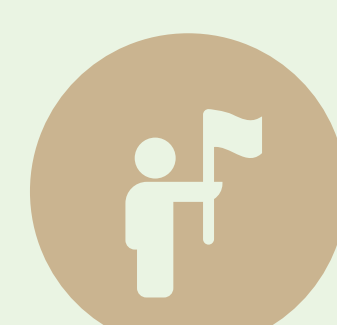




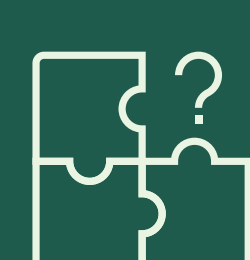
STRENGTHENING FSC'S POSITION IN FRANCE



AUTHORS

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Engagement plan to prepare for a targeted revision of France National Forest Stewardship Standard.



Problem / Opportunity

- France is an historical PEFC stronghold.
- The level of awareness about FSC is low among stakeholders involved in sustainable forest management.
- Plenty of myths and misperceptions.
- FM certification is increasing but still low compared to the potential of French forests.

Solution / Project's objective

We wanted to use the NFSS revision process and its key topics (climate change and intensive forest management) as an opportunity to raise awareness about FSC FM certification – how it works, the benefits and solutions it can bring to key issues of the French forest context – and mobilize stakeholders around FSC.

What we did

- A strong engagement phase at a regional level with 5 online webinars to discuss the key topics of the NFSS revision.
- Outreach to the key stakeholders in all chambers to convince them to participate actively in the revision process.
- Active communication about FSC's unique approach to engage stakeholders in a chamber-balanced revision process to achieve consensus.

What we achieved

- Reached 100 participants in 5 webinars with high level of satisfaction.
- Almost all key stakeholders applied as members of the working group for the NFSS revision. Strong environmental and social chambers.
- 2 podcasts, 1 video on the engagement phase, presentation's videos of each working group member, articles in forest media.

Learnings

FSC has a unique platform and mechanisms to promote engagement of stakeholders and build on it.

It was worth engaging above and beyond what is required purely from a normative viewpoint.

A targeted and thorough communication plan helped to highlight importance and proactively address risks.

Thanks to the greater recognition of FSC France in the forest sector, key stakeholders invest time and allocate priority.

