives flexibility in selecting information for labelling and promotion. How can I make sure we are in compliance with national requirements governing marketing and certification claims?**

If you use the full elements for labelling and promotion specified in the standard, the national requirements are very likely to be fulfilled. If you choose to leave out some elements, it is recommended that you check whether this is in line with the requirements applicable in the country where the materials are to be distributed.

**l. Where do I find out more about the requirements in specific countries?**

Specific requirements are most often provided on consumer protection agency websites for countries. In addition, FSC national offices may be able to help with aspects concerning certification mark use in their own territory. You can find the list of FSC national offices on the [FSC website](#).

**m. How can I create different versions of the labels for different needs?**



The Label Generator in the FSC Trademark Portal has been adjusted so that elements can be chosen according to user's needs. Please contact your certification body if you do not have access to the portal.

#### 4. Trademark symbol use

**n. Where do I find the document listing the correct symbols per country?**

The Trademark Registrations List can be found in [trademark portal](#) (under 'Resource Center') and in the [marketing toolkit](#).

**o. Why is the list no longer included as an annex to the standard?**

As the registration of marks has proceeded and the number of trademarks increased, the list has become so extensive that it was not practical to have it as an annex to the revised standard. Moreover, updates may be missed if they are not reflected as updates in the standard.

#### 5. MIX label decision

**p. Will the MIX label change?**

All the communication concerning mixing of materials in the FSC system will be reviewed in 2019, based on the controlled wood strategy that is being developed in 2018 and on the results delivered by the latest controlled wood standard.

**q. Why was this not decided at the same time as the revision of the standard?**

There was not sufficient consensus among the stakeholders to agree on specific changes to the MIX label text at this point in time. The new controlled wood strategy will give direction to support the discussion and the final decision on the issue.

**r. When do we find out about the decision?**

The decision will be made no later than one year after the controlled wood strategy has been approved. The controlled wood strategy is expected to be approved by the end of 2018.

#### 6. Special arrangements

**s. We had a special arrangement to use the label at a smaller size for a very small product, what happens to it now?**



Version 1-2 of the standard will be withdrawn on 1 March 2019. If your special approval has become obsolete with the new standard, it will be also withdrawn and you can only continue to operate on the basis of the revised standard.

## 7. Licence agreements

**t. Will there be new licence agreements for certificate holders to sign?**

Yes, FSC is drafting a new trademark licence agreement for certificate holders that will be finalized and implemented in 2018.

**u. How can we sign?**

FSC is exploring new tools for digital signature authentication and digital licence tracking, and will provide you with details well in advance.

**v. Can we start using the new standard before we have signed the new licence agreement?**

Yes, you can. In case there is any conflict between the standard in its most recent version and the licence agreement in place, the standard shall prevail. Therefore, for questions regarding trademark use requirements and trademark use approvals, you should look to the standard first.