Welcome to the SCLO Introductory Guide for Certificate Holders. This guide is designed to get Certificate Holders started on using the Small and Community Label Option and benefiting from more and better market access. In this guide you will find:

- A description of the Small and Community Label Option and benefits to you as a Certificate Holder
- How it works with the supply chain (producers, traders, and retailers)
- Description of supply chain support
- Basic components of the ‘Made with Heart’ campaign
- How to get started
What it is
The SCLO

The Forest Stewardship Council is committed to helping small and community producers benefit from their FSC certification in the marketplace.

We do this by helping them distinguish themselves and products from their forests through a new label option and through in-store and online marketing campaigns. This initiative is known as the Small and Community Label Option (SCLO).

The term ‘label option’ refers to new text options on FSC on-product labels. Instead of saying ‘from well-managed forests’, products that come from the forests of eligible small and community producers will have the on-product label you see here.

The Small and Community Label Option also includes a marketing campaign. Through the SCLO Marketing Toolkit, retailers can build campaigns where producer stories are told alongside the sale of products from their forests. This creates a connection between consumers and the prosperity of local communities. (See ‘SCLO Marketing Campaign’ on page 20 for details).
Benefits for producers

- Producers who use the label benefit from higher visibility in the marketplace. They see more demand for products from their forests—especially from retailers aiming to show their sustainability credentials.

- Producers also gain new and better market relationships to traders and retailers through supply chain support (see ‘How it works for supply chains’ on page 15).

- Smallholders also can apply to the Smallholder Fund—a competitive grant scheme where they can seek financial support to make investments in their forest practices, processing, and marketing.

- Finally, producers get a chance to tell their story alongside the sale of products from their forests, giving them more opportunity to benefit financially from their efforts to use their forest resources responsibly.
Benefits for traders

• Traders form an integral part of the success of the SCLO by bringing products to market from the forests of small and community producers.

• Traders can introduce a new service to existing customers by providing buyers with FSC certified products that carry the small and community label option.

• In addition, traders can attract new customers by distinguishing themselves in business to business (B2B) marketing as a reliable source of products from small and community producers.

• Finally, trading companies are able to show their commitment to responsible forestry and support for the livelihoods of small and community producers.
Value for retailers

• Retailers have the opportunity to use the stories of small and community producers in their marketing- to increase sales, to show their commitment to responsible forestry, and to promote small and community producers.

• By using the SCLO, retailers can educate their customers about the value of the company commitment to FSC. The story of responsible forest management is complex and the SCLO offers the chance to tell that story in a simple way.

• Employees and in-store staff can similarly be trained to communicate how the company and FSC are helping small and community producers prosper.

• The SCLO Marketing Toolkit provides in-house marketing staff and/or creative agencies with a solid base from which to launch a campaign that can help increase sales of the products sourced from the forests of small and community producers (See ‘SCLO Marketing Campaign’ on page 20 for details).
How it works

Beautifully crafted products from well-managed forests of small and community producers.

© FSC International
Steps to labelling products with the SCLO (for producers and traders)

1. Check your eligibility against the Advice Note by contacting your CB

2. Determine your product groups

3. Include a special statement in your sales documents for those products that can carry the label option. The statement should be clearly linked to the product being sold.

4. When passing on the claim, please note that it can't be used with the credit system. If using an FSC mix label, the controlled wood in the mix must also be from controlled wood certified small and community sources.

INVOICE
50 m³ of round logs from small or community producers
Producers (forest management (FM) certificate holders) are eligible for the label option when they are:

- **Small in terms of the size of their forest area** and/or
- **Small in terms of the volume of trees they harvest** and/or
- **Traditional or indigenous communities**

Eligibility is determined using Advice Note FSC-ADV-50-003. The Advice Note and Guidance can be found in the Certificate Holders Kit (see page 36) or online at [www.fsc.org](http://www.fsc.org).

When a producer uses the label option, they must keep their small and community supply separate from other sources, including other FSC sources. This must be indicated on invoices as the product travels along the supply chain.

If the producer is also the final manufacturer, they can download the FSC on-product label with the label option from the FSC Label Generator. If they don’t already use the Label Generator, they can ask their Certification Body for details.
There are 5 aspects of chain of custody that traders need to keep in mind:

1. **Product groups** – group FSC certified products from eligible small and community producers separately from products from other types of producers (e.g. FSC certified products from producers that aren’t small or community, as well as products that are not FSC certified).

2. **Sales documentation** – indicate specifically all products from SCLO eligible producers on invoices or other sales documents.

3. **System for controlling the claim** - only the transfer and percentage systems can be used. The credit system cannot be used.

4. **Eligibility for using a specific text option** - there are special requirements for using the MIX label with the label option. See the Advice Note and Guidance in the Certificate Holders Kit for details (see page 36) or find it online at [www.fsc.org](http://www.fsc.org).

5. **Use of the label option** - all trademark rules must be followed for the use of the new label option.

6. **Label Generator** - if labelling a final product, traders can download the 100% and mixed labels with the label option from the Label Generator. Questions regarding the Label Generator should be directed to the Certification Body.
FSC certified products that carry the label option can be 100% or Mixed if they are wood products. If they are non-timber forest products (NTFPs) they can only be 100%.

All of the forest-based materials in the product (excluding packaging) should be from FSC certified Forest Management (FM) and Controlled Wood (CW) small and community producers. No partial claims are allowed.

Only controlled wood from small and community producers certified under FSC-STD-30-010 is allowed. Controlled wood identified through company evaluation (FSC-STD-40-005) is not allowed.

Examples:

- A composite product such as paper must wholly contain pulp from small and community producers who are certified to FM standards or FM and CW if using the percentage system. The credit system is not allowed.

- A product such as a musical instrument using the 100% on-product SCLO label must wholly contain forest-based materials sourced from FSC certified small and community producers.

- A product where there are several ingredients and only one is forest-based (e.g. rubber) can be labelled with the forest-based product indicated.

Products that can be indicated on the label:

- Rubber
- Essential oils*
- Bamboo*
- Bark*
- Charcoal*
- Cork*
- Paper*
- Syrup*
- Wood*

* Not currently available on the label generator. To request such a label, contact your Certification Body.
Retailers can source FSC certified products from the forests of small and community producers and use the SCLO Marketing Toolkit to tell the story of the producers alongside sale of the product in store and online.

Steps for retailers:

1. Get the ‘Retailers Kit’ for the SCLO from an FSC Network Partner or online at www.fsc.org

2. Research products coming from small and community producers (see ‘How it Works for Supply Chains’– page 15).

3. Confirm with their supplier that the producer and the product are eligible for the SCLO and that the product carries the label option.

4. Ensure they have a valid FSC trademark license. Details are in the Trademark Support section of www.fsc.org.

5. Register with the SCLO Marketing Toolkit website (see ‘Online registration for retailers’ on page 33).

6. Download assets from the SCLO Marketing Toolkit and create their campaign.

7. Get approval from FSC on trademark and final campaign art work before launching the campaign.

8. Document the campaign and feedback to FSC on their success.
FSC is offering the following support for connecting SCLO supply chains:

- **FSC Marketplace** - search for SCLO eligible certificate holders and review their profiles: [www.marketplace.fsc.org](http://www.marketplace.fsc.org)

- **Map of Eligible Small and Community Producers** - click through the interactive map on the SCLO Campaign Website (see page 35) to view information on all of our SCLO eligible certificate holders, basic information about their forests, and a link to their profiles on the FSC Marketplace.

- **Early Adopters List** - FSC International have identified promising ‘early adopters’ amongst small and community producers and are targeting supply chain support for their products. This includes creating **Product Profiles** with market information on volumes, products, and species. Profiles will be available on the SCLO Campaign Website (see page 35).
SCLO Marketing Campaign
The campaign is called ‘Made with Heart’. Retailers who source products that come from the forests of small and community producers can use the campaign to connect the stories of producers with the earth-smart choices of consumers. They do this by downloading campaign assets from the SCLO Marketing Toolkit and creating in store and online product promotion. Imagine a product from your forest or factory sold in store with a campaign that highlights your hard work and responsible forest management.

‘Made with Heart’ symbolizes the effort and ambition of small and community producers to practice forest management responsibly and to seek FSC certification for those efforts. Through real-life community stories, this message comes alive for the consumer when they are selecting forest products for purchase.

**The SCLO Marketing Campaign includes:**

- Campaign assets such as tags, posters, ads, flyers, floor stickers, and banners that include the following components:
  - ‘Made with Heart’ sticker
  - ‘With Heart From ___’ sticker
  - The ‘Made With Heart’ story
  - Cycle of Community Prosperity infographic
  - ‘Intangible ingredients’ list
  - Stock producer and product images (for reference only)
- **SCLO Marketing Toolkit**- houses the campaign components as downloadable assets
- **SCLO Campaign Website**- speaks to consumers about the SCLO Campaign
Creative concept

The campaign shows us that products that come from FSC certified forests of small and community producers are more than they seem.

There is a ‘special recipe’- that includes **intangible ingredients** such as respect for human rights, protection of the environment, prosperity, care, and empowerment- that makes the product ‘made with heart’.

The **cycle of community prosperity** illustrates that consumers play an integral role in helping communities prosper when they choose products that come from small and community producers.

This is explained in our ‘Made With Heart’ story - available as tag copy and as a short animation.

FSC and the retailer play and important role too, in bringing the producer and consumer together for a brighter future for everyone.

**CAMPAIGN STICKER**

<table>
<thead>
<tr>
<th>This product was made with:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respect for the rights of workers, communities and indigenous peoples</td>
</tr>
<tr>
<td>Protection of the environment and endangered species</td>
</tr>
<tr>
<td>Prosperity of families and businesses, now and future</td>
</tr>
<tr>
<td>Care in using the best forest management practices</td>
</tr>
<tr>
<td>Empowerment of local communities to control and care for their resources</td>
</tr>
</tbody>
</table>

**INTANGIBLE INGREDIENTS**

**CYCLE OF COMMUNITY PROSPERITY**

- Prosperous community
- Well-managed forest
- Sustainable harvest
- Producers
- Consumers
- FSC certification
A. Made with heart stickers

a) With no attribution

b) With space for a specific group or place (e.g. Brazil)
B. ‘Intangible ingredients’ list

This product was made with:

- **Respect** for the rights of workers, communities and indigenous peoples
- **Protection** of the environment and endangered species
- **Prosperity** of families and businesses, now and future
- **Care** in using the best forest management practices
- **Empowerment** of local communities to control and care for their resources
C. Cycle of Community Prosperity
When you buy an FSC certified product from small and community producers, you’re doing good.

FSC certified small and community producers include families, cooperatives, small woodlot owners, and indigenous peoples. They manage forests and produce goods in a way that respects human rights and protects the environment…all while helping their communities prosper.

It’s a special recipe. With every purchase, you enable their ambitions and forests to grow. With every product, they contribute to a brighter future for us all. That’s what happens when products are made with heart.

To learn more visit www.community.fsc.org.
Beautifully crafted
from well-managed forests of small and community producers.

When you buy an FSC-certified product from small and community producers, you're doing good. FSC-certified small and community producers include families, cooperatives, small woodland owners, and indigenous peoples. They manage forests and procure goods in a way that respect human rights and protect the environment... all while helping their communities prosper.

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With every product, they contribute to a brighter future for us all.
That's what happens when products are made with heart.

To learn more visit www.community.fsc.org.

How our products get to you. And how your purchases keep our communities going...

© FSC International
F. POS example - Poster
G. Campaign example – In store promotion
The SCLO Marketing Toolkit houses all of the assets of the ‘Made with Heart’ campaign. The website is public, but only registered retailers can download campaign assets to create their marketing campaigns. The toolkit also includes instructions on building a campaign and success stories from past campaigns. It is a one-stop shop with everything a retailer needs.

www.community-kit.fsc.org

If Certificate Holders want to promote the SCLO Marketing Toolkit as a way to attract customers for products from small and community producers, they should contact FSC International to learn more. Contact details are on page 29.
The SCLO Campaign website can accompany any retailer’s campaign as a source of information about the SCLO, FSC, and small and community producers.

The site takes users through the campaign and explains what ‘Made with Heart’ means.

There are interactive elements such as:

• The Map of Eligible Small and Community Producers
• The ‘Made with Heart’ video
• An animated ‘Cycle of Community Prosperity’

In addition, there are real community stories on the website that illustrate who FSC small and community producers are and how they benefit from their certification.

Finally, consumers can find examples of products and where to buy FSC.

www.community.fsc.org
How to get started

Contact FSC International or your FSC National office to download the Certificate Holders Kit, including:

- SCLO Labelling:
  - Advice Note FSC-ADV-50-003
  - Guidance on the Advice Note

- Introductory Guide to the SCLO for Certificate Holders

- Trademark Quick Guide
For more information

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