



Fashion Forever Green Pact

Commitment Letter

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The fashion industry's circularity transformation is much-needed: a low-carbon future that is ethical, regenerative and transparent. Today's reality, however, is that significant demand for virgin materials remains. Renewable fibres such as man-made cellulosic fibres (MMCFs) have taken the lead as a more sustainable alternative. Nevertheless, the majority of these fibres are sourced from uncertified forests, leaving these ecosystems vulnerable to deforestation, illegal logging and threatening the people that rely on them. With uncertified sourcing expected to grow, the fashion industry must take action to safeguard forests from further harm.

A world where forests and fashion can coexist is possible

The Fashion Forever Green Pact is a call to immediate action for the fashion industry—brands, retailers and manufacturers alike—to adopt responsible sourcing in support of the world's forests. Through a commitment to responsible procurement policies, certified sourcing and FSC labeling, the fashion industry can support the sustainable production of renewable fibres. Joining the Pact assures brands are proactive in supporting responsible forestry, manufacturers realize their essential role in maintaining supply chain integrity and consumers are enabled to shop responsibly.

FSC certification is a vital tool that can help protect forests worldwide. As the most rigorous forest certification system, FSC's "check tree" label – found on millions of products worldwide – verifies sustainable sourcing of forest-based materials like MMCFs, from forest to consumer. FSC's responsible forestry standard, linked to a strict chain of custody certification, is a proven solution to tackle today's climate and biodiversity challenges. This means choosing FSC helps protect the future of forests and the communities who depend on them.

Brands and manufacturers can make a difference and together, we can ensure there are forests for fashion, for all, forever.



Commitment for brands and retailers

Through the Fashion Forever Green Pact, signatory companies commit to take three simple actions:

1. Join the Canopy Style Initiative to address risks of sourcing from Ancient and Endangered forests by 2022 (if applicable)
2. Start sourcing FSC certified MMCFs from FSC certified suppliers within a year of signing
3. Use the FSC label on a clothing line or garment range by 2025

Signatory brands commit to delivering these 3 steps:

Step 1: Commit to participate in this action

- Sign commitment letter
- Join Canopy Style Initiative (if applicable and share with FSC)
- Identify stakeholder to publicly represent company in relation to the Fashion Forever Green Pact (their name and title will be featured)

Step 2: Coordinate communication

- Appoint comms stakeholder who can review FSC launch communications and serve as a key contact
- Provide logo of the company for planned launch communications
- When available, provide pictures, video footage, graphic materials and quotes for communication purposes. Collaboration for videos, interviews and press releases might be requested at a later stage.
- Release public statement on commitment on the company's website within 3 months of joining
- Share any relevant information related to the forest products procurement policies of the company

Step 3: Ensure labelling of your products by 2025. This includes:

- Start sourcing FSC certified MMCFs from FSC certified suppliers within a year of signing this commitment and ensure your suppliers have MMCFs specified in the scope of their FSC Chain of Custody certificate
- Label at least one clothing line or garment range that uses MMCFs with the FSC label by 2025

Commitment for manufacturers



Through the Fashion Forever Green Pact, manufacturers commit to take one simple action:

- Obtain FSC Chain of Custody (CoC) Certification within a year of signing. N.B. Only viscose producers with a full 'green shirt' designation within the Canopy Hot Button Ranking can join this initiative.

Signatory manufacturers commit to delivering these 2 steps:

Step 1: Commit to participate in this action

- Sign commitment letter
- Set up a roadmap to achieve certification within a year of signing and share with FSC
- Identify stakeholder to publicly represent company in relation to the Fashion Forever Green Pact (their name and title will be featured)

Step 2: Coordinate communication

- Appoint comms stakeholder who can review FSC launch communications and serve as a key contact
- Provide logo of the company for planned launch communications
- When available, provide pictures, video footage, graphic materials and quotes for communication purposes. Collaboration for videos, interviews and press releases might be requested at a later stage.
- Release public statement on commitment on the company's website within 3 months of signing
- Share any relevant information related to the forestry procurement policies of the company

By signing the Fashion Forever Green Pact, [the company/organization] commits to the aforementioned actions, thereby joining the growing group of companies that have made a pledge to take immediate action to protect forests worldwide.

FSC commits to support and advise companies to meet commitment deadlines.

By signing the Fashion Forever Green Pact, FSC is hereby offering to your company a one-time-use promotional license under the following conditions:

1. FSC Global Development GmbH grants to [the company/organization] a revocable, non-exclusive and non-transferable license to use the FSC logo and trademarks in context with the campaign:





2. [The company/organization] shall cease using the FSC trademark license in context with this campaign on 31 December 2025.

[The company/organization] agrees regarding correct reproduction of the FSC logo and trademarks to comply with following:

- The FSC logo is not reproduced smaller than 10 mm in height
- The FSC logo is clearly distinguished in colour from the background and are not superimposed on other text or designs.
- There shall be enough space surrounding the FSC logo to ensure that they remain uncluttered.
- The use of the FSC trademarks - "FSC" or "Forest Stewardship Council" - shall be directly accompanied by the trademark registration symbol ® (in a superscript font) for the first or most prominent use in any text.

FSC Global Development GmbH warrants to [the company/organization] that it is entitled to grant to [the company/organization] the rights and licenses granted by this letter. FSC reserves all further rights with regards to the FSC trademarks.

[The company/organization] agrees to use the granted rights in good faith and in accordance with the terms and provisions stated herein and shall act in accordance with all reasonable instructions from FSC with respect to the FSC logo and trademark use.

[The company/organization] agrees not to adopt, use, permit the use of, register or attempt to register as a trademark, trade name, domain name or corporate name or as part thereof at any time any of the FSC trademarks, or any term or translation having the same meaning as any of the foregoing or any words, symbol or picture or combination thereof which is confusingly similar to any of the foregoing.

[The company/organization] further agrees not to modify the FSC logo and trademarks in any way.

[The company/organization] agrees to the terms and conditions of the Fashion Forever Green Pact.



[The company/organization] allows FSC to use/share their logos, pictures, quotes, links, progress reports and other relevant information related to the Fashion Forever Green Pact externally through FSC channels and other media content partnerships.

[The company/organization] agrees to exchange communication materials over a dedicated folder in the FSC cloud. Only the involved company, FSC and its extended marketing team (including third party agencies, designers, media or others) will have access to this folder. FSC will request approval when repurposing any materials for external use outside of FSC channels and other media content partnerships.

[The company/organization] agrees to be presented/included in the FSC websites as signatory of the Fashion Forever Green Pact. In case my company cease its participation before the deadline, I accept that my company will be withdrawn from this initiative. Withdrawn participants agree to have the terminated status publicly stated.

[The company/organization] agrees that its' status of the progress complying with the FSC Fashion Forever Green Pact and with the Canopy Style Initiative will be publicly presented in the FSC channels and other media content partnerships, and will be constantly updated.

[The company/organization] agrees that any public communication made by the company related to the Fashion Forever Green Pact shall be reviewed and approved by the FSC Trademark team in advance.

Please find the privacy statement for the Fashion Forever Green Pact [here](#).

Name of Company/Organization Representative

Company/Organization name
