



Project Documentation

AMAZON CLIMATE PLEDGE FRIENDLY (CPF) PROGRAM

E x t e r n a l P r o j e c t D o c u m e n t a t i o n

30/09/2025



CONTENTS

Glossary Of Terms	3
Background of the CPF Program	4
About the CPF Program	4
The CPF Program and FSC	4
Eligibility Criteria and Excluded Products	5
Scope: Eligibility Criteria	5
Amazon Excluded Product Category List	6
For CHs and PLHs - Self-Service Portal Onboarding and Submission	10
About the FSC®-Certified Products Portal	10
Onboarding	10
Uploading Products	10
For CHs - Automation	12
About API Access for Certificate Holders	12
Other Resources	13
Become FSC-Certified	13

Glossary Of Terms

Term	Definition
CPF	<i>Climate Pledge Friendly</i> is a program by Amazon which highlights products that meet sustainability standards and help preserve the natural world.
B2B	<i>Business to Business</i> refers to interactions between businesses rather than between businesses and individual consumers.
CH	<i>Certificate Holders</i> are companies who have the Chain of Custody (CoC) certification.
PLH	<i>Promotional Licence Holders</i> are companies that are not certified but do sell or use FSC-certified finished and labelled goods and are allowed to utilize FSC Trademarks.
CoC	<i>Chain of Custody Certification</i> ensures that forest-derived materials adhere to stringent standards as they transition from forest origin to finished goods, with the FSC label indicating compliance with these requirements throughout the supply chain.
PLA	<i>Promotional Licence Agreement</i> is a contract signed by both FSC and companies that allows them to start becoming PLH.
FSC®-Certified Products Portal	Allows users to add and delete FSC Certified Products to their chosen sustainability program(s).
TSP	<i>Trademark Service Providers</i> are local offices that handle Trademark-related activities their regions of scope.

Background of the CPF Program

About the CPF Program

In 2019, Amazon founded The Climate Pledge — a commitment to be net-zero carbon across its business by 2040, 10 years ahead of the Paris Agreement. The Amazon Climate Pledge Friendly (CPF) Program was created by the company to highlight products that meet sustainability standards and help preserve the natural world. To do this, Amazon has partnered with trusted third-party certifications to show their customers that they are committed to building a sustainable business.

Products included in CPF drives average **+12% sales lift on average within the first year of joining the program, +130% increase on average in Product Page Views year on year, and +23% on average customer switches year on year** through 18 discovery features, advertising & marketing activations, and B2B features. **CPF products** are sold at a higher average selling price, demonstrating higher customer willingness to pay:

1. **Amazon.com: Climate Pledge Friendly**
2. **Climate Pledge Friendly | Linktree**

The CPF Program and FSC

Since September 23, 2020, the **Forest Stewardship Council (FSC)** has been participating in Amazon's **Climate Pledge Friendly (CPF)** program, which makes it easier for customers to discover and shop for more sustainable products. When searching for products, customers see the **Climate Pledge Friendly** label signifying products that have one or more of the **50 different sustainability certifications** that help preserve the natural world.

FSC is the only certification system focusing exclusively on forest products that Amazon has selected to feature in the program. You may discover the products **here**.

Eligibility Criteria and Excluded Products

Scope: Eligibility Criteria

FSC-Specific requirements:

1. Valid Chain of Custody Certification or Promotional Licence

- a. Your company must hold a valid Chain of Custody Certification or Promotional Licence. Please note that you may not use your supplier's or accordance with FSC trademark usage rules.

2. Product Availability on Amazon

- a. The products must already be listed and available for sale on Amazon.

3. Finished and Labelled Products

- a. Products must be finished and include an FSC label. This label is mandatory for participation in the CPF program. When a consumer orders a product under the CPF program, it must be delivered as a finished product with an FSC label.

4. No Eligibility for Uncertified Products in FSC-Certified Packaging

- a. Products that are not FSC-certified themselves, even if packaged in FSC-certified packaging, are not eligible for the program.

5. Eligibility of Products with FSC-Certified Secondary Components

- a. If the FSC-certified material is a secondary component of the product, the product must meet the following conditions:
 - i. The component is a permanent part of the product.
 - ii. The component is functional- removing it would compromise the function of the product.
 - iii. The listing is not misleading to consumers. It must clearly indicate which component is FSC-certified.

- 1. For example: If the wooden frame of a chair is FSC-certified, the product description must specify if it was made

Amazon-Specific Requirements:

1. Excluded Lists

- a. The products must not be under the Excluded List Category that is pre-determined by Amazon. There are two lists, the FSC-Specific and the Program-wide. The FSC-Specific list is available in this document and the program-wide list can be found [here](#).

2. FSC-Certified Fabric

- a. Fabric products cannot obtain the CPF Badge solely from being FSC-Certified. They must meet **Plant-Based Fiber Blended** certification requirements to be eligible.

3. Beauty Wipes and Surface Cleaning Wipes

- a. Effective December 31, 2025, beauty wipes and surface cleaning wipes will no longer be eligible for the CPF badge

4. Component Eligibility

- a. Effective October 3, 2025, FSC-certified products must be at least 50% certified material, by weight, to be eligible for the CPF program based on the FSC certification alone. For any questions

about these requirements, please contact your primary Amazon point of contact (i.e. Vendor Manager, Global Vendor Manager, or Customer Success Manager).

For CHs selling products under brands where they do not directly own the trademarks, a trademark usage agreement is required. Additionally, CH must clarify whether there is a transfer of goods to the trademark owner or if they are only using the brand name. If there is a transfer of goods, the trademark owner needs to obtain an FSC Certification before the products can be uploaded in the portal.

Amazon Excluded Product Category List

The contents of the following list are excluded from the Amazon CPF program. This means that when you classify your product in any of the categories below on the Amazon platform, the product is automatically excluded from the CPF badge, even if it is FSC-Certified and submitted successfully through our FSC Certified Products Portal.

There are two excluded list categories - one that is implemented across all certifications in the Amazon CPF Program, and one that is FSC-specific.

Please refer to the statement from Amazon below regarding the inclusion of Excluded Lists to the CPF program:

The below list of product categories, while they might be able to be certified, are not included in Climate Pledge Friendly (CPF). We want to ensure we maintain a high bar for what is labeled as CPF in our store while also making criteria more transparent to our certification and selling partners. We exclude select product categories based on

1) sustainability impact or

2) if the relevant sustainability claim within a category is too commonplace to provide customers with information that helps them make a more sustainable choice.

If you certify one of the products below, the Climate Pledge Friendly badge will not appear, even if you have transmitted data successfully.

Additionally, to avoid customer confusion, we currently do not include products with an EU Energy Label score of D or lower in Climate Pledge Friendly (European stores only).

We continuously assess the sustainability and regulatory landscape to ensure we maintain a high bar for our customers and will keep you apprised of any future changes in a timely manner. Thank you for being a trusted certifier of CPF. We appreciate your continued investment in sustainability. "

The following items are included in the CPF-wide list. In addition to this, products with an EU Energy Label score of D or lower are also not eligible (European stores only).

The following Amazon specific product-categories are specifically excluded for FSC-Certified Products. If you believe your product has been miscategorized and should belong to a category that is not excluded, you can request a category change in your Seller or Vendor Central. **However, please note that FSC**

cannot guarantee your category change will be approved by Amazon nor can influence Amazon to change it.

Category Scope	Amazon Specific Excluded Product-Categories
Electronics and Accessories	- ABIS_ELECTRONICS ? ABIS_MUSIC ? CELL_PHONE_SCREEN_PROTECTORS ? CHARGING_ADAPTER ? COMPUTER_COMPONENT ? COMPUTER_INPUT_DEVICE_ACCESSORY ? COMPUTER_SOFTWARE ? CONSUMER_ELECTRONICS ? ELECTRICAL_HOUSING ? ELECTRONIC_CABLE ? ELECTRONIC_COMPONENT_TERMINAL ? ELECTRONIC_DEVICE_DOCKING_STATION ? ELECTRONIC_LEARNING_TOY ? EXTERNAL_CELL_PHONE_BATTERY_PACKS ? FLASH_MEMORY ? FLAT_SCREEN_DISPLAY_MOUNT ? HEADPHONES ? HUNTING_GAME_CAMERAS ? LAPTOP_COMPUTER_CHARGERS_AND_ADAPTERS ? LAVALIER_WIRELESS_MICROPHONES ? MONITOR ? NETWORKING ? NETWORKING_DEVICE ? PHONE_ACCESSORY ? PORTABLE_ELECTRONIC_DEVICE_COVER ? PRELOADED_ELECTRONIC_GAME ? SMART_WATCH_CABLES ? SOLAR_CELL_PHONE_CHARGERS ? SOUND_AND_RECORDING_EQUIPMENT ? SOUND_CARD ? SPEAKERS ? TELEVISION ? VEHICLE_AUDIO_VIDEO_ACCESSORIES_AND_PARTS ? VIDEO_GAME_ACCESSORIES
Home and Kitchenware	- AIR_CONDITIONER ? CANDLE ? CLOTHES_STEAM_GENERATORS ? COFFEE_MAKER ? DUTCH_OVENS ? ELECTRIC_FAN ? ELECTRIC_WATER_BOILER

	EXERCISE_TREADMILLS ❑ FAUCET_WATER_AERATOR ❑ FOOD_PROCESSOR_ACCESSORIES ❑ FOOD_STORAGE_AND_ORGANIZATION ❑ GRIDDLE_PLATE ❑ HAND_HELD_SHOWERHEADS ❑ HOME_LIGHTING_AND_LAMPS ❑ HOT_TUB ❑ ICE_CUBE_MOLDS ❑ ICE_MAKER ❑ TOILET_BRUSHES ❑ TRAVEL_STEAM_GENERATORS
Tools and Hardware	BOLTS ❑ BRAKE_ROTOR ❑ CIRCUIT_BREAKER ❑ DRILL_BITS ❑ DRILL_BITS_AND_ACCESSORIES ❑ ENGINE_PARTS_GASKETS_SEALS_BEARINGS ❑ FASTENER_DRIVE_BIT ❑ HANDTOOLS ❑ HARDWARE ❑ HARDWARE_HANDLE ❑ HARDWARE_PIN ❑ HARDWARE_STAPLE ❑ PLUMBING_FIXTURE ❑ POWER_TOOL_ACCESSORIES ❑ REPLACEMENT_PARTS ❑ REPLACEMENT_PARTS_UNDERCXAR ❑ SAW_BLADE ❑ SCREWDRIVERS ❑ SEALANT
Personal/Animal Care, Fashion, Beauty, and Wellness	ANIMAL_COLLAR ❑ APPAREL_PIN ❑ ELECTRIC_BACK_MASSAGERS ❑ EYELID_COLOR ❑ FACIAL_TREATMENT_MASKS ❑ MAKE_UP ❑ MASCARA ❑ PERSONAL_CARE_APPLIANCE ❑ PERSONAL_FRAGRANCE ❑ PET_GROOMING_CLIPPERS ❑ POWER_DENTAL_FLOSSERS
Health/Wellness	AUTOMATIC_ARM_CUFF_BLOOD_PRESSURE_MONITORS ❑ BACK_BRACES ❑ DUMBBELLS ❑ MEDICATION

	MISCELLANEOUS_SEX_AND_SENSUALITY ☐ SEX_AND_SENSUALITY ☐ SEXUAL_STIMULATION_DEVICE ☐ TREADMILL ☐ WHEELCHAIR ☐ BICYCLE
Office Supplies	BALLOON ☐ CASH_REGISER ☐ CASH_REGISTERS_AND_OFFICE_MACHINES ☐ CASH_REGISTERS_TIME_CLOCKS_AND_TYPEWRITERS ☐ CLOCK ☐ COMPRESSED_AIR_DUSTERS ☐ CONFETTI ☐ DESKTOP_THERMAL_LABEL_PRINTERS ☐ ELASTIC_BAND ☐ INK_OR_TONER ☐ INKJET_PRINTER_INK ☐ LABEL_MAKERS ☐ LABELERS ☐ LAMINATOR ☐ LAMP ☐ LIGHT_BULB ☐ LIGHT_FIXTURE ☐ LIGHT_THERAPY_PRODUCTS ☐ MATERIAL_HANDLING_OTHER ☐ OFFICE_MACHINE ☐ OUTDOOR_LIGHTSTRINGS ☐ PAINT ☐ PAINTING_SUPPLIES ☐ PORTABLE_ELECTRONIC_DEVICE_COVER ☐ PRINTER ☐ SCANNERS ☐ SINGLE_FUNCTION_INKJET_PRINTERS ☐ STAPLER ☐ STAPLERS_TACKERS_AND_STAPLES ☐ STRING_LIGHT ☐ TWO_WAY_RADIO ☐ VALVE
Miscellaneous	DAIRY_BASED_CHEESE ☐ DOWNLOADABLE_TV_SEASON ☐ PHYSICAL_MOVIE ☐ PHYSICAL_SOFTWARE ☐ PHYSICAL_TV_SERIES ☐ PHYSICAL_VIDEO_GAME_SOFTWARE ☐ SUGAR_CANDY ☐ VIDEO_RECORDINGS

For CHs and PLHs - Self-Service Portal Onboarding and Submission

About the FSC®-Certified Products Portal

FSC has launched a self-service platform called the FSC®-Certified Products Portal that allows users to add and delete FSC Certified Products to their chosen sustainability program(s). The portal facilitates the onboarding, submissions, and transmission of products to Amazon. More detailed descriptions on how to navigate and use the portal is provided [here](#). There are also YouTube guide videos on the subject, one on how to [onboard](#) in the portal and the second showing how to [import and manage](#) product data.

Onboarding

Step 2: Portal Application

This portal aims to collect your personal details (name, email address and phone number) to allow you to create your personalized account. This information is critical to send you updates regarding your product submission and any relevant information associated with the portal only. We also collect your FSC Certification details to ensure we map correctly with your personalized account.

Step 2: Review and Approval

Once you submit your application, it will be sent to your primary contact from your organization for approval or to the FSC E-commerce team if no primary contact has been setup. The review from the E-commerce team may take up to 5 working days after which, you will either get access to the portal or will be requested to provide more information to support your application. Applications that are not actioned upon within 3 weeks are rejected.

If your application is rejected, you will receive the reason for rejection. You can either re-apply or choose to stop the application process. If your application is approved, you will receive an activation email, which will allow you to choose your password and log in to the portal.

If you do not have FSC Certification, you may choose to obtain one from your local FSC office. You will find resources at the end of this document.

Uploading Products

Step 3: Uploading Products

Once your application is approved, you can then upload products in the portal. Please note that we request for a photo showing that your products are labelled. This may happen for each of your submissions or on a sample basis. Thresholds for uploading label samples are as follows:

1. The image must be of the actual product and/or the product in its packaging, not other items like packaging models or label artwork.
2. The label must be clearly visible.
3. Each sample image should feature unique products and must not be repeated.

Additionally, PLHs upload all relevant supporting documents as required, e.g. sales documents (e.g. invoice), supplier letters etc. The guides above also provide as step-by-step for these processes.

Once you have uploaded products in the portal, the products will undergo review to ensure that all requirements are met. If your products are approved, the badge should appear on your listings within 5-10 working days. If your products are rejected, you will also receive a reason for rejection.

Step 4: Updating Products

If you have submissions that are over a year old, the portal will require you to update your submissions. You will receive an email informing you of this requirement.

As a CH, you will need to submit a sample photo showing your products are labelled. If you are a PLH, you will need to update the supplier documentation and product labels. Once you update your submissions, they will be reviewed once again.

If you don't update your products within the total 21-day review period, they will be sent to Amazon for de-badging. During the review period, you will also not be allowed to submit new products in the portal until all reviews are complete.

For CHs - Automation

About API Access for Certificate Holders

If you are a Certificate Holder with a functional Product Management System, you can automate the submission of your FSC-Certified Products to the FSC Database (and make them available in eCommerce). This is possible through connection via our API. Please review the items below to check your suitability for automation.

Checklist before applying

1. **Do you use GS1 GTIN (Global Trade Item Number)?**

A GTIN is a unique, internationally recognised identifier for a product. When present, it normally appears beside the product barcode or on the book cover. Worldwide GTINs are usually 13 digits; in the USA they are typically 12 digits (also known as UPC). Prior identifiers such as EAN (Europe), JAN (Japan) and ISBN (books) are all part of the GTIN family.

2. **Do you use GS1's GDSN (Global Data Synchronisation)?**
GS1 GDSN is the world's largest product data network. It makes it possible for any company, in any market, to share high-quality product information seamlessly. If your organisation uses GDSN, you only need to publish your products to the FSC GLN with three additional FSC attributes.

3. **If you don't use GDSN but you have GTINs and a Product Management System?**
It is still possible for you to automate. You can connect your current Product Management System to the API and transmit your FSC-Certified Product information automatically to the FSC Database.

Next steps

If automation sounds feasible for your company, please submit your request for more information [here](#) and we will respond to your application.

Other Resources

Become FSC-Certified

If you are interested in the Amazon CPF Program, please apply through the application form: [FSC-Certified Products Portal](#);

Find out more about [FSC certification process](#);

Find out more about [FSC promotional licencing process](#);

If you would like to know more about FSC, what we do, our strategy and values, [check out our website](#).

Contact Us

FSC Ecommerce Mailbox

ecommerce@fsc.org



FSC International

Adenauerallee 134

53113 Bonn

Germany

Phone: +49 -(0)228 -36766 -0

Fax: +49 -(0)228 -36766 -30

Email: ecommerce@fsc.org