



Upcoming webinar to help businesses target significant untapped global demand for sustainably sourced products, free from deforestation



A new international study by FSC® and GlobeScan reveals that consumers value responsible sourcing, free from deforestation, as one of the most important factors when considering their purchase decisions. Yet despite this importance, consumers do not currently trust companies to address their key environmental concerns.

FSC (Forest Stewardship Council International) and GlobeScan (a global strategy and insights consultancy) are pleased to share the findings of our latest consumer research on the demand for responsibly sourced products. The study includes over 10,000 consumers in 13 markets (Australia, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Russia, South Africa, United Kingdom, and the USA).

The research highlights that people across the world place significant value on our forests and the role that they play in mitigating climate change. Research demonstrates how consumers are keen to live up to their values and avoid buying products that are not responsibly sourced.

FSC and GlobeScan will be hosting a series of webinars to discuss their findings and to showcase the experiences of various business leaders to benefit you and your business. Join us on **29 May** or **6 June** to find out more. [Register here.](#)

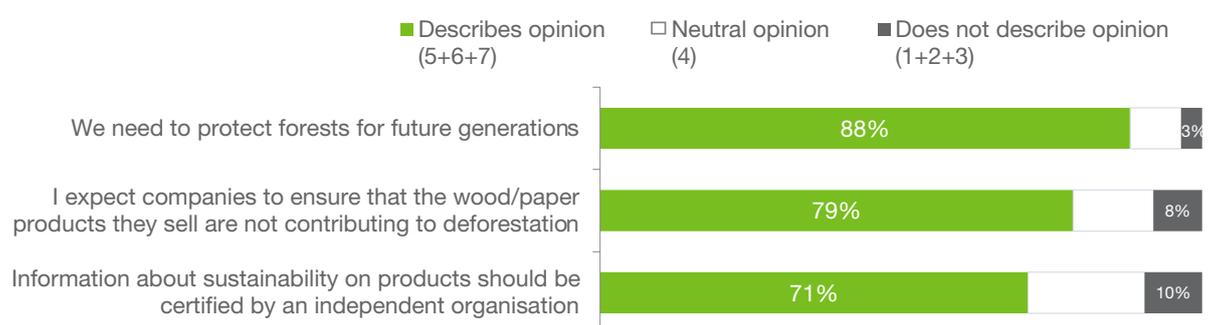
The study also uncovers consumers' high expectations of business when it comes to having a positive social and environmental impact. A large majority (79%) expect companies to ensure that the products they sell do not contribute to deforestation, but only a quarter (26%) have a lot of confidence that businesses will protect forests through responsible management. This indicates a significant trust gap.

Eric Whan, Director at GlobeScan, says: "Low trust in business also means collaboration is vital. Our work shows clearly that partnerships between certifications, producers and retailers have huge potential value for all parties by enabling business to tap into the consumer demand for responsibly sourced products and help to bridge the trust gap."

The findings also identify a particularly promising segment of "predisposed" consumers who value responsible forestry highly but are not yet fully engaged. At 41 percent of the population, they represent a high potential "swing" group for wood and paper product market segments – including packaging and paper, furniture, construction and retail sectors – looking for growth.

Consumers want responsible sourcing

Agreement (7-pt scale), global averages, 2017

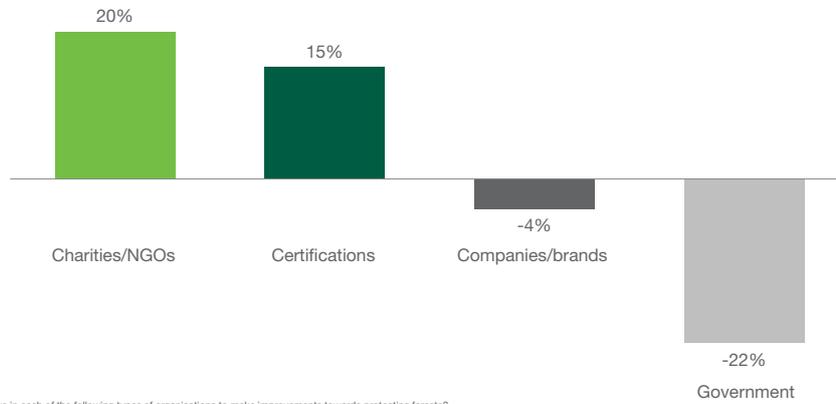




Forest Stewardship Council®
*Helping businesses target significant untapped global demand
 for sustainably sourced products, free from deforestation*

Consumers have net negative levels of trust in companies and government to protect the forests

NET Trust in different actors (complete + a lot of confidence minus little + no confidence to protect forests), global averages, 2017



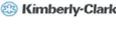
Q11. How much confidence do you have in each of the following types of organisations to make improvements towards protecting forests?

Join us on our upcoming webinars to learn how this study can inform business efforts to mainstream sustainable consumption.

The findings are relevant and instructive for the sustainability community as well as all stakeholders interested in wood and paper-based products, including the retail sector.

Three regionally tailored webinars will explore:

1. How to target and appeal to “predisposed” consumers – a significant growth market for wood and paper-based products;
2. The most motivating messages to effectively tap into consumer demand globally as well as in different countries through localization;
3. How partnerships can help to overcome the persistent trust gap facing companies and inspire consumers.

NORTH AND LATIN AMERICA	ASIA PACIFIC AND OCEANIA	EUROPE AND AFRICA
29 May 2018 11:00 – 12:00 CDT	6 June 2018 14:00 – 15:00 AEST	6 June 2018 11:00 – 12:00 CEST
Register Now	Register Now	Register Now
 <p>Eric Whan Director, GlobeScan</p> 	 <p>Wander Meijer Asia Pacific Director, GlobeScan</p> 	 <p>Abbie Curtis Associate Director, GlobeScan</p> 
 <p>Chris McLaren Chief Marketing Officer, FSC US</p> 	 <p>Adam Beaumont Regional Director, FSC Asia Pacific</p> 	 <p>Jeremy Harrison Market Development Director, FSC International</p> 
 <p>Peggy Murphy, Ph.D. Sustainability Strategy Leader - North America Consumer Tissue</p> 	 <p>Manjula Murugesan Environment Manager (Oceania), Tetra Pak</p> 	 <p>Philippe Defacqz Line of Business Director - Consumer Brand, Sofidel S.P.A.</p> 
 <p>Leonardo Lima Corporate Sustainability Director, Arcos Dorados</p> 	 <p>Joe Liao Supply Chain Manager, Prospect Hospitality Co., Ltd., DL of McDonald's</p> 	 <p>Chris Messer Sustainability Business Partner, Kimberly-Clark</p> 

