

Build a forest friendly brand

Boost your sustainability profile

What does Gucci have in common with LEGO, Maersk Line and a German railroad company? Like a string of other leading organisations, they have adopted strategies for purchasing timber products with a documented legal and responsible origin.

In 2009, the Gucci group, with iconic brands like Stella McCartney and Yves Saint Laurent, launched a green policy for all its paper product purchases – from office paper to trendy paper shopping bags.

In 2011, world leading sea carrier company Maersk Line announced that a responsible origin of wooden flooring will be required for its new 3 million container fleet, while LEGO released a policy for the origin of its packages and instruction leaflets. And the leading eco-label for responsible forest origin, the FSC's logo, is printed on each of the 180 million train tickets drawn annually from German State Railroad vending machines.

Why consider forest products?

Responsible purchasing of forest products increasingly is seen as an important element of corporate sustainability programs. This is in recognition of the central role of the world's forests in the fight against climate change, poverty elevation and conservation of rare species.

Strengthen your eco-brand

By purchasing wood and paper products with a documented legal or sustainable origin, you can make positive contributions to the environment and support the millions of people who live in and off the world's forests.

Whatever your line of activity, your corporate responsibility is important for your customers and stakeholders. Even if your company does not trade in timber products, it may have a serious impact on the world's forests through its direct or indirect consumption of forest products.

Focus on legality

Organisations importing wood or paper products to the EU need to ensure compliance with the EU Timber Regulation.

The EU requires importers to have a 'due diligence' system in place in order to reduce the risk of illegal wood entering their supply chain.

Similarly, the US Lacey Act sets out strict requirements and penalties pertaining to importers into the US market.



Services that help you along

If you wish to develop a forest-friendly brand, we offer a range of solutions based on independent verification or information and training:

- ✓ Information and training of your staff or suppliers
- ✓ Verification of your progress within responsible timber product sourcing
- ✓ Timber product legality gap analysis to prepare for the new EU timber law
- ✓ Timber legality verification
- ✓ FSC™ and PEFC chain of custody certification services
- ✓ Carbon/forestry project verification
- ✓ Quality assurance to ensure credible external communication about your efforts.

About us

NEPCon is a non-profit organisation focusing on responsible land use. Our FSC certification, timber legality and carbon auditing services are delivered in partnership with the Rainforest Alliance. PEFC services are carried out on behalf of BMG Trada Certifier AB.



Our FSC certification, SmartLogging, timber legality verification and carbon auditing services may qualify our customers to use one of the widely recognised Rainforest Alliance marks.

Organisations with forest-friendly sourcing policies:

- ✓ **LEGO**, world leading maker of construction toys
- ✓ **McDonald's**
- ✓ **Maersk Line**, the world's leading container shipping company
- ✓ **Tetra Pak, SIG and Elo Pak**, the world's largest producers of drink cartons
- ✓ **PepsiCo**, owner of brands such as Pepsi-Cola and Tropicana juice.
- ✓ **DLH**, among world leaders in tropical timber trade
- ✓ **Marks & Spencer**, leading UK retailer for quality clothing and food
- ✓ **Scholastic**, the world's largest publisher of children's books
- ✓ **Duro Bag**, the world's largest producer of paper bags
- ✓ **Gucci**, fashion group
- ✓ **Kingfisher**, Europe's leading home improvement group (including e.g. B&Q and Castorama)
- ✓ **Domtar**, leading paper producer in North America
- ✓ **ATP**, leading European pension fund (responsible forest investment policy)
- ✓ **Staples**, global leader in office supplies
- ✓ **30 Danish newspapers** carry the FSC label
- ✓ **Deutsche Bahn**, German railroad company
- ✓ **Kimberley-Clark**, tissue maker (Kleenex etc.)

How to move on

If you wish to explore how we may help you build a forest-friendly brand, please contact Customer Relations Manager Michael Jakobsen, email mkj@nepcon.net, mobile+ 45 2124 3852.

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NEPCon is a non-profit organisation that works to support sustainable land use. We manage the Rainforest Alliance's forest certification program in Europe and Russia.