



Forest Stewardship Council®



Requirements for use of the FSC® trademarks by certificate holders
Zahteve uporabe blagovnih znamk FSC za imetnike certifikata FSC®

FSC-STD-50-001 V2-0

Neuradni slovenski prevod standarda - le za stranke podjetja Bureau Veritas, d.o.o



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Standard

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Predgovor Bureau Veritas Certification

Ta dokument (FSC International Standard - Requirements for use of FSC trademarks by Certificate Holders) je pripravil FSC TM; v slovenščino ga je prevedel Bureau Veritas Certification.

Vir dokumenta je standard **FSC-STD-50-001 V2-0 EN**, ki je prosto preveden in reproduciran z dovoljenjem FSC. Uradna različica standarda je angleška različica. V primeru dvoma v interpretacijo in prevod besedila upoštevajte angleško različico. Za vsa dodatna vprašanja nas prosim kontaktirajte.

The Forest Stewardship Council (FSC) is an independent, not-for-profit, nongovernmental organization established to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

The FSC vision is that the world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

The Forest Stewardship Council® (FSC) je neodvisna, neprofitna, nevladna organizacija, ustanovljena z namenom podpore okoljsko primerne, družbeno koristne in gospodarsko smiselne vodenja svetovnih gozdov.

Vizija FSC je, da svetovni gozdovi uresničujejo družbene, okoljske in gospodarske pravice in potrebe sedanjih generacij brez ogrožanja prihodnjih generacij.

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Introduction

This document contains the requirements and guidelines for the use of Forest Stewardship Council trademarks by FSC certificate holders.

It covers labelling and the promotion of products with FSC trademarks, as well as the promotion of an organization's status as an FSC certificate holder.

Labelling products and promoting them with FSC trademarks helps consumers to make informed decisions about the products and materials they purchase. Therefore, it is essential that FSC trademarks are used correctly, do not mislead customers or the public about certification claims, and are not associated with quality aspects beyond those covered by FSC certification.

The FSC trademarks are the primary communications tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC.

As FSC licence holders, certificate holders play an important role in protecting the joint investments that licensees as users, and FSC as the trademark owner, have made to develop the FSC system.

These requirements are established to ensure accurate messaging about the meaning of FSC, and to enhance the unified presentation of these messages to increase recognition of the licensee's accomplishments.

FSC provides further tools to help certificate holders in labelling and promotion, such as:

- a quick guide to FSC trademark use, available on the FSC website, that summarizes the core requirements presented in this document;*
- an online trademark portal and marketing toolkit with guidance and ready-to-use examples on how to create promotional materials in line with the FSC brand;*
- an online training course on the use of FSC trademarks.*

Certificate holders' access to the online services is arranged through certification bodies.

Uvod

Ta dokument opredeljuje zahteve in smernice za uporabo blagovnih znamk Forest Stewardship Council s strani imetnikov certifikatov FSC.

Dokument opredeljuje označevanje in promocijo izdelkov z blagovnimi znamkami FSC ter promocijo organizacij kot imetnikov certifikatov FSC.

Označevanje in promoviranje izdelkov z blagovnimi znamkami FSC potrošnikom pomaga pri sprejemanju informiranih odločitev o izdelkih in materialih, ki jih kupujejo, zato je bistveno, da se blagovne znamke FSC pravilno uporabljajo, ne zavajajo kupcev ali javnosti o certifikacijskih zahtevkih in niso povezane z vidiki kakovosti, ki presegajo tiste, ki jih zajema certifikacija FSC .

Blagovne znamke FSC so primarno komunikacijsko orodje za imetnike certifikatov FSC, s katerim sporočajo, da njihovi izdelki ustrezajo standardom, določenim s strani FSC.

Kot nosilci licenc FSC imajo imetniki certifikatov pomembno vlogo pri zaščiti skupne naložbe v razvoj sistema FSC – tako imetnikov licence kot uporabnikov ter FSC-ja kot lastnika blagovne znamke.

Te zahteve so določene za zagotavljanje pravilnega sporočanja o pomenu FSC in za krepitev enotnosti predstavitve teh sporočil ter s tem povečanje prepoznavnosti dosežkov imetnika licence.

FSC imetnikom licence ponuja dodatna orodja za pomoč pri označevanju in promociji, kot so:

- hiter vodnik o uporabi blagovnih znamk FSC, ki je na voljo na spletni strani FSC, v katerem povzame temeljne zahteve, predstavljene v tem dokumentu;
- spletni portal blagovnih znamk in orodje za trženje z navodili in primeri kako ustvariti promocijski material skladno z blagovno znamko FSC;
- spletno izobraževanje o uporabi blagovnih znamk FSC.

Dostop imetnikov licence do spletnih storitev je organiziran preko certifikacijskih organov.

Version history

V1-0

The first version of the requirements, approved in January 2010, combined several documents and gathered together all the clauses on trademark use previously presented over a number of standards and guidelines. V1-0 also introduced new on-product labels to the FSC system.

V1-1 & V1-2

Minor reviews in February and November 2010 clarified the language and terminology used, and made improvements to the graphical requirements based on stakeholder comments, to ease the use of the new labels.

V2-0

A major review took place to create this current version, which incorporates Motion 29, passed at the 2014 General Assembly.

The requirements were simplified and a trademark use management system option introduced for certificate holders.

NOTE: *The decision on MIX-label text was postponed until the controlled wood strategy is approved.*

The MIX label presented in this version may be used until this revision happens, which will be at latest within one year after approval of the FSC controlled wood strategy.

A Objective

The objective of this standard is to set the minimum requirements and provide recommendations for FSC trademark use in the labelling and promotion of FSC-certified products, and for the promotion of FSC certification by FSC certificate holders.

Pretekle različice:

V1-0

Prva različica zahtev, odobrena januarja 2010, je združevala več dokumentov in klavzul o uporabi blagovnih znamk, ki so bile predhodno predstavljene v številnih standardih in smernicah. V1-0 je uvedla tudi nove oznake na izdelkih po sistemu FSC.

V1-1 & V1-2

Manjše spremembe v februarju in novembru 2010, obrazložitev uporabljenega jezika in terminologije ter izboljšanje grafičnih zahtev, na podlagi komentarjev s strani interesnih skupin, za lažjo uporabo novih oznak.

V2-0

Pri izdelavi trenutne različice je prišlo do večjih sprememb na podlagi predloga "Motion 29", ki je bil sprejet na Generalni skupščini leta 2014.

Zahteve so bile poenostavljene in uveden je bil sistem za upravljanje z blagovnimi znamkami za imetnike certifikatov.

OPOMBA: *Odločitev o besedilu na nalepki MIX je bila preložena, dokler ne bo odobrena "strategija nadzorovanega lesa (controlled wood strategy)".*

Oznaka MIX, predstavljena v tej različici, se sme uporabljati dokler se ne izvede ta sprememba, ki bo najkasneje eno leto po odobritvi strategije FSC Controlled Wood".

A Cilj

Cilj tega standarda je določiti minimalne zahteve in priporočila za uporabo blagovnih znamk FSC za označevane in promocijo FSC certificiranih proizvodov ter za promoviranje FSC certifikacije s strani imetnikov certifikatov FSC.

B Scope

Adherence to this standard is mandatory for all FSC certificate holders that are entitled to use the FSC trademarks, as it sets out how to use the FSC trademarks correctly. The standard covers use of the FSC trademarks on FSC-certified products, use for promotion of FSC-certified products, and use for promotion of the organization's status as an FSC certificate holder. This standard also forms the basis for evaluation and approval, by FSC- accredited certification bodies, of all certificate holders' uses of FSC trademarks.

Elements for making FSC claims on invoices and delivery documents are defined in chain of custody standard FSC-STD-40-004 and are not affected by these requirements.

C Standard effective date

Approval date	October 2017
Publication date	November 2017
Effective date	1 March 2018
Transition period	1 March 2018 – 28 February 2019
Period of validity	Until replaced or withdrawn

Please note that existing stocks of labelled products and promotional materials that have been approved as correct according to previous versions of the FSC trademark standards may continue to be used and distributed.

D References

- FSC-STD-30-010 Controlled Wood Standard for Forest Management Enterprises
- FSC-STD-40-003 Chain of Custody Certification of Multiple Sites
- FSC-STD-40-004 Chain of Custody Certification
- FSC-STD-40-005 Requirements for Sourcing FSC Controlled Wood
- FSC-STD-40-006 FSC Chain of Custody Standard for Project Certification
- FSC-STD-40-007 Sourcing Reclaimed Material for Use in FSC Product Groups or FSC Certified Projects

B Obseg

Ta standard morajo upoštevati vsi imetniki certifikatov FSC, ki so upravičeni do uporabe blagovnih znamk FSC. Standard opredeljuje pravilno uporabo blagovnih znamk FSC. Standard zajema uporabo blagovnih znamk FSC na certificiranih proizvodih, uporabo blagovne znamke za promocijo FSC certificiranih proizvodov ter za promoviranje podjetij kot nosilcev certifikata FSC. Ta standard je tudi osnova akreditiranim certifikacijskim organom za ocenitev in odobritev uporabe blagovnih znamk FSC.

Elementi za opredelitev FSC zahtevkov na računih in dobavnih so opredeljeni v standardu o nadzorni verigi (chain of custody standard) FSC-STD-40-004 in te zahteve nanj nimajo vpliva.

C Datum uveljavitve standarda

Datum odobritve:	Oktober 2017
Datum objave:	November 2017
Začetek veljavnosti:	1. marec 2018
Prehodno obdobje:	1. marec 2018 – 28. Februar 2019
Obdobje veljavnosti:	Do zamenjave ali umika.

Obstoječe zaloge označenih izdelkov in promocijskega gradiva, ki so bili odobreni kot pravilni v skladu s prejšnjimi različicami standardov FSC za blagovne znamke se smejo še naprej uporabljati in razdeljevati.

D reference

- FSC-STD-30-010 Controlled Wood Standard for Forest Management Enterprises
- FSC-STD-40-003 Chain of Custody Certification of Multiple Sites
- FSC-STD-40-004 Chain of Custody Certification
- FSC-STD-40-005 Requirements for Sourcing FSC Controlled Wood
- FSC-STD-40-006 FSC Chain of Custody Standard for Project Certification
- FSC-STD-40-007 Sourcing Reclaimed Material for Use in FSC Product Groups or FSC Certified Projects

Part I: General requirements

1. Ground rules for using the FSC trademarks

1.1 The Forest Stewardship Council AC (FSC) owns the following registered trademarks:

(a) the name 'Forest Stewardship Council'

(b) the initials 'FSC'

(c) the FSC logo

(d) the 'Forests For All Forever' - full mark

(e) the 'Forests For All Forever' - logo with text mark



1.2 In order to use these FSC trademarks, the organization shall have a valid FSC trademark licence agreement and hold a valid certificate.

Note 1. Consultations for certification

Organizations applying for forest management certification or conducting activities related to the implementation of controlled wood requirements, may refer to FSC by name and initials for stakeholder consultation.

1.3 The FSC trademark licence code assigned by FSC to the organization shall accompany any use of the FSC trademarks. It is sufficient to show the code once per product or promotional material.

1.4 The FSC logo and the 'Forests For All Forever' marks shall include the trademark symbol ® in the upper right corner when used on products or materials to be distributed in a country where the relevant trademark is registered. The symbol ® shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is sufficient (e.g. website or brochure). For use in a country where the trademark is not yet registered, use of the symbol TM is recommended. The Trademark Registration List document is available in the FSC trademark portal and marketing toolkit.

I. Del: Splošne zahteve

1. Temeljna pravila za uporabo blagovnih znamk FSC

1.1. Forest Stewardship Council AC (FSC) ima v lasti naslednje registrirane blagovne znamke:

(a) ime 'Forest Stewardship Council'

(b) kratico 'FSC'

(c) logotip FSC

(d) 'Forests For All Forever' – polno oznako

(e) the 'Forests For All Forever' – logotip z besedilom



1.2 V namen uporabe blagovnih znamk FSC, mora organizacija podpisati Dogovor o licenci za uporabo blagovnih znamk FSC (FSC trademark license agreement) in imeti veljaven certifikat.

Opomba 1. Posvetovanja o certificiranju

Organizacije, ki zaprosijo za certificiranje upravljanja z gozdovi ali za izvajanje dejavnosti, povezanih z nadzorom lesa, se smejo pri posvetovanju z deležniki sklicevati na ime ali na kratico FSC.

1.3 Licenčna koda za blagovno znamko FSC, ki jo FSC dodeli organizaciji, mora spremljati vsako uporabo blagovne znamk FSC. Zadošča en prikaz kode na izdelek ali na promocijsko gradivo.

1.4 Logotip FSC in oznaka "Forests For All Forever" morata vključevati simbol blagovne znamke® v zgornjem desnem kotu, če se uporabljajo na izdelkih ali gradivih, ki se distribuirajo v državi, v kateri je predmetna blagovna znamka registrirana. Simbol® se mora dodati tudi napisom "FSC" in "Forest Stewardship Council" pri prvi ali najvidnejši uporabi v katerem koli besedilu; zadošča ena uporaba na gradivo (npr. spletna stran ali brošura). Za uporabo v državi, kjer blagovna znamka še ni registrirana, je priporočljiva uporaba simbola TM. Seznam registriranih blagovnih znamk je na voljo na portalu blagovnih znamk FSC in v orodju za trženje (marketing toolkit).

1.5 The organization shall either have an approved trademark use management system in place or submit all intended uses of FSC trademarks to its certification body for approval. Please see Annex A for further information on trademark use management system.

1.6 The products which are intended to be labelled with the FSC on-product label or promoted as FSC certified shall be included in the organization's certificate scope and shall meet the eligibility requirements for labelling, as stipulated by the respective FSC standard.

1.7 Holders of group, multi-site, or project certificates shall refer to Annex B of this standard for additional requirements for the use of the FSC trademarks.

2. Restrictions on using FSC trademarks

2.1 The FSC trademarks shall not be used:

- a) in a way that could cause confusion, misinterpretation, or loss of credibility to the FSC certification scheme;
- b) in a way that implies that FSC endorses, participates in, or is responsible for activities performed by the organization, outside the scope of certification;
- c) to promote product quality aspects not covered by FSC certification;
- d) in product brand or company names, such as 'FSC Golden Timber' or website domain names;
- e) in connection with FSC controlled wood or controlled material - they shall not be used for labelling products or in any promotion of sales or sourcing of controlled material or FSC controlled wood; the initials FSC shall only be used to pass on FSC controlled wood claims in sales and delivery documentation, in conformity with FSC chain of custody requirements.

2.2 The name 'Forest Stewardship Council' shall not be replaced with a translation. A translation may be included in brackets after the name:

Forest Stewardship Council® (translation)

1.5 Organizacija mora imeti ali vzpostavljen odobren sistem za upravljanje z blagovnimi znamkami ali pa mora vsako nameravano uporabo blagovnih znamk FSC predložiti certifikacijskemu organu v odobritev. Za dodatne informacije o sistemu za upravljanje z blagovnimi znamkami glejte Prilogo A.

1.6 Proizvode, katere se namerava označiti z FSC oznako na proizvodu ali promocijo kot FSC certificirano, je potrebno vključiti v certifikat organizacije in morajo ustrezati zahtevam glede označevanja, tako kot to določa ustrezni standard FSC.

1.7 Imetniki skupinskega, multi-site ali projektne certifikata morajo pri uporabi blagovnih znamk FSC, zaradi dodatnih zahtev, upoštevati tudi Prilogo B tega standarda.

2. Omejitve pri uporabi blagovnih znamk FSC

2.1 Blagovne znamke FSC se ne sme uporabljati:

- a) Na način, ki bi lahko povzročil zmedo, napačno razlago ali izgubo verodostojnosti certifikacijske sheme FSC;
- b) na način, ki nakazuje na to, da FSC podpira, sodeluje ali je odgovorna za dejavnosti organizacije izven področja certificiranja;
- c) za oglaševanje kakovosti proizvodov, z vidikov ki niso vključeni v FSC certificiranje;
- d) v imenih blagovnih znamk ali podjetij, kot so "FSC Golden Timber" ali v imenu domene spletnega mesta;
- e) v povezavi s FSC Controlled Woodali FSC kontroliranim materialom – ti se ne smejo uporabljati za označevanje izdelkov namenjenih za promocijo prodaje ali pridobivanja nadzorovanega materiala; začetnice FSC se lahko uporabijo samo za posredovanje FSC trditev o nadzoru lesa, v prodajni in dobavni dokumentaciji, skladno z zahtevami nadzorne verige FSC.

2.2. Imena »Forest Stewardship Council« se ne sme nadomestiti s prevodom. Prevod se sme dodati v oklepaju za imenom:

Forest Stewardship Council® (prevod)

Note 2. Compliance with the requirements

FSC reserves the right to suspend or terminate permission to use the FSC trademarks if the organization is failing to comply with the FSC trademark requirements, as set out in this standard. The interpretation of these rules is at the sole discretion of FSC.

Opomba 2. Upoštevanje zahtev

FSC si pridržuje pravico, da suspendira ali odvzame dovoljene za uporabo blagovnih znamk FSC, če organizacija ne izpolnjuje zahtev glede blagovnih znamk FSC, kot je to določeno v tem standardu. Razlaga teh pravil je po lastni presoji FSC-ja.

Part II: Using the FSC labels on products

3. Selecting the FSC label

3.1 In order to make an on-product claim, the organization shall select the correct FSC label on the basis of the FSC claim. A text reference to FSC certification on a product may only be made in addition to an on-product label.

3.2 The labels corresponding to the claims categories shall be:

	FSC 100%	FSC Mix	FSC Recycled		FSC 100%	FSC Mix	FSC Recycled
FSC claims				FSC zahtevki			
FSC claims specific to small and community producers			FSC Recycled not applicable	FSC zahtevki, specifični za manjše in skupnostne proizvajalce			FSC Recycled se ne uporablja

3.3 The FSC on-product label elements shall be:



* Compulsory element

(*) Compulsory in certain circumstances (see clauses 3.6 and 3.7).

3.4 Only the FSC label artwork provided by the trademark portal, or otherwise issued and approved by the certification body or FSC, shall be used. Access to the trademark portal is arranged by the organization's certification body.

II DEL: Uporaba oznak FSC na proizvodu

3. Izbira ustrezne FSC oznake

3.1 Da lahko uporabi FSC zahtevek na proizvodu, mora organizacija izbrati ustrezno oznako FSC za vsak zahtevek. Sklicevanje na FSC certificiranje se sme v besedilu uporabiti le pri proizvodih s FSC oznako.

3.2 Etikete, ki ustrezajo kategorijam zahtevkov FSC, morajo biti:

3.3 Zahtevani elementi oznake na proizvodu morajo biti:



* Obvezni element

(*) Obvezno v določenih okoliščinah (glej določbi 3.6 in 3.7).

3.4 Uporablja se lahko le grafične predloge FSC, ki so na voljo na portalu blagovnih znamk in oznake, ki na drug način izdane in odobrite certifikacijski organ ali FSC. Dostop do portala blagovnih znamk ureja certifikacijski organ organizacije.

3.5 Organizations are responsible for compliance with national labelling requirements and consumer protection laws in those countries in which FSC-certified products are promoted, distributed, and sold.

Note 3. National requirements and laws in FSC audits
FSC certification audits do not address compliance with such national requirements and laws.

3.6 The product type shall be specified unless all the materials of the product and its packaging/content are FSC certified (see clause 4.1). Certified material may be specified either by using product type within the label, or by additional text next to it. Product type shall be always specified:

- a) on printed publications and on stationery made of paper
- b) on products containing neutral materials that cannot be distinguished from FSC- certified ingredients (e.g. wood fibre used with uncertified neutral materials such as cotton fibre in paper specified as "wood" instead of "paper").

3.7 Specific product names shall not be used as product types. A list of product types (e.g. 'paper', 'wood') is provided in the trademark portal. These are intended as broad categories. The list is not exhaustive and organizations shall contact FSC via the certification body with any request for a new product type (e.g. a non-timber forest product) to be added.

Using the Moebius loop

3.8 The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels.

3.9 The Moebius loop shall not be used without a percentage figure. The figure shall reflect the sum of post- and pre-consumer reclaimed material content, which can be substantiated through FSC chain of custody controls.

3.5 Organizacije so same odgovorne za skladnost z nacionalnimi zahtevami glede označevanja in z zakoni o varstvu potrošnikov v tistih državah, v katerih promovirajo, distribuiraajo in prodajajo FSC certificirane proizvode.

Opomba 3. Nacionalne zahteve in zakoni pri presojah FSC

Certifikacijske presoje FSC ne obravnavajo skladnosti z nacionalnimi zahtevami in zakoni.

3.6 Produktni tip mora biti naveden, razen kadar so vsi materiali izdelka in njegove embalaže/vsebine FSC certificirani (glej točko 4.1). Certificirani material se sme opredeliti bodisi z navedbo produktnega tipa na etiketi bodisi z dodatnim besedilom poleg nje. Produktni tip mora biti vedno naveden:

- a) na tiskanih publikacijah in na pisarniškem materialu iz papirja
- b) na proizvodih, ki vsebujejo nevtralne materiale, ki jih ni mogoče ločiti od FSC certificiranih surovin (na primer lesna vlakna, ki se uporabljajo z ne-certificiranimi nevtralnimi materiali, kot so bombažna vlakna v papirju, so namesto kot "papir" označena kot "les").

3.7 Specifična imena proizvodov ne smejo biti uporabljena kot produktni tip. V portalu blagovnih znamk lahko izberete seznam besed za produktne tipe, kot so »les«, »papir« in »embalaža« (»wood«, »paper« in »packaging«), ki predstavljajo širše kategorije. Seznam ni obsežen in v kolikor želi organizacija uporabiti nove produktne tipe (npr. ne-lesni gozdni proizvodi), mora preko certificacijskega organa kontaktirati FSC in zaprositi, da se doda nova beseda.

Uporaba Moebiusove zanke

3.8 Uporaba Moebiusove zanke je neobvezna na oznakah FSC Mix in FSC Recycled.

3.9 Moebiusove zanke se ne sme uporabiti brez navedbe odstotnega števila. Navedba mora izražati vsebnost materiala, pridobljenega pred- in po- uporabi. Odstotno število se pridobi preko FSC kontrolne verige sledenja lesa.

4. Labelling requirements

4.1 The label shall be used only where all forest-based parts of the product are covered by FSC certification, as specified in FSC-STD-40-004. Packaging made of forest-based materials is considered a separate element. Therefore, the label may refer to the packaging, the product inside, or both, depending on which elements are certified.

4.2 The FSC label should be clearly visible on the product, its packaging, or both.

Note 4. Visible labelling enables promotion

Retailers can promote products as FSC certified only if the label is visible to consumers.

4.3 When a product is FSC labelled, marks of other forest certification schemes shall not be used on the same product. In catalogues, books, and similar FSC-labelled publications, other forest certification scheme marks may be used for promoting other products or for educational purposes.

Using the FSC logo or any reference to FSC in addition to an on-product label

4.4 The FSC logo with the licence code alone may be applied directly to the product (e.g. heat branded) only if an on-product label is used on the packaging, on a hang-tag, or similar.

4.5 Additional FSC logos or reference to FSC may be used only when the on-product label is visible to the consumer (i.e. the label is accessible without damaging the sales packaging). For example, if the on-product label is inside the sales packaging, no additional logos, marks, or references to FSC shall be applied on the outer surface of the packaging.

Segregation marks and labelling semi-finished products

4.6 FSC trademarks may be used to identify FSC-certified materials in the chain of custody before the products are finished. It is not necessary to submit such segregation marks for approval. All segregation marks shall be removed before the products go to the final point of sale, or are delivered to uncertified organizations.

4.7 If an organization wishes to label semi-finished products, the FSC label shall only be applied in such a way that it can be removed before or during further processing.

4. Zahteve za označevanje

4.1 Oznaka se uporablja le, kadar so vsi gozdni elementi proizvoda, zajeti v FSC certifikacijo, kot je to določeno v FSC-STD-40-004. Embalaža izdelana iz gozdnih materialov, se šteje kot ločen element, zato se oznaka sme nanašati na embalažo, na izdelek ali na oboje, odvisno od tega, kateri elementi so certificirani.

4.2 FSC oznaka naj bo jasno vidna na izdelku, na njegovi embalaži ali na obojem.

Opomba 4. Vidno označevanje omogoča promocijo

Trgovci na drobno lahko proizvode promovirajo kot FSC certificirane le, če je oznaka jasno vidna potrošnikom.

4.3 Kadar je proizvod označen s FSC oznako, isti proizvod ne sme biti označen z oznakami ostalih shem certifikacije gozdov. Oznake ostalih shem certifikacije gozdov se sme v publikacijah, knjigah ali drugih podobnih publikacijah, označenih s FSC, uporabiti v primeru promocije drugih proizvodov ali v izobraževalne namene.

Uporaba logotipa FSC ali kakršnokoli dodatno sklicevanje na FSC poleg nalepke na proizvodu

4.4 Logotip FSC, ki vsebuje samo licenčno kodo, se sme kot npr. toplotni žig ali šablona uporabiti neposredno na proizvodu samo v primeru, ko je na embalaži ali na pritrjeni nalepki oz. viseči etiketi uporabljena tudi standardna oznaka FSC.

4.5 Dodatni logotipi FSC ali sklicevanja na FSC se smejo uporabiti le, če je oznaka na proizvodu potrošniku vidna (to pomeni, da je oznaka dostopna, brez da bi pri tem poškodovali prodajno embalažo). Na primer, če je nalepka na izdelku znotraj prodajne embalaže, se na zunanji površini embalaže ne smejo uporabljati dodatni logotipi, oznake ali sklicevanja na FSC.

Oznake ločevanja in označevanje pol-proizvodov

4.6 Blagovne znamke FSC se sme uporabljati za prepoznavanje FSC certificiranih materialov v kontrolni verigi (CoC) še preden so proizvodi dokončani. Takšnih delnih oznak ni potrebno predložiti v odobritev. Vse oznake ločevanja je potrebno odstraniti preden proizvodi pridejo do končne točke prodaje ali preden se dobavijo necertificiranim organizacijam.

4.7 Če želi organizacija označiti pol-proizvode, ki bodo predmet nadaljnje proizvodnje, se lahko oznaka FSC uporabi le tako, da jo bo mogoče odstraniti pred nadaljnjo proizvodnjo.

Labelling arrangements between organizations

4.8 *If two FSC-certified organizations enter into an agreement whereby the supplier labels products with the buyer's FSC trademark licence code, the following conditions shall be met:*

- a)** *Products to be labelled shall be included in the certificate scope of both organizations.*
- b)** *Both parties shall inform their certification bodies in writing about the agreement. This information shall include the definition of the certification body or the certificate holder with an approved trademark use management system that shall be responsible for approval of on-product labels.*
- c)** *The supplier is responsible for ensuring that the buyer's code is used only on eligible products that are supplied to that buyer.*
- d)** *If contractors are being used by the supplier, the supplier is responsible for ensuring that contractors only use it for eligible products supplied to the buyer.*
- e)** *Both organizations shall keep the agreement easily available for auditing by certification bodies.*

Dogovori o označevanju med organizacijami

4.8 Če bosta dve FSC certificirani organizaciji sprejeli dogovor, da dobavitelj proizvode označuje z licenčno kodo blagovne znamke FSC kupca, morajo biti izpolnjeni naslednji pogoji:

- a)** Proizvodi, ki bi se jih označilo, morajo biti vključeni v obseg certifikata obeh organizacij.
- b)** Obe organizaciji morata svoja certifikacijska organa pisno obvestiti o dogovoru. To obvestilo mora zajemati opredelitev, kateri certifikacijski organ bo odgovoren za potrditev oznak na izdelkih.
- c)** Dobavitelj je odgovoren za zagotavljanje, da je koda kupca uporabljena le na proizvodih, ki so namenjeni temu kupcu.
- d)** Če ima dobavitelj podizvajalce, je sam odgovoren za to, da izvajalci uporabljajo kodo le za upravičene proizvode, ki se dobavijo kupcu.
- e)** Obe organizaciji morata hraniti sporazum na način, da je v času presoje dostopen certifikacijskim organom.

Part III: Promoting FSC-certified products and FSC certification

5. Promotional elements

5.1 Organizations may promote FSC-certified products and their status as an FSC certificate holder with FSC trademarks (1.1).

Note 5. Messaging about FSC and FSC-certified products

In Annex C of this document, examples of describing FSC and FSC-certified products are presented. For more marketing materials, please visit marketingtoolkit.fsc.org

5.2 When promoting with FSC logo, the elements shall be:



* Compulsory element

The 'promotional panel' arrangement shown is available in the trademark portal.

5.3 When promoting with 'Forests For All Forever' marks, the elements shall be:



* Compulsory element

The arrangement shown here is for illustrative purposes only.

5.4 The elements may also be presented separately, for example on different parts of a web page. One use of an element (e.g. license code) per material is sufficient.

III del : Promocija FSC certificiranih proizvodov in FSC certifikacije

5. Promocijski elementi

5.1 Organizacije smejo z blagovnimi znamkami FSC (1.1) promovirati FSC certificirane izdelke in svoj status imetnika certifikata FSC.

Opomba 5: Posredovanje informacij o FSC in o FSC certificiranih proizvodih

V prilogi C tega dokumenta so predstavljeni primeri na kakšen način se predstavlja FSC in FSC certificirane proizvode. Za več promocijskih gradiv obiščite marketingtoolkit.fsc.org

5.2 Pri promociji s FSC logotipom se morajo uporabiti naslednji elementi:



* Obvezen element

Prikazana promocijska oznaka je na voljo na portalu blagovnih znamk (trademark portal).

5.3 Pri promociji z oznakami 'Forests For All Forever' je potrebno uporabiti naslednje elemente:



* Obvezen element

Zgornji prikaz služi zgolj kot ponazoritev.

5.4 Elementi smejo biti predstavljeni tudi ločeno, na primer na različnih delih spletne strani. Zadostuje ena uporaba elementa (npr. licenčne kode) na material.

5.5 When referring to FSC certification without using FSC logo or 'Forests For All Forever' marks, the license code shall be included at least once per material.

5.6 Organizations are responsible for their own compliance with national consumer protection laws in those countries in which products are promoted and promotional materials distributed.

Note 6: National consumer protection laws and FSC audits

FSC certification audits do not include compliance with such requirements and laws.

5.5 Pri sklicevanju na certifikat FSC, brez uporabe logotipa FSC ali "Forest For All Forever" oznake je potrebno licenčno kodo vključiti vsaj enkrat na material.

5.6 Organizacije so same odgovorne za skladnost z nacionalnimi zakoni o varstvu potrošnikov v tistih državah, v katerih se izdelki promovirajo in se distribuira promocijsko gradivo.

Opomba 6: Nacionalna zakonodaja o varstvu potrošnikov in FSC presoje

FSC certifikacijske presoje ne vključujejo skladnosti s takšnimi zahtevami in zakoni.

6. Promotional use requirements

Promotional materials listing products

6.1 It is sufficient to present the promotional elements (see clauses 5.2 and 5.3) only once in catalogues, brochures, websites, etc. If they list both FSC-certified and uncertified products, a text such as "Look for our FSC®-certified products" shall be used next to the promotional elements and the FSC-certified products shall be clearly identified. If some or all of the products are available as FSC certified on request only, this shall be clearly stated.

6.2 If the FSC trademarks are used for promotion on invoice templates, delivery notes, and similar documents that may be used for FSC and non-FSC products, the following or similar statement shall be included: "Only the products that are identified as such on this document are FSC® certified."

Promotional items and trade fairs

6.3 The FSC logo (see clause 1.1(c)) with the license code may be used on promotional items not for sale, such as mugs, pens, T-shirts, caps, banners, and company vehicles.

6.4 If promotional items are made wholly or partly of wood (e.g. pencils or memory sticks), they must meet the applicable labelling requirements as specified by FSC-STD-40-004, but do not need to carry an on-product label.

6.5 When FSC trademarks are used for promotion at

6. Zahteve za promocijsko uporabo

Promocijski materiali, ki naštevajo izdelke

6.1 Zadostuje, da se promocijski elementi (glej točki 5.2 in 5.3) objavijo enkrat na posameznem katalogu, brošuri, spletni strani itd. Če publikacija navaja tako FSC certificirane kot necertificirane proizvode, je poleg promoviranih elementov potrebo dopisati besedilo kot npr. "Poiščite naše FSC® certificirane proizvode" ("Look for our FSC®-certified products"), FSC certificirani proizvodi pa morajo biti jasno prepoznavni. Če so nekateri ali vsi proizvodi na voljo dobavljivi kot FSC certificirani le na zahtevo, naj bo to jasno navedeno.

6.2. Če se blagovne znamke FSC uporabi za promocijo na predlogah faktur, dobavnic ali podobnih dokumentov, ki so lahko hkrati uporabljeni za FSC certificirane in necertificirane proizvode, mora biti dodana trditev »Le proizvodi, ki so kot taki identificirani na tem dokumentu, so FSC® certificirani« (»Only the products that are identified as such on this document are FSC® certified«).

Promocijski izdelki in sejmi

6.3. FSC logotip (glej točko 1.1 (c)) z licenčno kodo se smejo uporabiti na brezplačnih promocijskih izdelkih kot so skodelice, pisala, majice, kape, transparenti in vozila podjetja.

6.4. Promocijski izdelki, ki so v celoti ali delno izdelani iz lesa (svinčniki, spominske kartice...) morajo izpolnjevati zahteve standarda FSC-STD-40-004, vezane na označevanje, vendar ne potrebujejo oznake na proizvodu.

6.5 Kadar se blagovna FSC znamka uporabi za promocijo

trade fairs, the organization shall:

- a) clearly mark which products are FSC certified, or
- b) add a visible disclaimer stating "Ask for our FSC®-certified products" or similar if no FSC-certified products are displayed.

Text used to describe the FSC certification of the organization does not require a disclaimer.

Investment claims about FSC-certified operations

6.6 Organizations shall take full responsibility for the use of the FSC trademarks by investment companies and others making financial claims based on their FSC-certified operations.

6.7 Any such claims shall be accompanied by a disclaimer: "FSC® is not responsible for and does not endorse any financial claims on returns on investments."

7. Restrictions on promotional use

7.1 The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC/xxx certification).

7.2 When used on the same promotional material as marks of other certification schemes, the FSC trademarks shall not be used in a way which disadvantages FSC in terms of size or placement.

7.3 The FSC logo or 'Forests For All Forever' marks shall not be used on business cards for promotion. A text reference to the organization's FSC certification, with licence code, is allowed, for example "We are FSC® certified (FSC® C#####)" or "We sell FSC®-certified products (FSC® C#####)".

7.4 FSC-certified products shall not be promoted with the certification body logo alone.

na sejmi, mora organizacija:

- a) jasno označiti kateri proizvodi so FSC certificirani, ali
- b) kadar FSC certificirani proizvodi niso razstavljeni, dodati vidno izjavo »Pozanimajte se o naših FSC® certificiranih proizvodih« (»Ask for our FSC® certified products«) ali podobno.

Pri besedilu, v katerem je opisana FSC certifikacija organizacije, izjava ni zahtevana.

Investicijske izjave o FSC certificiranih dejavnostih

6.6 Organizacija mora v celoti prevzeti odgovornost za uporabo blagovnih znamk FSC v FSC certificiranih dejavnosti, če blagovne znamke uporabljajo investicijska ali ostala finančna podjetja.

6.7 Ob katerikoli tovrstni trditvi mora biti dodana izjava »FSC ni odgovoren in ne odobrava kakršnihkoli finančnih izjav o dobičku investicije« (»FSC is not responsible for and does not endorse any financial claims on returns on investments«).

7. Omejitve pri promocijski uporabi

7.1 Blagovne znamke FSC se ne smejo uporabljati na tak način, da se nakazuje enakovrednost z drugimi shemami certificiranja gozdov (npr. Certificiranje FSC/xxx).

7.2 Kadar se blagovne znamke FSC uporabljajo na promocijskem gradivu skupaj z oznakami drugih sistemov certifikacije, ta ne sme biti uporabljena na tak način, da postavlja blagovno znamko FSC v manj vreden položaj - glede na velikost ali postavitev logotipa.

7.3 Logotip FSC ali oznaka "Forest For All Forever" se ne sme uporabljati na poslovnih vizitkah z namenom promocije. Dovoljeno je sklicevanje na FSC certifikat z licenčno kodo v besedilu, na primer "Smo FSC® certificirani (FSC® C #####)" ali "Prodajamo FSC® certificirane izdelke (FSC® C ### ##)".

7.4 FSC certificiranih proizvodov se ne sme promovirati le z uporabo logotipa certifikacijskega organa.

Part IV: Graphic rules for labelling and promotion

8. FSC on-product labels and FSC logo Colour

8.1 FSC on-product labels and FSC logo shall be used in following colour variations:

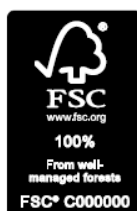
Green negative



Green positive



Black and white negative



Black and white positive



8.2 The green colour for reproduction shall be Pantone 626C (or R0 G92 B66 / C81 M33 Y78 K28).

8.3 If standard colours are not available for the print area, an available colour providing legible contrast on a solid background may be used instead. The label may be produced in positive or negative versions, or as transparent.

IV. del: Grafična pravila

8. FSC oznake na proizvodu in barva logotipa FSC

8.1 FSC oznake na proizvodih in logotipi FSC se morajo uporabiti v naslednjih barvnih različicah:

Zelen negativ



Zelen pozitiv



Črno-bel negativ



Črno-bel pozitiv



8.2 Zelena barva za razmnoževanje mora biti Pantone 626C (ali R0 G92 B66 / C81 M33 Y78 K28)

8.3 Če standardne barve na omobčju tiskanja niso na voljo, se lahko na enobarvnem ozadju uporabi razpoložljiva barva, ki omogoča čitljiv kontrast. Oznaka se sme proizvesti v pozitivnih ali negativnih različicah ali kot transparentna.

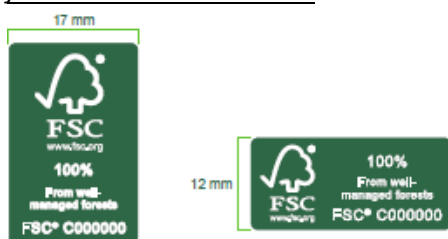
Size and format of the on-product labels

8.4 FSC labels may be used in portrait or landscape formats.

8.5 FSC labels shall be printed at a size at which all elements are legible. The minimum size for the label shall be:

- a) in portrait format: 9 mm in width
- b) in landscape format: 6 mm in height.

Recommended minimum size for label with all elements



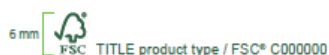
Minimum size for all labels



8.6 Where adding the product type or translation requires more space, the portrait label may be increased in height and the landscape label in width only.

8.7 The use of a border around the label is recommended. When a border is not used, the label elements shall not be altered or separated.

8.8 When it is not technically possible to print labels with multiple lines, such as for very small products with limited surface for printing (e.g. pens, make-up brushes), a one-line arrangement of label elements may be used. All elements shall be legible with a minimum height of 6mm of the FSC logo. They can be aligned on the bottom or centred.



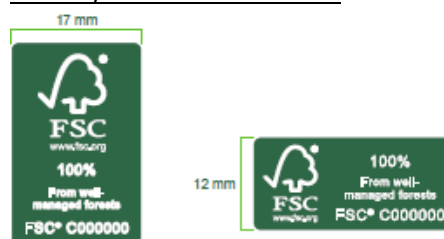
Velikost in format nalepke na proizvodu

8.4 Logotipe FSC se sme uporabiti v pokončnem ali ležečem formatu.

8.5 Oznake FSC se mora natisniti v takšni velikosti, da so vsi elementi berljivi. Najmanjša dimenzija oznake je lahko:

- a) v pokončnem formatu: širina 9 mm.
- b) v ležečem formatu: višina 6 mm

Priporočena najmanjša dimenzija za nalepke z vsemi elementi



Minimalna dimenzija za vse oznake



8.6 Kadar dodajanje vrste proizvoda ali prevod zahteva dodaten prostor, se sme pokončni logotip povečati le po višini, ležeči pa le po širini.

8.7 Zaželeno je uporaba roba okrog logotipa. Kadar rob ni uporabljen, se elementi oznake ne smejo spreminjati ali ločiti.

8.8 Kadar tehnično ni mogoče natisniti oznak z več vrsticami, na primer na zelo majhnih izdelkih z omejeno površino za tiskanje (npr. Peresa, čopiči za ličenje), se sme uporabiti eno-vrstična razporeditev elementov oznake. Vsi elementi morajo biti čitljivi z minimalno višino logotipa FSC 6 mm. Elementi so lahko poravnani na dnu ali centrirani.



Size of the logo

8.9 The recommended minimum size of the FSC logo is 10 mm, and it shall be no less than 6 mm in height. This also applies when the logo is used as part of a promotional panel layout (see clause 5.2).



Recommended minimum size



Minimum size for logo

Placement of the on-product label and the logo

8.10 There shall be enough clear space surrounding the label and logo to ensure that they remain uncluttered. The minimum space is calculated by using the height of the 'FSC' initials of the logo.



Velikost logotipa

8.9 Priporočena najmanjša velikost logotipa FSC je 10 mm in ne sme meriti manj kot 6 mm v višino. To velja tudi, če je logotip uporabljen kot del promocijskega panela (glej točko 5.2).



Priporočena najmanjša velikost logotipa



Minimalna velikost logotipa

Namestitev logotipa ter oznake na proizvodu

8.10 Okrog FSC oznake naj bo dovolj praznega prostora, da se prepreči prenatrpanost. Najmanjši prazen prostor okrog FSC oznake je višina začetnic »FSC« v logotipu.



9. Forests For All Forever' marks

Colour and size

Forests For All Forever' trademarks shall be used only in following colour variations:

a) Dark and light green



b) White and light green



c) White and dark green



d) White



e) Black



f) Dark green



Please note that the colours only refer to the trademark, not the background colour, which is given here only to display marks with white elements.

9.2 The green colours for reproduction shall be:

a) Dark green: Pantone 626C (R0 G92 B66 / C81 M33 Y78 K28)

b) Light green: Pantone 368C (R114 G191 B66 / C60 M0 Y100 K0)

9.3 No other colours shall be used; the marks shall not be reproduced if the required colours are not available.

9.4 The minimum size for the 'Forests For All Forever' full mark shall be 10 mm in height and 6 mm for the logo with text mark.



9. Oznaka »Forests For All Forever«

Barva in velikost

Blagovna znamka »Forests For All Forever« se lahko uporabi izključno v naslednjih barvnih variacijah:

a) Temno in svetlo zelena;



b) Bela in svetlo zelena;



c) Bela in temno zelena;



d) Bela;



e) Črna;



f) Temno zelena.



Upoštevajte, da se barve nanašajo samo na blagovno znamko in ne na barvo ozadja, ki je tukaj prikazano kot oznake z belimi elementi.

9.2 Zelena barva za reprodukcijo mora biti:

a) Temno zelena: Pantone 626C (R0 G92 B66 / C81 M33 Y78 K28) ali

b) Svetlo zelena: Pantone 368C (R114 G191 B66 / C60 M0 Y100 K0)

9.3 Če zahtevane barve niso na voljo se ne sme uporabljati nobene druge barve in oznake se v tem primeru ne sme reproducirati.

9.4 Minimalna velikost polne oznake 'Forests For All Forever' je 10 mm v višino in 6mm pri logotipu s tekstualno oznako



Placement of the marks

9.5 There shall be enough clear space around the marks. The minimum space is calculated by using the height of the 'FSC' initials on the logo.



Postavitev oznak

9.5 Okrog FSC oznake mora biti dovolj praznega prostora. Najmanjši prazen prostor okrog FSC oznake je višina začetnic »FSC« v logotipu.



Translations of the marks and strapline

9.6 The official language versions of the 'Forests For All Forever' trademarks provided by FSC shall be used only in countries stipulated in the Trademark Registration List available in the trademark portal and marketing online toolkit. Organizations shall not create new translations.

9.7 Translations of the strapline 'Forests For All Forever' approved by FSC may be used in text format within the messaging or below the mark, while still respecting the exclusion zones

Prevajanje oznak in sloganov

9.6 Uradne jezikovne različice blagovne znamke "Forest For All Forever", ki jih določa FSC, se lahko uporablja samo v državah, navedenih na seznamu registriranih blagovnih znamk, ki je na voljo na portalu blagovnih znamk in na spletnem orodju za promocijo (marketing online toolkit). Organizacije ne smejo ustvarjati novih prevodov.

9.7 Prevod napisa "Forest For All Forever", odobren s strani FSC, se sme uporabiti v obliki besedila v sporočilu ali pod oznako, pri čemer je še vedno potrebno upoštevati območje izključitve (prostega prostora okrog logotipa ali oznake).



10. Misuse of FSC trademarks

10.1 The following actions are not allowed:

- a) Changing the proportions of any designs.
- b) Changing or adding to the contents of any designs beyond the specified elements.
- c) Making FSC appear to be part of other information, such as environmental claims not relevant to FSC certification.
- d) Creating new colour variations.
- e) Changing the shape of the border or background.
- f) Tilting or rotating the designs in relation to other content.
- g) Violating the exclusion zone around designs.

10. Napačna uporaba blagovnih znamk FSC

10.1 Naslednja ravnanja niso dovoljena:

- a) Spreminjanje logotipa ali razmerij oznake;
- b) Spreminjanje ali dodajanje vsebine oznak, izven določenih elementov
- c) Ustvarjanje vtisa, da sta logotip ali oznaka del drugih informacij; npr. okoljevarstvenih trditev, ki niso povezane s certifikacijo FSC;
- d) Ustvarjanje novih barvnih variacij.
- e) Spreminjanje oblike roba ali ozadja
- f) nagibanje oz. obračanje oznak glede na drugo vsebino
- g) Kršenje praznega prostora okrog logotipa ali oznake (merjeno z višino črk kratice FSC, ki tvori del logotipa);

- h) Combining any FSC trademarks or designs with any other branding in a way that implies association.**

- i) Placing the logo, the label, or the marks on a background that interferes with the design.**

- j) Placing any trademarks in way that is misleading about what they refer to.**

- k)** Using the shown elements of the 'Forest For All Forever' marks on their own.

- h) Kombiniranje logotipa ali oznake z lastno blagovno znamko uporabnika na način, ki namiguje povezanost s FSC;**

- i) Nameščanje logotipa ali oznake na ozadje, ki ni skladno z obliko logotipa oz. oznake.**

- j) Nameščanje blagovnih znamk na tak način, da ni jasno na kaj se nanašajo.**

- k) Samostojna uporaba prikazanih elementov oznak 'Forest For All Forever' (brez logotipa FSC).**



Annex A. Trademark use management system

1. General

1.1 *Instead of submitting all intended uses of FSC trademarks to its certification body for approval, the organization may implement a trademark use management system with an internal control system. The system, with all the conditions specified in this Annex, shall be approved by the certification body before the organization may start using it.*

1.2 *Prior to the use of an internal control system, the organization shall demonstrate a good understanding of the requirements in question by submitting a sufficient number of consecutive correct approval requests to the certification body for each type of intended use (e.g. organizations controlling both labelling and promotion shall submit requests for each). It is at the discretion of the certification body to determine when the organization has demonstrated a good record of submissions.*

1.3 *If an organization demonstrates consistent failure to control its FSC trademark use, the certification body may request that all trademark use be submitted for approval by them prior to use.*

2. Trademark use management system

2.1 *The organization shall implement and maintain a trademark use management system adequate to its size and complexity, to ensure its continuous conformity with all applicable requirements of this standard (FSC-STD-50-001 V2-0), including the following:*

- a)** *appoint a management representative who has overall responsibility and authority for the organization's conformity with all applicable trademark requirements;*
- b)** *implement and maintain up-to-date documented procedures covering the trademark control within the organization;*
- c)** *define the personnel responsible for the implementation of each procedure;*
- d)** *define the scope of the system to include on-product labelling or promotion, or both;*

Priloga A. Sistem za upravljanje z blagovnimi znamkami

1 . Splošno

1.1 Namesto posredovanja vseh predvidenih uporab blagovnih znamk FSC v odobritev certifikacijskemu organu, sme organizacija uporabiti sistem za upravljanje z blagovnimi znamkami z notranjim sistemom nadzora. Ta sistem z vsemi navedenimi pogoji iz te priloge odobri certifikacijski organ, preden ga organizacija sme začeti uporabljati.

1.2 Pred uporabo sistema notranje kontrole mora organizacija certifikacijskemu organu dokazati dobro razumevanje navedenih zahtev - s predložitvijo zadostnega števila zaporednih in pravih zahtevkov za odobritev za vsako vrsto predvidene uporabe (npr. organizacije, ki nadzorujejo označevanje in promocijo morajo predložiti zahtevek za oboje). Certifikacijski organ presodi kdaj je organizacija prikazala dober nivo predloženih zahtevkov.

1.3 Če organizacija prikaže stalno neizvajanje nadzora uporabe blagovne znamke FSC, sme certifikacijski organ zahtevati, da se vse uporabe blagovne znamke predložijo v odobritev pred uporabo.

2. Sistem za upravljanje z blagovnimi znamkami

2.1 Organizacija mora uvesti in vzdrževati sistem za upravljanje z blagovnimi znamkami, skladno s svojo velikostjo in zapletenostjo, da se zagotovi stalna skladnost z vsemi veljavnimi zahtevami tega standarda (FSC-STD-50-001 V2-0), vključno s sledečim:

- a)** imenovanje predstavnika vodstva, ki ima splošno odgovornost in pooblastilo za skladnost organizacije z vsemi veljavnimi zahtevami glede predmetnih blagovnih znamk;
- b)** uvajanje in vzdrževanje najnovejših dokumentiranih postopkov gleda nadzora nad uporabo blagovnih znamk v organizaciji;
- c)** določitev oseba, odgovornega za izvajanje vsakega postopka;
- d)** opredelitev obsega sistema tako, da vključuje tudi označevanje proizvodov ali promocijo oz. oboje;

- e) train defined staff on the up-to-date version of the organization's procedures to ensure their competence in implementing the trademark use management system;*
- f) maintain complete and up-to-date records of trademark approvals, which shall be retained for a minimum period of five (5) years.*

2.2 *Prior to each new use of the FSC trademarks, the organization shall ensure trademark use control by implementing an internal trademark approval process or by receiving external approval from its certification body.*

2.3 *Organizations' internal control systems shall include designated trademark controllers who act as internal approvers of the trademark use. Trademark controllers shall have been trained on FSC trademark use - the online FSC Trademark Training Course for Certificate Holders is recommended.*

- e)** usposabljanje določenega osebja glede najnovejših različic postopkov organizacije, da se zagotovi njihova sposobnost za izvajanje sistema upravljanja z blagovnimi znamkami;
- f)** vzdrževanje popolnih in posodobljenih evidenc o odobritvah blagovnih znamk, ki se hranijo najmanj pet (5) let.

2.2 Pred vsako novo uporabo blagovnih znamk FSC mora organizacija z izvajanjem notranjega postopka odobritve blagovne znamke ali s predhodnim dovoljenjem s strani certifikacijskega organa zagotoviti nadzor nad uporabo blagovnih znamk.

2.3 Sistem notranje kontrole organizacije mora vključevati imenovane nadzornike uporabe blagovnih znamk, ki delujejo kot notranji presojevalci za uporabo blagovne znamke. Nadzorniki uporabe blagovnih znamk morajo biti usposobljeni za uporabo blagovnih znamk FSC – priporoča se spletni tečaj Usposabljanje za blagovne znamke FSC za imetnike certifikatov (FSC Trademark Training Course for Certificate Holders).

Annex B. Additional trademark rules for group, multi-site, and project certificate holders

1. Special requirements for:

- a) FSC group forest management certificate holders*
- b) FSC group and multi-site chain-of-custody certificate holders*

1.1 *The group entity (or manager, or central office) shall ensure that all uses of the FSC trademarks by the group entity or its individual members are approved by the certification body prior to use, or that the group and its members have an approved trademark use management system in place.*

When seeking approval by the certification body, group members shall submit all approvals via the group entity or central office, and keep records of approvals. Alternative submission methods may be approved by the certification body.

1.2 *The group entity shall not produce any document similar to an FSC certificate for its participants. If individual membership documents are issued, these statements shall be included:*

- a) "Managing the FSC® certification programme of [name of group]"*
- b) "Group certification by [name of certification body]"*

1.3 *No other forest certification schemes' marks or names shall appear on any membership documents (as per clause 1.2) issued by the group in connection with FSC certification.*

1.4 *Subcodes of members shall not be added to the licence code.*

2. Special requirements for FSC project certification (applicants or certificate holders)

2.1 *The project manager shall be responsible for submitting all uses of the FSC trademarks relating to the project to the certification body prior to use.*

2.2 *Promotional use of FSC trademarks shall only refer to the project itself and not to any parties involved in the project.*

Priloga B: Dodatna pravila o blagovni znamki za imetnike skupinskih, multi-site in projektnih certifikatov

1. Posebne zahteve za:

- a) Imetnike skupinskih FSC Forest Management certifikatov;*
- b) Imetnike FSC multi-site Chain of Custody.*

1.1. Skupinski subjekt (ali poslovodstvo ali glavna pisarna) mora zagotoviti, da vsako uporabo blagovnih znamk FSC v skupini pred uporabo potrdi certifikacijski organ ali pa, da ima skupina in njene članice odobren sistem za upravljanje z blagovnimi znamkami.

Pri iskanju soglasja s strani certifikacijskega organa morajo člani skupine predložiti vse odobritve preko skupinskega subjekta oziroma glavne pisarne ter hraniti zapise o odobritvi. Alternativne načine izvajanja potrditev sme odobriti certifikacijski organ.

1.2. Skupinski subjekt svojim članom ne sme pripraviti dokumentov, podobnih certifikatu FSC. Če bodo posameznim članom izdani dokumenti, morajo vključevati naslednje trditve:

- a) »Vodenje certifikacijskega programa FSC® za [ime skupine]« (»Managing the FSC® certification program of [ime skupine]«)
- b) »Skupinsko certificiral [ime certifikacijskega organa]« (»Group certification by [ime certifikacijskega organa]«)

1.3. Na dokumentih, ki jih izdaja skupina v povezavi s FSC certificiranjem, ne sme biti nobenih simbolov ali imen drugih shem certificiranja gozdov (skladno s točko 1.2.).

1.4. Licenčni kodi ne smejo biti dodane »podštevilke« članic.

2. Posebne zahteve za projektno FSC certifikacijo (prijavitelj ali imetnik certifikata)

2.1. Vodja projekta je odgovoren, da je vsakršna uporaba blagovnih znamk FSC v zvezi s projektom predložena certifikacijskemu organu v potrditev pred uporabo.

2.2. Promocijska uporaba blagovne znamke FSC se lahko nanaša le na projekt sam in ne na druge vpletene člane projekta.

2.3 *Use of FSC trademarks on stationery templates is not allowed by any parties to the project.*

2.4 *Once the project is registered with the certification body as an applicant project, either of the following statements may be included in signage and printed materials: "FSC- certified wood specified for [this project]" or "Sourcing responsible forest products".*

2.5 *The year that the certificate is issued shall always be included in the materials.*

2.6 *Once the project is complete and the certificate has been issued, the appropriate FSC product label may be used in a sign on the project, if desired; alternatively, the promotional panel may be used for signs, banners, and other materials. A product type shall always be specified, whether this is for full project certification (e.g. house, arena) or partial project certification (e.g. floors, joinery).*

2.7 *For full project certification, once the certificate has been issued, the project may be described in promotions as an FSC-certified project. For example "FSC-certified house".*

2.8 *For partial project certification, once the certificate has been issued, the FSC-certified elements shall be named with every use of the FSC trademarks.*

For example "The internal joinery in these offices is FSC certified".

2.9 *If the final project owner was not included in the certification, the project manager shall provide a formal signed and dated document giving the license code and year of issue and the scope of the certificate, verified by the certification body, in order to allow the owner to apply to FSC to use the FSC trademarks in future promotions*

2.3. Člani projekta ne smejo uporabljati blagovne znamke FSC na predlogah dopisov.

2.4. Ko je certifikacijski organ projekt registriral kot prijavljen se sme v podpise in tiskani material dodati stavek »FSC certificiran les določen za [projekt]« (»FSC-certified wood specified for [this project]«) ali »Gozdni proizvodi iz odgovornih virov« (»Sourcing responsible forest products«).

2.5. V materialih mora biti vedno navedeno leto pridobitve certifikata.

2.6. Ko je projekt zaključen in certifikat izdan, sme ustrezna FSC oznaka uporabiti v znaku projekta, promocijski panel pa se sme uporabiti na znakih, transparentih in drugih materialih. Produkti tip mora biti vedno opredeljen; ne glede na to, ali gre za certifikacijo celotnega projekta (npr. hiša, arena...) ali certifikacijo dela projekta (tla, stavbno pohištvo).

2.7. V primeru certifikacije celotnega projekta se sme projekt po izdaji certifikata v promocijskem materialu vpisati kot FSC certificiran projekt.

Primer: »FSC certificirana hiša« (»FSC certified house«).

2.8. V primeru certifikacije dela projekta morajo biti FSC certificirani elementi kot taki poimenovani ob vsaki uporabi blagovne znamke FSC.

Primer: »Notranje stavbno pohištvo v teh pisarnah je FSC certificirano« (»The internal joinery in these offices is FSC certified«).

2.9. Če končni uporabnik projekta ni vključen v certifikacijo, mora vodja projekta zagotoviti uradni dokument (podpisan in datiran), s katerim daje uporabniku licenčno kodo, leto izdaje in obseg certifikata, kot ga je potrdil certifikacijski organ, s čimer uporabniku daje možnost, da uporablja blagovno znamko FSC v promocijske namene.

Annex C. How to describe FSC and products with FSC claims

Here are some examples of how to describe FSC and FSC-certified products. This list is not intended to be exhaustive; other alternatives are possible as long as they transmit the meaning of FSC correctly. Please also see marketingtoolkit.fsc.org for ideas for messaging and inspiration for creating marketing materials.

How to describe FSC:

- *The Forest Stewardship Council® (FSC®) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders. To learn more, visit www.fsc.org*
- *The Forest Stewardship Council® is an international nongovernmental organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. To learn more, visit www.fsc.org*
- *FSC® is dedicated to the promotion of responsible forest management worldwide.*
- *FSC® helps take care of forests for future generations.*
- *FSC® helps take care of forests and the people and wildlife that call them home.*

How to describe a product with an FSC label/claim:

- *By choosing this product, you help take care of the world's forests. Learn more: www.fsc.org*
- *By choosing this product, you are supporting responsible management of the world's forests.*
- *The FSC® label means that the materials used for this product come from [see label- specific text]*
- *The FSC® label means that materials used for the product have been responsibly sourced.*

Priloga C. Kako opisati FSC in izdelke s FSC zahtevki

Spodaj je navedenih nekaj primerov, kako opisati FSC in FSC certificirane produkte. Ta seznam namenoma ni izčrpen; druge možnosti so možne, dokler pravilno posredujejo pomen FSC. Oglejte si tudi marketingtoolkit.fsc.org kjer lahko pridobite ideje za sporočanje in navdih za ustvarjanje tržnih gradiv.

Kako opisati FSC:

- Forest Stewardship Council® (FSC®) je globalna, neprofitna organizacija posvečena spodbujanju odgovornega upravljanja gozdov po vsem svetu. FSC opredeljuje standarde na podlagi dogovorjenih načel za odgovorno upravljanje gozdov, ki jo podpirajo okoljske, socialne in gospodarske interesne skupine. Če želite izvedeti več, obiščite www.fsc.org
- Forest Stewardship Council® je mednarodna nevladna organizacija, ki spodbuja okolju prijazno, družbeno koristno in ekonomsko izvedljivo upravljanje svetovnih gozdov. Če želite izvedeti več, obiščite www.fsc.org
- FSC® je posvečen spodbujanju odgovornega upravljanja gozdov po vsem svetu.
- FSC® pomaga skrbeti za gozdove prihodnjih generacij.
- FSC® pomaga skrbeti za gozdove ter ljudi in živali, ki živijo v njih.

Kako opisati izdelek z oznako / trditvijo FSC:

- Z izbiro tega izdelka pomagata skrbeti za svetovne gozdove. Več o tem: www.fsc.org
- Z izbiro tega izdelka podpirate odgovorno upravljanje svetovnih gozdov.
- Oznaka FSC® pomeni, da materiali, uporabljeni za ta izdelek, prihajajo iz [glej oznako – specifično besedilo]
- Oznaka FSC® pomeni, da so materiali, uporabljeni za izdelek, pridobljeni odgovorno.

100% label

- *Only [material/fibres] from FSC®-certified forests have been used for this product.*
- *This product is made of FSC®-certified [material].*
- *[Material] of this product comes from well-managed, FSC®-certified forests.*
- *This FSC® label means that wood has been harvested to benefit communities, wildlife, and the environment.*

Mix label

- *This product is made of FSC®-certified and other controlled material.*
- *This product is made of material from well-managed, FSC®-certified forests and other controlled sources.*
- *This product is made of material from well-managed FSC®-certified forests, recycled materials, and other controlled sources.*
- *This product is made of material from well-managed FSC®-certified forests and from recycled materials.*
- *This product is made of recycled materials and other controlled sources.*

Do not say that products carrying the 'Mix' label are made of materials from responsibly or well-managed forests without referring to the other sources used.

Recycled label

- *The forest-based material in this product is recycled.*
- *The FSC® label on this [product] ensures responsible use of the world's forest resources.*

Do not say that a product carrying the 'Recycled' label is made of material from responsibly or well-managed forests.

Smallholder label

- *The FSC® label means that [material] for this product has been harvested to benefit smallholders and communities.*
- *This FSC® label means that [material] has been harvested to benefit smallholders, communities, wildlife, and the environment*

Oznaka »100%«

- Za ta izdelek so bile uporabljeni samo materiali / vlakna iz FSC® certificiranih gozdov.
- Ta izdelek je izdelan iz FSC®-certificiranih [materialov].
- [Material] tega izdelka prihaja iz dobro upravljanjih, FSC® certificiranih gozdov.
- Ta oznaka FSC® pomeni, da je bil les pridelan v korist skupnosti, prosto živečih živali in okolja.

Oznaka »MIX«

- Izdelek je narejen iz FSC® certificiranih in drugih nadzorovanih materialov.
- Ta izdelek je izdelan iz materialov, pridobljenih iz dobro upravljanjih FSC® certificiranih gozdov, in drugih nadzorovanih virov.
- Ta izdelek je izdelan materialov, pridobljenih iz dobro upravljanjih FSC®-certificiranih gozdov, recikliranih materialov in iz drugih nadzorovanih virov.
- Izdelek je narejen iz materialov, pridobljenih iz dobro upravljanjih FSC® certificiranih gozdov in iz recikliranih materialov.
- Ta izdelek je narejen iz recikliranih materialov in iz drugih nadzorovanih virov.

Ne trdite da so izdelki, ki nosijo oznako "Mix", izdelani iz surovin iz odgovornih ali dobro upravljanjih gozdov, brez da bi se pri tem sklicevali na druge uporabljene vire.

Oznaka »Recycled«

- Materiali v tem izdelku, ki izvirajo iz gozda, so reciklirani.
- Oznaka FSC® na tem [proizvodu] zagotavlja odgovorno uporabo svetovnih gozdnih virov.

Ne trdite, da je izdelek, ki nosi oznako "Recycled", izdelan iz materiala iz odgovornih ali dobro upravljanjih gozdov.

Oznaka »Smallholder« (manjši deležniki)

- Oznaka FSC® pomeni, da so [surovine] za ta izdelek pridelane v korist manjših lastnikov in skupnosti.
- Ta oznaka FSC® pomeni, da so njegove [surovine] pridelane v korist manjših lastnikov, skupnosti, prosto živečih živali in okolja.

Annex D. Terms and definitions

For the purposes of this standard, the terms and definitions given in FSC-STD-01-002 FSC Glossary of Terms and the following apply.

Certificate: A document issued under the rules of a certification system, indicating that adequate confidence is provided that a duly identified product, process, or service is in conformity with a specific standard or other normative document (ISO/IEC Guide 2:1991 paragraph 14.8 and ISO/CASCO 193 paragraph 4.5).

Certification body: Body that performs conformity assessment services and that can be the object of accreditation (adapted from ISO/IEC 17011:2004 (E)).

Controlled material: Input material supplied without an FSC claim which has been assessed to be in conformity to the requirements of the standard FSC-STD-40-005 Requirements for Sourcing Controlled Wood.

FSC-certified product: A product that conforms to all applicable certification requirements and is eligible to be sold with FSC claims and to be promoted with the FSC trademarks. FSC controlled wood is not considered an FSC-certified product.

FSC controlled wood: Material or product with the 'FSC controlled wood' claim.

FSC trademark licence agreement: The legal document signed by the organization permitting use of the FSC trademarks (the 'licensed material').

FSC trademark licence code: Identification code issued to organizations that have signed an FSC trademark licence agreement. For certificate holders, this is in the form FSC® C#####. It is used to identify the organization on the FSC licence holder database and must accompany any use of the FSC trademarks.

FSC trademarks: FSC has several registered trademarks: (a) the FSC logo; (b) the initials 'FSC'; (c) the name 'Forest Stewardship Council'; (d) the 'Forests For All Forever - full' mark; and (e) the 'Forests For All Forever - logo with text' mark.

Priloga D: Izrazi in definicije

Za namene tega standarda se uporabljajo izrazi in opredelitve, navedene v FSC-STD-01-002 FSC Glossary of Terms (slovar izrazov) in naslednje:

Certifikat Dokument, izdan v skladu s pravili sistema certifikacije, ki izkazuje zaupanje, da je proizvod, proces ali storitev v skladu s specifičnim standardom ali drugimi normativnimi dokumenti (ISO/IEC Guide 2:1991 paragraph 14.8 and ISO/CASCO 193 paragraph 4.5).

Certifikacijski organ: Organ, ki izvaja storitve ugotavljanja skladnosti in je lahko predmet akreditacije (povzeto po ISO / IEC 17011: 2004 (E))

Nadzorovani material: Vhodni material, dobavljen brez trditve FSC, za katerega je bilo ocenjeno, da ustreza zahtevam standarda FSC-STD-40-005 (Requirements for Sourcing Controlled Wood) - Zahteve za pridobivanje kontroliranega lesa.

FSC certificiran proizvod: Proizvod, ki ustreza vsem veljavnim zahtevam za certificiranje in je primeren za prodajo s FSC zahtevkom in promocijo z blagovnimi znamkami FSC. FSC kontroliran les se ne šteje za FSC certificiran proizvod.

FSC kontroliran les: material ali izdelek z trditvijo "FSC Controlled Wood".

Licenčni dogovor o uporabi blagovnih znamk FSC: Pravni dokument, ki ga podpiše organizacija, s katerim se ji dovoljuje uporaba blagovne znamke FSC (licenčni material).

Licenčna koda blagovne znamke FSC: Identifikacijska koda organizacije, ki je podpisala Licenčni dogovor o blagovni znamki FSC. Za imetnike certifikatov je koda oblike FSC® C#####. Uporablja se jo z namenom prepoznavanja organizacije kot nosilca licence in mora spremljati vsako uporabo blagovnih znamk FSC.

Blagovne znamke FSC: FSC ima registriranih več blagovnih znamk: (a) logotip FSC; (b) začetnice "FSC"; (c) ime "Forest Stewardship Council"; (d) oznaka "Forest For All Forever - full" - polna; in (e) "Forests For All Forever - logo with text" - logotip z besedilom".

Group entity: The entity that applies for group certification and holds any group certificate that is issued. The group entity may be an individual person, a cooperative body, an association, or other similar legal entity.

Moebius loop: Sign consisting of three arrows forming a loop. The percentage figure indicates the portion of combined post- and pre-consumer reclaimed material used for the product.

Non-timber forest products: Any forest-based product except wood (timber), including other materials obtained from trees such as resins and leaves, as well as any other plant and animal products. Examples include, but are not limited to, bamboo, seeds, fruits, nuts, honey, palm trees, rubber, cork, ornamental plants, and other products originating from a forest matrix.

On-product label: Arrangement of required information to make a public FSC claim about the materials used in a product, to be used attached to the product or its packaging.

Organization: Registered legal entity that has signed an FSC licence agreement and holds a valid FSC chain of custody certificate or a joint FSC forest management and chain of custody certificate, including group entities, members of multi-site, group forest managers, chain of custody certification schemes, and users of project certification.

Post-consumer reclaimed material: Material that is reclaimed from a consumer or commercial product that has been used for its intended purpose by individuals, households, or by commercial, industrial, and institutional facilities in their role as end-users of the product.

Pre-consumer reclaimed material: Material that is reclaimed from a process of secondary manufacture or further downstream industry, in which the material has not been intentionally produced, is unfit for end use, and not capable of being re-used on site in the same manufacturing process that generated it.

Product type: For the purposes of these requirements, a list of descriptions of the certified material or content to be used within the on-product label, such as "wood" or "cork". The list is available in the trademark portal.

Skupinski subjekt: Subjekt, ki zaprosi za skupinsko certifikacijo in ki je nosilec izdanega skupinskega certifikata. Skupinski subjekt je lahko posameznik, zadruga, združenje ali drugi podobni subjekti.

Moebiusova zanka: znak, sestavljen iz treh puščic, ki tvorijo zanko. Odstotna številka prikazuje delež surovin uporabljenih pred- in po- uporabi, ki so bile uporabljene v izdelku.

Ne-lesni gozdni proizvodi: Vsi gozdni proizvodi z izjemo lesa (hlodovine), vključno z drugimi materiali, pridobljenimi iz dreves kot npr. smola in listje; ter tudi ostali rastlinski in živalski proizvodi. Primeri vključujejo, vendar niso omejeni na: bambus, semena, sadje, oreške, med, palme, guma, pluta, okrasne rastline in drugi proizvodi, ki izvirajo iz gozdne matrice.

Oznaka na proizvodu: Urejene potrebne informacije za javno objavo FSC zahtevka o materialih uporabljenih v izdelku. Namesti se na izdelek ali na njegovo embalažo.

Organizacija: Registrirana pravna oseba, ki je podpisala licenčni sporazum FSC in ki ima veljaven FSC chain of custody (CoC) certifikat ali skupen FSC forest management in chain of custody (FM/CoC) certifikat ter skupinski subjekti, člani multi-site, skupinske sheme FM ali CoC certifikacije in uporabniki projektne certifikacije.

Material pridobljen po uporabi: Material, pridobljen od potrošnika ali tržni proizvod, ki so ga posamezniki, gospodinjstva, podjetja, industrija ali institucije kot končno uporabniki uporabljali v skladu z namenom tega proizvoda..

Material pridobljen pred uporabo: Material, pridobljen iz procesa sekundarne ali kasnejše proizvodnje, pri čemer material ni bil namerno proizveden, ni bil primeren za končno uporabo ter v podjetju ne more biti uporabljen v proizvodnem procesu v katerem je bil ustvarjen.

Produktni tip: Za namene teh zahtev je izdelan seznam opisov certificiranih materialov in vsebin, ki se uporabljajo na oznakah na izdelku, kot je "les" ali "pluta". Seznam je na voljo na portalu blagovnih znamk (Trademark portal).

Small and community producer: A forest management unit (FMU) or group of FMUs that meet(s) the small and low-intensity managed forest eligibility criteria (FSC-STD-1-003a) and addenda. An FMU must comply with the tenure and management criteria defined in FSC-STD-40-004.

Trademark portal: The online service for providing the FSC labels and logo to organizations that are entitled to use FSC trademarks.

Trademark use management system: A framework of procedures described in Annex A of this standard, used by a certificate holder to ensure correct use of FSC trademarks.

Verbal forms for the expression of provisions: [Adapted from ISO/IEC Directives Part 2: Rules for the Structure and Drafting of International Standards (2011)]

- **shall** indicates requirements strictly to be followed to conform with the standard.
- **should** indicates that, among several possibilities, one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required.
- **may** indicates a course of action permissible within the limits of the document.
- **can** is used for statements of possibility or capability, whether material, physical, or causal.

Manjši in skupnostni proizvajalci: Enota za gospodarjenje z gozdovi (FMU – forest management unit) ali skupina FMU enot, ki izpolnjuje (-jo) merila za upravičenost do upravljanja gozdov z majhno in nizko intenzivnostjo (FSC-STD-1-003a in dodatek). FMU enota mora izpolnjevati merila za upravičenost in upravljanje, opredeljena v FSC-STD-40-004.

Portal blagovnih znamk (Trademark portal): Internetna storitev, ki upravičnim organizacijam ponuja FSC oznake in logotipe.

Sistem za upravljanje z blagovnimi znamkami: Sistem postopkov, opisanih v Prilogi A tega standarda, ki ga uporabljajo imetniki certifikata za zagotovitev pravilne uporabe blagovnih znamk FSC.

Besedne oblike izražanja določb: [Prilagojeno iz direktiv ISO / IEC II. Del: Rules for the Structure and Drafting of International Standards (Pravila za sestavo in pripravo mednarodnih standardov) (2011)]

- **Naj:** označuje zahteve, ki jih je treba upoštevati v skladu s standardom.
- **Naj bi :** pomeni da je med več možnostmi ena še posebej primerna, brez da bi omenili ali izključili druge, ali pa, da je določen potek dejanja boljši, vendar ne nujno potreben.
- **Sme:** pomeni dejanja, ki so dovoljena znotraj omejitev dokumenta.
- **Lahko:** se uporablja za izjave o možnostih ali zmožnostih, bodisi materialnih, fizičnih ali vzročnih.



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