

# FSC Brief:

The future of the “Forest For All Forever” brand mark  
-Strengthening our commitment to credible claims



## 1. THE DECISION

To reinforce confidence in the global credibility of the FSC marks and support FSC license holders in navigating emerging global anti-greenwashing legislation, FSC is **retiring the “Forests For All Forever” (FFAF) brand mark for all license holders.**

## 2. CONTEXT AND DRIVERS

Global legislation targeting greenwashing, as well as scrutiny of corporate sustainability communications are on the rise. The [EU's Empowering Consumers for the Green Transition Directive](#) (EmpCo) is a key driver to strengthen consumer protection and restrict unfair commercial practices, such as misleading environmental claims and sustainability labels not based on a certification scheme. This Directive will become effective in September 2026.

This is not just a European trend. Other jurisdictions are updating their existing consumer protection laws [1] to investigate and sanction greenwashing practices.

Within this context, FSC has commissioned extensive analysis and legal review of our systems, with a targeted focus on the FSC trademark portfolio, FSC labels, and FSC promotional designs. The external and independent review identified a high risk of noncompliance for license holders when using the “Forest for All Forever” brand mark as it includes the generic environmental claim “forest for all forever” which is assessed as aspirational, unqualified, and too broad to meet the required standards for specification and substantiation.

## 3. IMPACT AND NEXT STEPS

By retiring the FFAF brand mark, FSC reinforces confidence in the continued use of its trademarks and labels. License holders operating in the EU market can continue selling and promoting their products using the FSC marks.

Though this transition may require extra effort, we are committed to making it as seamless as possible with tools and resources available to support. FSC Brand Hub, for instance, is already getting set up for these changes.

[1] Australia, see Green marketing and the Australian Consumer Law.  
Canada, see Competition Act, main focus Bill 96  
China, see Advertising Law and Environmental Protection Law  
Colombia, see Decreto 1369/2014  
Singapore, see Consumer Protection (Fair Trading Act) 2003 and The Singapore Code of Advertising Practice  
United Kingdom, see Green Claims Code  
United States, see FTC Green Guide

The revised FSC-STD-50-001 is due to be published January 2026 and become effective in July 2026. The revised standard is aligned with the Empowering Consumers for the Green Transition Directive and other anti-greenwashing legislations.

Certificate holders (CHs) have until January 2029, 30 months after the effective date, to transition to the new standard. However, companies selling and promoting in the EU market are encouraged to align their trademark use earlier. FSC has produced this guidance for CHs to support their alignment with EmpCo by September 2026.

## 4. TECHNICAL GUIDANCE

**Certificate holders (CHs) can align their trademark use to EmpCo requirement by making targeted changes to their on-product and promotional use of the FSC trademarks. While CHs may transition to the new version of the trademark standard as of July 2026, they can implement the changes to align with EmpCo as early as possible. All suggested changes are compatible with FSC-STD-50-001 V2-1[2].**

### FULL PHASE OUT OF FFAF MARKS

**Remove all FFAF marks** from your on-product and promotional use by **September 2026** and replace with other FSC trademarks such as the FSC logo.

The phase out refers to all language and colour variations of the FFAF mark, both the text only FFAF version and the animal mark FFAF version.



[2] Please note that all trademark use must conform with the requirement of FSC-STD-50-001 V2-1. The suggested changes highlighted in the technical guidance section focus on aspects which are not currently mandatory under FSC-STD-50-001 V2-1 (or only mandatory in some situations), but are important for EmpCo alignment of FSC trademark use.

## ON-PRODUCT LABELS

### 1. USE THE ON-PRODUCT LABEL WITH UPDATED MANDATORY ELEMENTS IN ALL SITUATIONS



Mandatory

Mandatory



**Multiple FSC-certified materials:**  
If a product contains more than one FSC-certified material, **list all certified materials in additional text next to the FSC label.**

Labels with multiple product types will be available in FSC Brand Hub by July 2026.



**Clarifying statements:** When the product type alone does not provide enough clarity, **include a statement to specify what the FSC label refers to.**

E.g.: *The FSC label refers to the copy paper sheets..*



The label product type 'Paper' could refer either to the copy paper or the paper packaging, it is unclear.



## PROMOTIONAL USE

### 1 - USING THE PROMOTIONAL PANEL DESIGN

**All mandatory elements are already included.**



The mark of responsible forestry

### 2 - NOT USING THE PROMOTIONAL PANEL DESIGN

#### Checklist for promotional use

PRODUCT 01	CATALOG	2025 FSC®-certified fashion
<b>Along Scarf</b> A scarf is a simple but expressive accessory, and this beautiful one is guaranteed to liven up any outfit. € 29,00	<b>Jossla Jacket</b> Sneak a little effortless elegance into your everyday look with this gorgeous kimono-style jacket. € 119,00	<b>Women's Wool Cruiser</b> Lightweight comfort and classic style crafted with recycled Italian felt wool. € 100,00
<b>Pamel Trousers</b> A pair of patterned trousers can lift your spirits on even the dullest days € 119,00		
<b>1. Promotional text</b>		
<b>2. Licence code</b>		
<b>3. Website</b>		

#### Checklist for e-commerce product listings\*

\*For e-commerce and webshops, each product listing is treated as a separate promotional instance. Therefore, it must include either the full promotional panel or all of the mandatory elements in the checklist.

☰	🔍	Living Room	Bedroom	Outdoor	🛒
<b>ROUND WOODEN COFFEE TABLE</b> Elegant and minimal, this round coffee table is made from FSC®-certified walnut wood with a natural finish that highlights the grain's unique texture. Its solid construction and tapered legs bring warmth and balance to any space – ideal for living rooms, lounges, or cozy cafes.					<b>1. Promotional text</b>
<b>FSC®C000000</b>					<b>2. Licence code</b>
<a href="#">Read more on fsc.org</a>					<b>3. Website</b>
<b>€329</b>					
<small>Product Dimensions: Ø 90 x 45 cm Maximum Weight Recommendation: 50 Pounds Color: Walnut Product Care Instructions: Wipe with Dry Cloth</small>					
<b>ADD TO CART</b>					