

IMAFLORA launches campaign in support of FSC® world initiative to forest conservation.

Piracicaba, September 25, 2014 – The Institute of Agricultural and Forest Management and Certification - IMAFLORA has launched a digital campaign to engage producers and consumers of FSC® (Forest Stewardship Council®) products in the world initiative that starts tomorrow, the “FSC Friday”. This event, which happens every year, calls the attention to forest conservation and to responsible forest management. (Details can be obtained in this [link](#)).

Beginning this Friday, Sept. 26, until Sunday, Oct.19, forest enterprises and consumers of forest products are invited to post photos, videos and a phrase about products carrying socioenvironmental certification on the *fan page* made available by IMAFLORA: “I use FSC products”. Those who want may complete the phrase “I use FSC products and contribute with ...” Forest enterprises should post advertizing material complemented with the phrase: “I manufacture FSC products and contribute with ...” The complete rules for this campaign may be obtained [here](#).

With this initiative IMAFLORA intends to raise civil society awareness regarding the origin of the products it consumes, the impact of its choices on natural resources and the possibility of making a positive contribution to the environment based on its buying options.

“Twenty years after the establishment of FSC, we are able to find innumerable certified products in our daily life: wood, paper, reconstituted panels, packaging materials and many others. It is about time that we recognize responsible consumption practiced by many citizens that has helped conservation of forests”, comments Leonardo Sobral, forest certification manager at IMAFLORA.

A jury, made up of personalities such as Mário Mantovani, SOS Mata Atlântica Public Policy Director; Caio Magri, Ethos Institute Executive Director for Operations, Business Practices and Public Policy; Flávia Ferros, FSC Brasil Communications Coordinator, and Marco Lentini, Coordinator of the WWF Amazon Program will choose the most creative materials that best convey the assurances of certification to the public, based on a previous screening of everything received by IMAFLORA and the most popular pieces.

The contribution – The FSC® label shown on products or product packages is the final result of a long process that guarantees that strict social and environmental requirements were followed and that the raw material obtained from the forest complied with management practices that did not damage the ecosystem.

The social and environmental Principles and Criteria that must be followed by certified enterprises and that are checked on the ground by field audits include: forest management that conserves biodiversity, water resources, soil, and indigenous people’s rights, good relations with local communities, maintenance and improvement of forest workers well-being.

FSC® certification applies to enterprises or individuals that are involved in harvesting, production, industrialization or trading of products obtained from native or planted forests. In order to obtain certification, the forest operation must follow the practices required by FSC®, and after these practices are verified through field audits, the forest enterprise is entitled to use on its products the FSC® label that identifies and guarantees the whole process. To learn more about the FSC® Principles and Criteria, please click [here](#).

About IMAFLORA

IMAFLOA - Institute of Agricultural and Forest Management and Certification is a nonprofit Non Governmental Organization established in 1995 in Piracicaba, São Paulo, Brazil, that strives to promote the conservation and the sustainable use of natural resources and to generate social benefits in the forest and agricultural sectors. Although its operations are basically carried out in Brazil, IMAFLORA has a marked

participation in international forums dealing with social and environmental sustainability issues. To learn more access: www.imaflora.org

Press Contact

Fátima Nunes – MTb 13.100

+55 11 3037.7034 / +55-11-98274-5553

fatima@imaflora.org