

# Tetra Pak® and FSC™



## What is FSC?

FSC (Forest Stewardship Council™) is an independent, non-governmental, non-profit organisation which promotes responsible forest management world-wide. Via a rigorous certification system, it provides internationally recognised standard-setting, trademark assurance and accreditation services to companies, organisations and communities interested in responsible forestry.

Through its forest certification programme, FSC contributes to the development of responsible forestry practices around the globe.

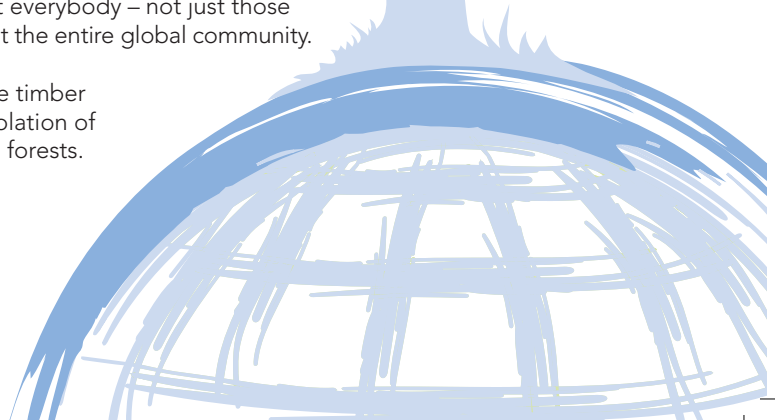


The mark of  
responsible forestry

## Responsible forestry? Why worry?

Everyone on the planet has an interest in taking care of the world's forests. They provide us with clean water, fresh air and they even help combat global warming. They also provide food, medicine and important natural resources, such as timber and paper. If managed responsibly, forests and plantations benefit everybody – not just those who are dependent on them for a living, but the entire global community.

In some countries today, the majority of the timber is harvested illegally, often involving the violation of human rights and destruction of protected forests.



# Why Tetra Pak® chooses FSC

As the world's leading supplier of carton packaging, Tetra Pak® supports and promotes FSC. Here are some of the reasons why:

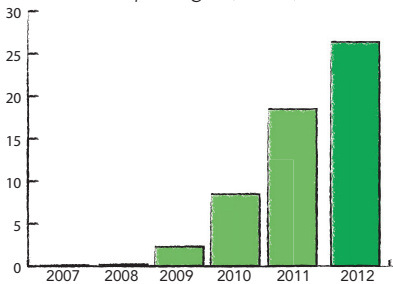
- FSC standards are globally recognised as the highest social and environmental standards in forestry
- Each individual operation is audited at least once a year. A company must comply with all FSC's requirements to achieve and maintain certification
- Certification bodies are also regularly audited to ensure strict and consistent implementation of FSC rules and procedures
- A tracking system allows tracking of FSC-certified wood throughout the production chain to the final labelled product
- FSC is the only internationally recognised standard-setting organisation for responsible forest management supported by global environmental organisations like WWF and Greenpeace
- FSC is represented in over 50 countries around the world.



## The story so far

Country by country, Tetra Pak® is rolling out FSC-certified packaging material - offering its customers the opportunity to sell their products in FSC-labelled carton packages. The world's first FSC-labelled cartons were launched by Tetra Pak® through its UK customer, Sainsbury's, in 2007.

FSC-labelled packages (billion)



Two million FSC-labelled Tetra Pak® packages were produced and sold in 2007. Since then, the demand has increased dramatically every year. In 2012, Tetra Pak® delivered over 26.4 billion packages with the FSC label in 39 countries around the world, a 40% increase over 2011.

The company's ambition is to increase the availability of FSC-certified packaging material progressively. Its ultimate goal is to produce and sell only FSC-certified material, although how quickly this ambition is achieved also depends on the availability of FSC-certified raw materials.



## What to do now?

**Tetra Pak®** – Keep working together with our partners to reach our goal of 100% FSC certified packages



**Consumers:** Buy FSC-labelled wood and paper-based products. Make demands on your local shops to supply FSC-labelled products if they don't already.



**Retailers:** Consumers increasingly rely on retailers to source their products from responsible sources. Stock FSC-certified products and raise awareness of FSC.



**Manufacturers:** Find out how to go about sourcing FSC-certified raw materials and certify your business. Put the FSC logo (proof of responsible sourcing) on your products.



**Forest owners:** Since the demand for FSC-certified timber already outstrips supply, certification will increase the value of your timber on the market. It's good for the planet and good for business!

[www.fsc.org](http://www.fsc.org)

