



# BUILDING & REMODELING WITH FSC

For Residential Projects



## Be Curious...About the Power of Market Transformation!

Market transformation is the transformation of an industry based on the demands of the market (i.e. public and private customers). Markets are the recipients of the products and services that industries produce. When the market demands better performance and accountability, the industry must transform to meet the market's demand. For example, in the 1970's the market demanded tighter rules governing the use and effectiveness of seat belts in automobiles. These demands led the automobile industry to improve the effectiveness of seat belts and to eventually develop airbags. Without the input and demands made by the market, the automobile industry may have resisted these upgrades.

Today, the market is concerned with a number of products and services that are produced by the agriculture, building, energy, automobile, clothing, and forest products industries to name a few. Market transformation initiatives in these industries include organic agriculture, green building, alternate energy sources, fuel efficient cars, organic/non-toxic fabrics, and certified forest products.

Due to the interconnections between industries it is powerful to have one market transformation initiative, such as green building, support and preference the leadership standard from another initiative. Through the Forest Stewardship Council's (FSC) leadership and independent standards, FSC-certified products are the only certified forest products that are accepted by all residential and commercial green building standards in North America.

As one person you may feel powerless to change the huge and complex forest products supply chain, but in actuality businesses today are

listening to their customers more than ever, and your purchases hold significant power in communicating your values and desires to product providers. Market transformation related to forest products in the homebuilding and remodeling industry starts with your purchases at the cash register, by your contractor, or through a homebuilder.

Once you have investigated how FSC-certified forest products actually benefit society from a better managed forest to a greener building material, you will be well prepared to contribute to the transformation of the forest products industry through your building project. It all starts with one question to your homebuilder, remodeler, architect, or building material supply store: "Can we do this project with FSC wood products?"

It only takes a few seconds to ask the questions that could have positive impacts for centuries to come.

Good luck and may the forest be with you!!



Terry Campbell  
*Forest Products Solutions*



## Forest Stewardship Council (FSC) Resources

### FSC Product Finders

BuildingGreen

Forest Certification Resource Center

Forest Stewardship Council (FSC)

Forest Stewardship Council (FSC) Canada

Forest Stewardship Council (FSC) International

Rainforest Alliance SmartGuides for FSC

Building Materials and Paper Products

[www.greenspec.com](http://www.greenspec.com)

[www.certifiedwood.org](http://www.certifiedwood.org)

[www.findfsc.org](http://www.findfsc.org)

[www.fscCanada.org/FindWoodProducts.htm#distributors](http://www.fscCanada.org/FindWoodProducts.htm#distributors)

[www.fsc-info.org](http://www.fsc-info.org)

[www.fsc-info.org](http://www.fsc-info.org)

[www.rainforestalliance.org/programs/forestry/smartwood/find-certified-products.cfm](http://www.rainforestalliance.org/programs/forestry/smartwood/find-certified-products.cfm)

### Why FSC?

Dovetail Partners' *A Land Managers Guide to FSC VS. SFI*

FERN *Footprints in the Forest*

Rainforest Alliance's *The Global Impacts of SmartWood Certification*

[www.dovetailinc.org](http://www.dovetailinc.org)

[www.fern.org/pubs/reports/footprints.pdf](http://www.fern.org/pubs/reports/footprints.pdf)

[www.rainforest-alliance.org/forestry/documents/sw\\_impacts.pdf](http://www.rainforest-alliance.org/forestry/documents/sw_impacts.pdf)

[www.whyfsc.com](http://www.whyfsc.com)

Why FSC?

World Wildlife Fund/World Bank *Forest Certification Assessment Guide*

[www.assets.panda.org/downloads/fcagfinal.pdf](http://www.assets.panda.org/downloads/fcagfinal.pdf)

### Periodical and Newsletters

Branching Out

Community Forestry Resource Center CFRC Connections

Dovetail Partners Inc.

Forest Stewardship Council US Newsletter

Forest Stewardship Council International

Metafore *In Focus*

Northwest Natural Resource Group

Southern Forests Network

World Wildlife Fund (WWF)

[www.fscCanada.org/news.htm](http://www.fscCanada.org/news.htm)

[www.forestrycenter.org](http://www.forestrycenter.org)

[www.dovetailinc.org](http://www.dovetailinc.org)

[www.fscus.org](http://www.fscus.org)

[www.fsc.org/en/whats\\_new/news/news\\_notes](http://www.fsc.org/en/whats_new/news/news_notes)

[www.metafore.org](http://www.metafore.org)

[www.nnrg.org](http://www.nnrg.org)

[www.southern sustainableforests.org](http://www.southern sustainableforests.org)

[www.worldwildlife.org/news](http://www.worldwildlife.org/news)

### FSC-accredited Certifiers in North America

Bureau Veritas

Scientific Certification Systems

SGS Qualifor

SmartWood

Soil Association

[certification.us.bureauveritas.com](http://certification.us.bureauveritas.com)

[www.scs certified.com](http://www.scs certified.com)

[www.ics.sgsna.com](http://www.ics.sgsna.com)

[www.smartwood.org](http://www.smartwood.org)

[www.soilassociation.org](http://www.soilassociation.org)



## Green Building Resources

### Residential Green Building and Remodeling Programs

Alameda County Waste Management Program (CA)	<a href="http://www.stopwaste.org/multigreen">www.stopwaste.org/multigreen</a>
Alliance for Green Development (NM)	<a href="http://www.greenalliancencm.org">www.greenalliancencm.org</a>
Alliance for Environmental Sustainability (MI)	<a href="http://www.alliancees.org">www.alliancees.org</a>
Arlington County Green Home Choice Program (VA)	<a href="http://www.arlingtonva.us">www.arlingtonva.us</a>
Build it Green (CA)	<a href="http://www.builditgreen.org">www.builditgreen.org</a>
Build San Antonio Green (TX)	<a href="http://www.buildsagreen.org">www.buildsagreen.org</a>
Built Green Canada	<a href="http://www.builtgreencanada.ca">www.builtgreencanada.ca</a>
Built Green Colorado (CO)	<a href="http://www.builtgreen.org">www.builtgreen.org</a>
Built Green King & Snohomish Co (WA)	<a href="http://www.builtgreen.net">www.builtgreen.net</a>
Earth Advantage™ (OR)	<a href="http://www.earthadvantage.com">www.earthadvantage.com</a>
EarthCraft House (GA)	<a href="http://www.earthcrafthouse.com">www.earthcrafthouse.com</a>
Florida Green Building Coalition (FL)	<a href="http://www.floridagreenbuilding.org">www.floridagreenbuilding.org</a>
Green Building Program (AZ)	<a href="http://www.scottsdaleaz.gov/greenbuilding">www.scottsdaleaz.gov/greenbuilding</a>
Green Building Program (TX)	<a href="http://www.ci.austin.tx.us/greenbuilder">www.ci.austin.tx.us/greenbuilder</a>
Green Homes NorthEast (MA)	<a href="http://www.ghne.org">www.ghne.org</a>
GreenHOME, Inc. (DC)	<a href="http://www.greenhome.org">www.greenhome.org</a>
Green Points Program (CO)	<a href="http://www.ci.boulder.co.us/environmentalaffairs">www.ci.boulder.co.us/environmentalaffairs</a>
Vermont Builds Greener (VT)	<a href="http://www.bsr-vt.org">www.bsr-vt.org</a>
Western NC Green Building Program (NC)	<a href="http://www.wncgbc.org">www.wncgbc.org</a>
Wisconsin Green Built Home (WI)	<a href="http://www.greenbuilthome.org">www.greenbuilthome.org</a>
USGBC LEED for Homes (National)	<a href="http://www.usgbc.org">www.usgbc.org</a>

### Professional Organizations

Canadian Green Building Council (CaGBC)	<a href="http://www.cagbc.org">www.cagbc.org</a>
National Association Homebuilders (NAHB)	<a href="http://www.nahb.org/gbg">www.nahb.org/gbg</a>
National Association of the Remodeling Industry Green Education Program	<a href="http://www.nari.org">www.nari.org</a>
United States Green Building Council (USGBC)	<a href="http://www.usgbc.org">www.usgbc.org</a>
World Green Building Council	<a href="http://www.worldgbc.org">www.worldgbc.org</a>

### Educational Resources

Affordable Comfort Inc.	<a href="http://www.affordablecomfort.org">www.affordablecomfort.org</a>
Building Green	<a href="http://www.buildinggreen.com">www.buildinggreen.com</a>
City of Portland, OR Green Building Resources	<a href="http://www.portlandonline.com/osd">www.portlandonline.com/osd</a>
Metro King Co Green Home Remodel	<a href="http://www.metrokc.gov/dnrp/swd/greenbuilding/">www.metrokc.gov/dnrp/swd/greenbuilding/</a>
Oikos Green Building Source	<a href="http://www.oikos.com">www.oikos.com</a>
The Energy and Environmental Building Association (EEBA)	<a href="http://www.eeba.org">www.eeba.org</a>
Sustainable ABC.com	<a href="http://www.sustainableabc.com">www.sustainableabc.com</a>
Sustainable Sources	<a href="http://www.greenbuilder.com">www.greenbuilder.com</a>

### Periodicals and Magazines

Ecological Home Ideas	<a href="http://www.ecologicalhomeideas.com">www.ecologicalhomeideas.com</a>
Ecostructure	<a href="http://www.eco-structure.com">www.eco-structure.com</a>
Environmental Design & Construction's Sustainable Home	<a href="http://www.edcmag.com">www.edcmag.com</a>
Green Builder Magazine	<a href="http://www.greenbuildermagazine.com">www.greenbuildermagazine.com</a>
Green Product Dealer	<a href="http://www.gbproductnews.com">www.gbproductnews.com</a>
GreenSource	<a href="http://www.greensource.construction.com">www.greensource.construction.com</a>
Natural Home Magazine	<a href="http://www.naturalhomemagazine.com">www.naturalhomemagazine.com</a>

