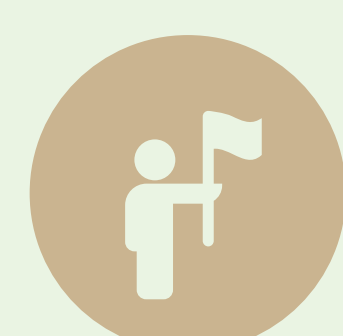




FSC'S GLOBAL LIVING ATLAS OF SUSTAINABLE FOREST MANAGEMENT PRACTITIONERS



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Proposing a freely-accessible, map-based platform for all FSC members to display and promote their work, connect with stakeholders, share news, exchange knowledge, and visualise impact.



Challenge

FSC lacks an engaging platform that shows the community of sustainable forest management practitioners. While the FSC Certificates Public Dashboard provides administrative information, such as licence and status of certification, there is no digital community platform showing all stakeholders and their location, as well as their stories and impact on an interactive map.



Goal

Visualising all FSC members, their organisations, geographical locations, and stories via an interactive map portal will help unite the international sustainable forest management movement. In addition to visualising this global network, the digital platform will provide members with the following services:

- Knowledge exchange and sharing of best practices.
- Promotion of FSC-certified management practices and products.
- Visualisation of impact, e.g., contributions to Sustainable Development Goals, in a transparent yet engaging way.
- Social sharing of news and community updates.
- Connection to FSC Certificate Public Dashboard to display certification status.



Solution

A global living map-based FSC community platform and atlas are needed to complement the administrative view.

A freely-accessible, white labelled map-based platform could be provided to members by FSC to meet multiple networking, knowledge-exchange, and communication needs. Such a community platform will serve as a connecting network and search engine for finding transparent and impactful FSC members according to various criteria and filters.

The use of the platform is voluntary and will help members to promote their services and sustainable forest products in a transparent and engaging way. Purpose-driven businesses could then find quality partners and supporters more easily.

Conclusion

The establishment of a marketplace-type search infrastructure and community platform on an interactive map will promote and help scale impactful forest projects and initiatives. This will support forest restoration, conservation, and sustainable management globally, while creating value for all participants.



Scan the QR code to open an example of how practitioners can be presented in the living atlas.

