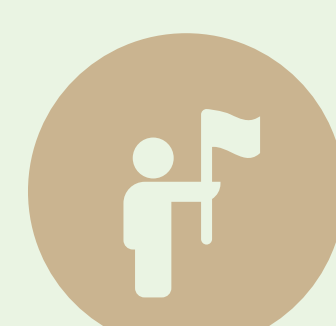




# TRANSFORMING THE SOUTH AFRICAN RETAIL SECTOR



AUTHORS

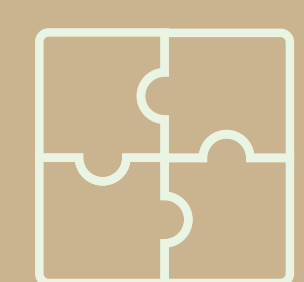
MANUSHKA MOODLEY & GERARD BUSSE, BOTH: FSC SOUTHERN AFRICA

Increase in CoC and Promotional License Agreements.



## Scope and objectives

- Support Strategy 2 of the Global Strategy: Transform Markets.
- To increase awareness of FSC certification amongst retail brands.
- To consolidate FSC's position in the packaging and charcoal sectors.
- Start addressing certification in other product categories: solid wood and textiles.
- To form partnerships with the top 10 retail groups in South Africa.
- To create greater awareness amongst consumers using retail platforms.



## Conclusions

- Response to Trademark infringements often open the door to engagement.
- Investment in human resources is required from FSC to convert infringements and interest into certificate holders.
- Technical resources are required to support stakeholders in understanding the FSC mission and value within the supply chain.
- Sharing success stories from within the sector is key to creating interest and possibilities.

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## Developments



- South Africa has increased its Promotional License Agreements by 59% since the last GA, which has driven the same growth in COC certificates since last GA.
- 5 largest grocery retail chains committed to sourcing FSC where possible – 50% of formal grocery trade in South Africa.
- 4 retail market leaders in Fashion, Beauty and Home Furnishings joined the program.
- Large scale conversion of private label packaging and products:
  - Woolworths Holdings converted more than 4 000 grocery lines in terms paper and paper board packaging, all paper bags, hygiene products, charcoal, gifting & wrapping paper.
  - Mr Price Group lead the charge in clothing swing tags – now most leading clothing retailers have followed, and novelty stationery.
  - Clothing retail chains have been engaged – not only for packaging, but also for textiles (dissolving pulp).
  - Road maps in place, and regular engagement to assist in conversion.
  - Take-a -lot, e-commerce market leader converted all cardboard boxes for dispatch.



mr price  
group limited

