FSC® stands for Forest Stewardship Council®. Created twenty years ago to protect the world’s forests, FSC is now the main initiative involving environmental conservation and sustainable use of forest resources, with presence in more than eighty countries, with the mission to unite ecological safeguards, social benefits and economic viability, through a global certification system of great credibility and impact.

The FSC governance system is based on the balance between social, economic and environmental chambers formed by forestry stakeholders around the world, who share the development and decision-making processes for all the rules, projects and programs run by FSC.

In Brazil, FSC is officially present since 2001, but the first Brazilian certified forests date back to 1995. The certified areas encompassing community producers, public concessions and corporate management in the Amazon, as well as forest plantations in the entire country, provide raw material for many end products such as books, packaging, furniture, floors, doors and even entire houses.

FSC certification is a major tool to fight deforestation and contributes to the responsible use of natural resources, promotes the conservation or improvement of ecosystem services such as water supply, soil formation and cultural values. It helps the conservation and regeneration of native forests and wildlife, promotes the welfare and rights of workers, local communities and indigenous peoples and adds value to products.

Visit our website and learn more about the FSC.

br.fsc.org
Introduction

Upon completion of the 2011 - 2014 four-year planning cycle, and along with the process of construction of 2020 strategy by FSC International, FSC Brazil started a reflection process with its members in order to build the new 2015-2020 strategic plan. This plan integrates the international issues with the main potentials and threats of the Brazilian reality, in the context of the common project of strengthening responsible forest management in our country.
Introduction

Upon completion of the 2011 - 2014 four-year planning cycle, and along with the process of construction of 2020 strategy by FSC International, FSC Brazil started a reflection process with its members in order to build the new 2015-2020 strategic plan. This plan integrates the international issues with the main potentials and threats of the Brazilian reality, in the context of the common project of strengthening responsible forest management in our country.

Two central elements summarize the assessment of the main results of the activities undertaken in the 2011 - 2014 Strategic Plan and situation analysis: the first one points to the consolidation of FSC Brazil office as a solid organization, able to deliver key results expected to the international system, as well as to national members, ready to take on a more proactive role in the protection of Brazilian and global forests. And the second element points to the need to restructure FSC’s tools and processes for two strategic areas in the Brazilian reality - the Amazon forest and smallholders.

With this perception and ratified mission, the general objectives and expected results for the coming years were defined.
strategic objective 1

Expand the recognition of FSC brand and concept, throughout all links of the forest supply chain until the end consumer.

Develop actions to ensure the positioning of the FSC brand, making it well known, understood and loved by the Brazilian society, as well as internalize FSC's principles and criteria in purchasing policies of governmental bodies, companies, NGOs, financial agents and consumers in general.

Expected Result 1.1: Have built an FSC brand that is well known, understood and loved by the Brazilian society.

Expected Result 1.2: Have created, articulated and implemented an advocacy strategy focused on the opening and consolidation of national markets for FSC certified productive chains.
Strengthen FSC certification in the Amazon

Develop actions to reconnect the FSC system with its origin, as a tool to fight deforestation and foster conservation of tropical forests through the development and implementation of innovative and effective actions to stimulate, disseminate and strengthen FSC's presence in the Amazon.

**Expected Result 2.1:** The certification of non-timber forest products (NTFP) in the Amazon was resumed and three major production chains were certified.

**Expected Result 2.2:** The certified area in the Amazon increased by 100% by 2020.

**Expected Result 2.3:** Tropical timber chain of custody certification increased by 100%, focusing on two priority chains: furniture / objects and construction.

**Expected Result 2.4:** The debate on responsible forest management in the Amazon has FSC's presence, promotion and support.
Promote effective and chamber-balanced participation

Develop actions that build and strengthen FSC as a platform aimed at ensuring and promoting economic, social and environmental rights, establishing itself as a relevant political forum for actors and movements of these three sectors, especially environmental and social movements, thus improving the balance and quality of participation of the three chambers in the governance of the FSC system.

**Expected Result 3.1:** The number of Brazilian members of FSC International in the Social and Environmental Chambers has doubled, based on the number of Brazilian members in 2014.

**Expected Result 3.2:** Participation of the Social and Environmental Chambers with recognized quality and effectiveness.
Ensure empowerment of the national office, enabling it to act in an integrated and autonomous way alongside the FSC network.

Develop actions to ensure the continuous expansion of the national office, both in terms of human resources and structure and technical expertise, in order to solidify a competent, responsible, effective, strategic and relevant national executive process in FSC’s international network.

**Expected Result 4.1:** FSC Brazil has become a leader in Latin America and one of the three most influential offices in the world, from the perspective of FSC as a "single global organization".

**Expected Result 4.2:** Have reached autonomy from FSC International as source of funding, not exceeding 50% of total annual revenues.

**Expected Result 4.3:** Have gained decision-making autonomy in at least three areas: conflict resolution, national pesticides derogation and national standards.
Strengthen smallholders and community certification

Develop innovative and effective actions that make the FSC system accessible to smallholders and/or community forest management producers of native forests and plantations, strengthening the internal governance of these groups, and economically inserting them into sustainable national and international production and consumption chains.

**Expected Result 5.1:** Have maintained the current community and/or smallholders certification holders, strengthening their presence in the national market.

**Expected Result 5.2:** Have certified over 200,000 hectares of smallholders (total area) and at least five (5) communities.

**Expected Result 5.3:** Have tried and consolidated innovative methodologies of inclusion of smallholders and community into FSC certification and supply chains, involving at least five (5) communities.