

Major FSC Milestones

- **Process development and refinement**
- **Institutional sustainability**
- **Financial sustainability**

FSC Process Development

- **Founding Assembly (1993)**
- **By-Laws ratified (1994)**
- **FSC Secretariat established (1994)**
- **Principles 1 – 9 ratified (1994)**
- **Principle 10 ratified (1996)**

FSC Process Refinement

- **Assembly voting rules amended (1996)**
- **Percentage-based claims policy (1997)**
- **Principle 9, Criterion 6.10 and 10.9 revised and ratified (1999)**
- ***Precautionary Approach* added to P&C (1999)**
- **US Standards Committee begins to develop US regional standards (1999)**
- **Non-timber forest products certified (2000)**

Institutional Sustainability

Environmental groups

- **Most major environmental groups**

Business / Industry

- **Major retailers (Home Depot, Lowe's)**
- **47 million acres in Canada under scoping**

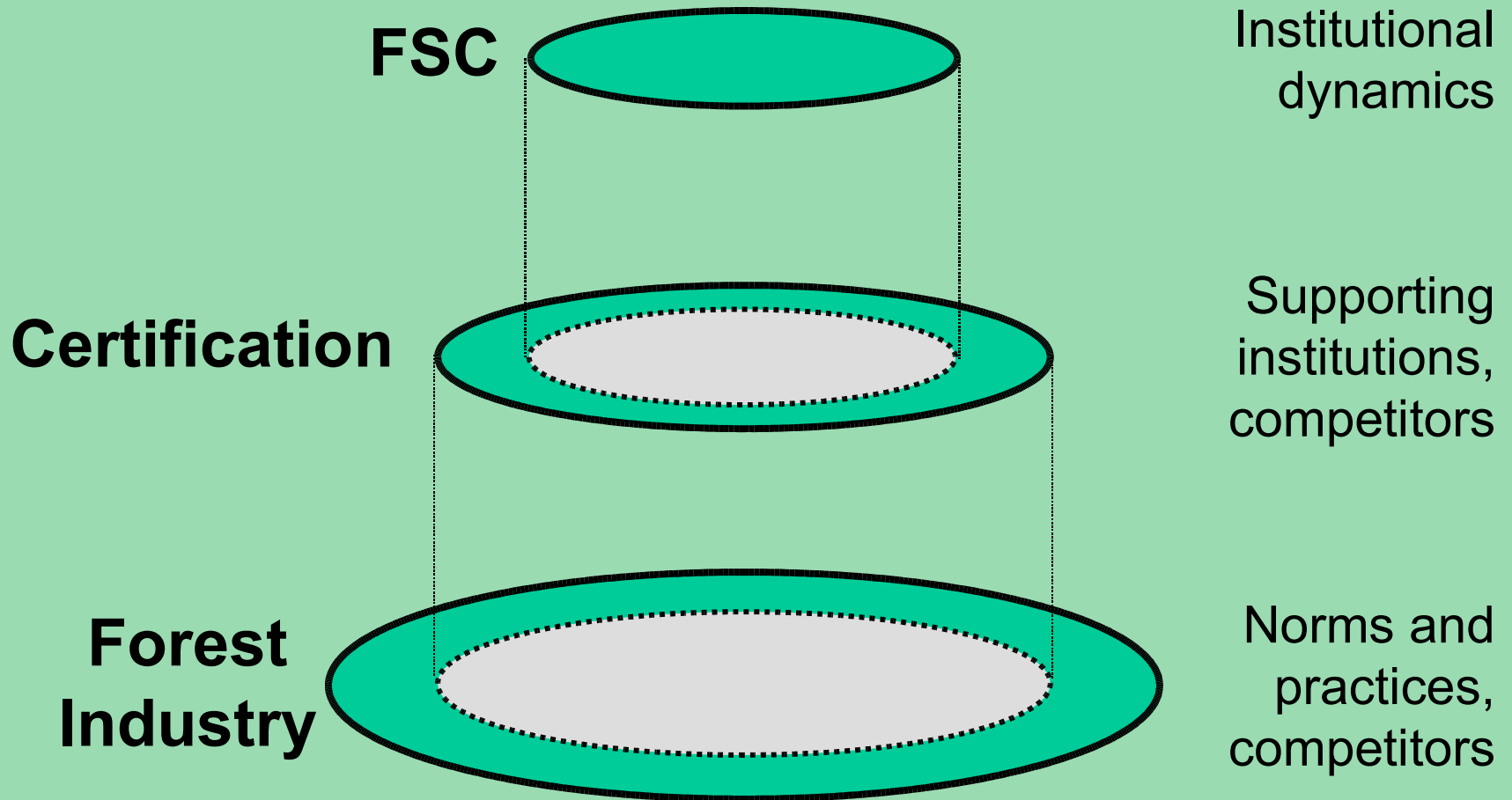
Social groups

- **Indigenous groups, unions**
- **Important issues outside of US**

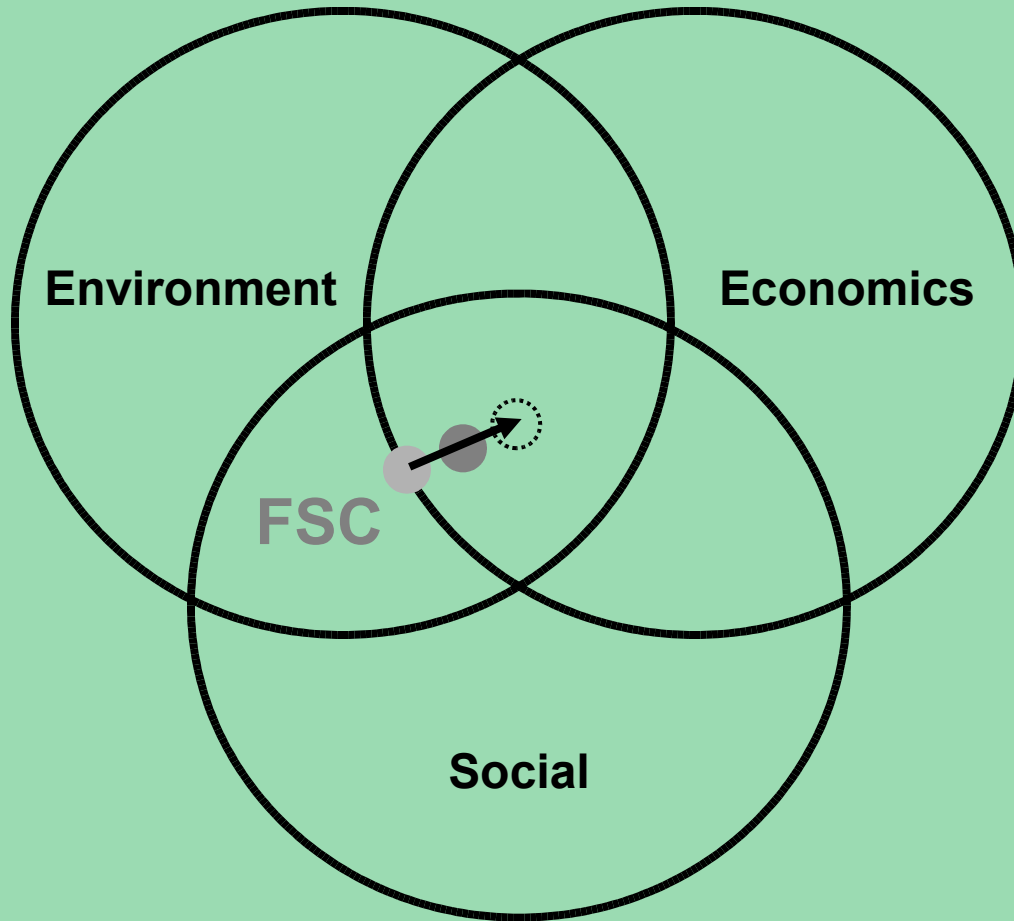
Financial Sustainability

- **Long-term financial commitments**
- **Building brand equity**
- **Increasing value in marketplace**

Evolving Contexts



Balancing Concerns



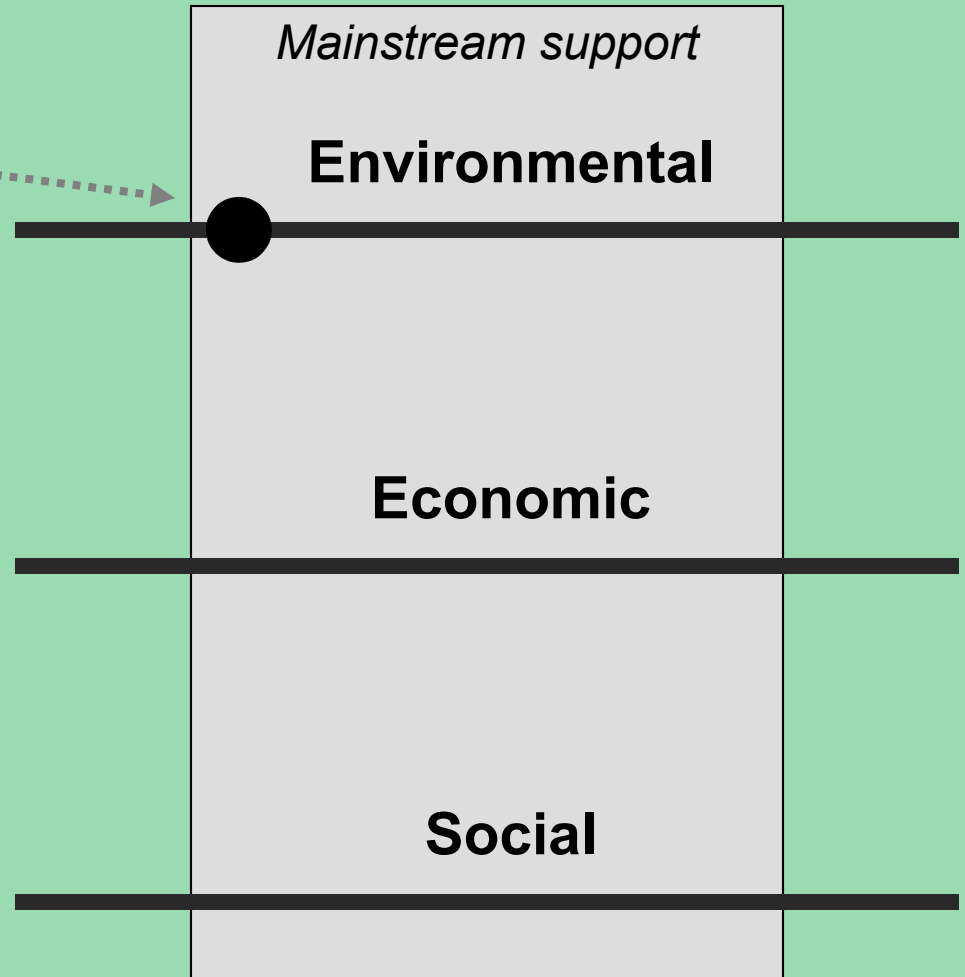
Challenges for FSC

Vocal support at the margin

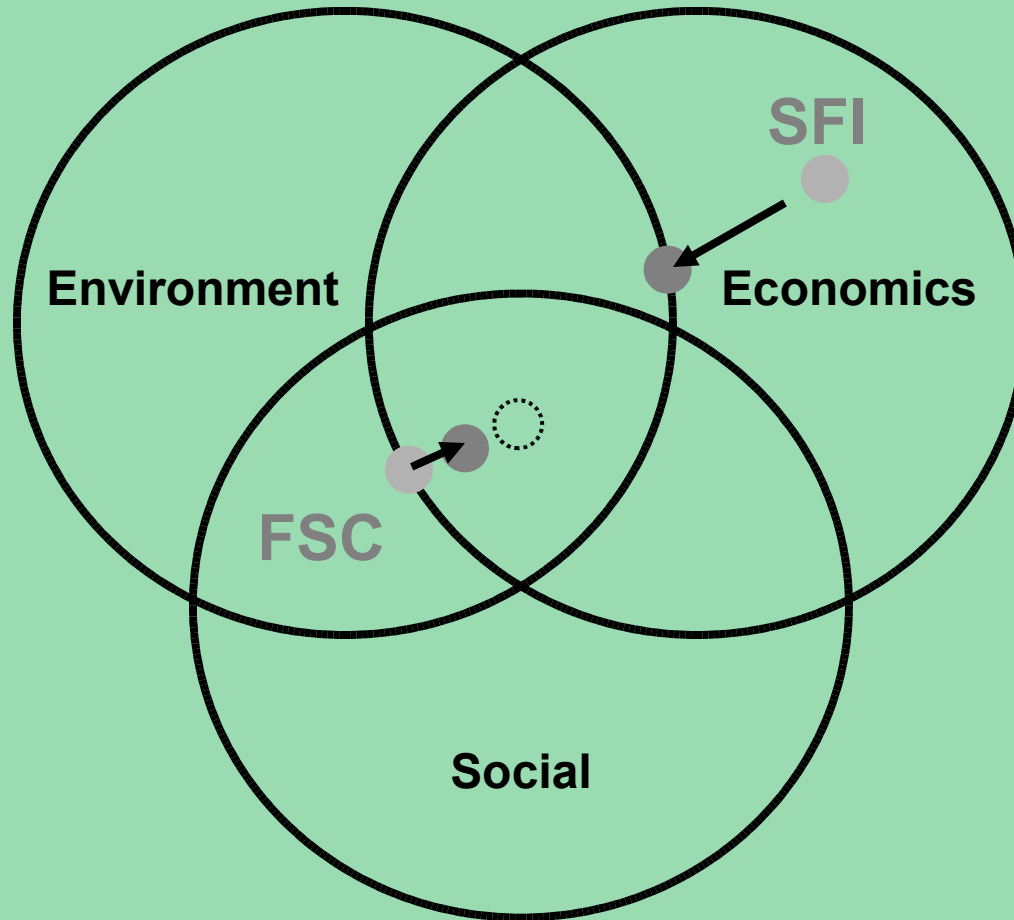


Enables competitors to label the FSC as extremist

PUBLIC TRUST



Influencing Others



The Meridian Study