

CHOOSE FORESTS
CHOOSE FSC™

FSC™ Forest Week 2022



FORESTS™
FOR ALL
FOREVER



FSCTM Forest Week 2022

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Welcome to FSC™ Forest Week

Dear Certificate Holders and Promotional Licence Holders,

In our decade of action, forests hold the key to a more sustainable future. As valued partners in the FSC system, you are already making a valuable contribution to FSC's goal of Forests For All Forever.

But there is always more to do. Awareness and understanding of the value FSC certification brings needs to be increased so that more people understand how they can contribute to forest sustainability. Taking a positive action can be as simple as encouraging consumers to choose more sustainable products.

Therefore, I am excited to share an inspiring new campaign with you that I hope you will support to tackle this challenge together.

With that, I would like to invite you to participate in FSC™ Forest Week 2022, a global consumer awareness-raising campaign in September. With this standout campaign, we want to bring the FSC community together to:

- Educate and encourage everyone to be forest stewards by communicating the benefits of FSC-certification for forests and the life they sustain
- Inspire responsible and sustainable actions that benefit our environment for future generations

We are providing you with a collection of creative assets to showcase your sustainable practices and certified products and encourage you to invite your customers to engage with the campaign.

We look forward to your cooperation.

With kind regards,

Jeremy Harrison
Chief Markets Officer,
FSC International



FSC™ Forest Week 2022

Previously known as FSC Friday, the campaign will now be called FSC Forest Week 2022 and will run from 24 to 30 September 2022.

This change was made to allow more time to build a narrative around the campaign and give companies more flexibility and opportunities to join us.

What's the idea?

We want to educate and inform consumers about the benefits of certification and how FSC pursues its mission of Forests For All Forever.

We want to give companies a mechanism to showcase their sustainability commitments and FSC-certification and the benefits this has for all.

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Why join?

This is your opportunity to showcase your sustainability commitments and FSC-certification to a global audience and your internal stakeholders.

Through the joint communication of your company and FSC, the campaign will reach end consumers and help raise awareness about the important role of forests and sustainable forestry.

Milestones

We encourage you to register as soon as possible for us to plan better.

[REGISTER HERE](#)

31st July

All campaign materials are shared.

24th – 30th September

Campaign is live.





FSC™ Forest Week 2022

Campaign Logo (Used on dark green and available in English, Spanish, Portuguese, German, French, Korean, Japanese, simplified Chinese, Arabic.)





Available in English, Spanish, Portuguese, German, French, Korean, Japanese, simplified Chinese and Arabic.



Supplied as editable lower text for you to translate into your own language.

FSC™ Forest Week 2022

What will we provide you with?

For FSC™ Forest Week 2022, we will provide you with Social Media Assets and ask you to add these to your social accounts for the campaign week. These will include:

- Profile picture overlays
- Social product templates
- Social typography templates
- Educational content
- Campaign tagline lock-up
- Campaign visual assets

These assets will be provided in 9 languages: English, Spanish, Portuguese, German, French, Korean, Japanese, simplified Chinese, and Arabic. **We will provide editable versions** for languages outside of the 9 provided in order for you to translate the assets into your language.

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5 ways to participate:

1. Change your social media frame.
2. Educate your audience about FSC and forests by posting/sharing provided content from your social media accounts.
3. Customise the FSC branded templates we are providing to showcase your FSC-certified products and share your sustainable efforts on your social media accounts.
4. Highlight the campaign through your email signature or website.
5. Use the A3/A4 posters in your store or at your offline events.

In the following pages, we will show you the assets we will provide for your use.

Ways to participate on social media

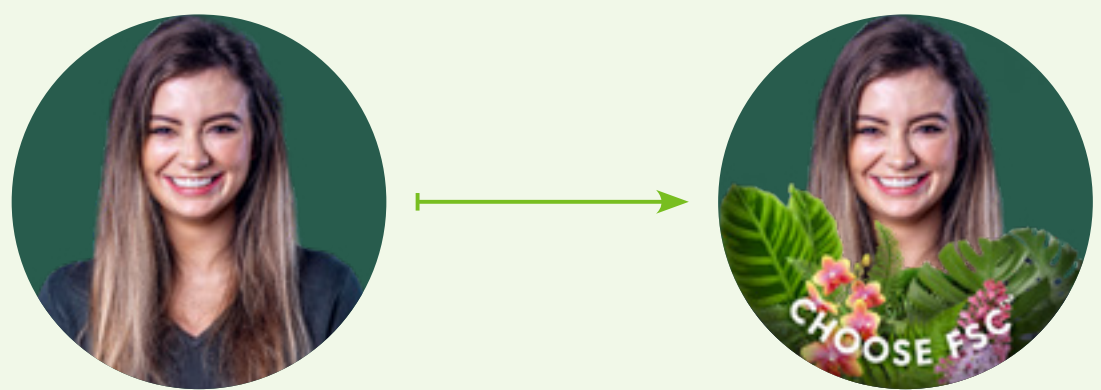
Hashtags to use

#ForestsForAllForever, #FSCForestWeek, #ChooseFSC, #ChooseForests.

1 Change your social media frame.

2 Share FSC content on your social media channels.

3 Customize the content using our provided templates.



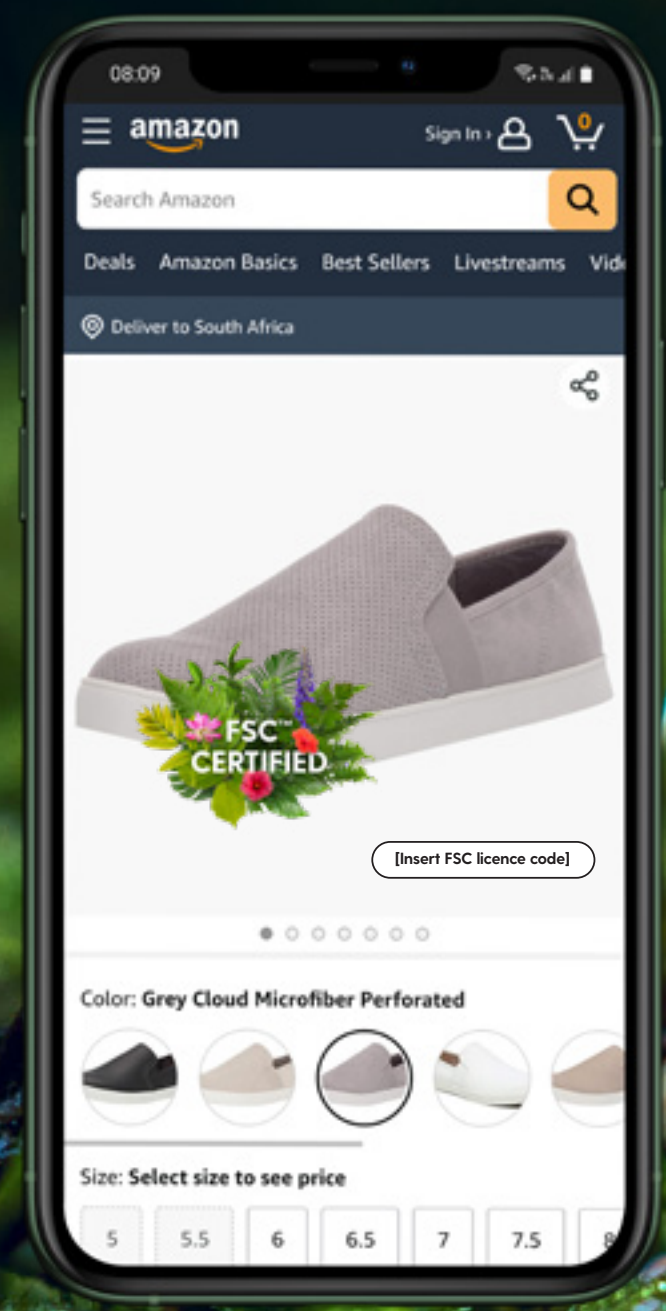
Ways to participate on social media and on your website

Showcase your certified products with the Choose FSC badge, Forest Certified Bouquet & Choose Forests Ring:

You can use the FSC Choose Forests badge and ring to place onto your social or website media to participate in the campaign and to engage with your audience. Only FSC-certified products shall show the badge and bouquet.



CHOOSE

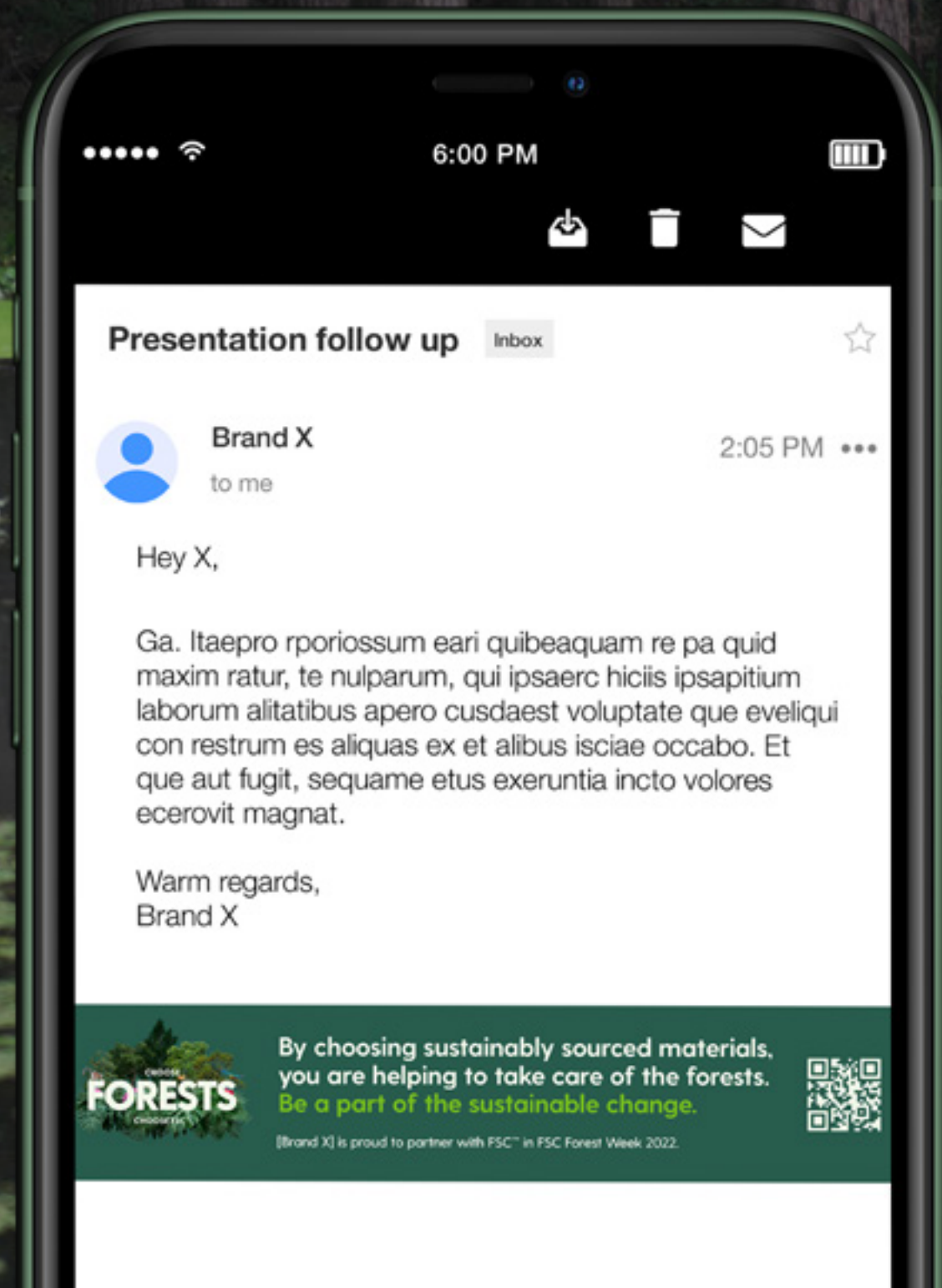


Ways to participate on your website and via email

Feature the campaign across other digital channels:

- Press release on website.
- Email signature banners.
- Website banners (available in various sizes)

1920 x 540 2200 x 840 3000 x 840



Promote the campaign at an event or at your office or store:

Events Posters

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We invite you to celebrate forests and share what you're doing to protect them!

When you choose an FSC-certified product, you're helping to take care of forests for future generations.

[Insert FSC licence code]

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fsc.org

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[Insert FSC licence code]

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Join the campaign

Campaign Checklist

Remember to use your FSC™ licence code.

Open files will be provided and can be edited so that you can include your licence code. Ensure that the correct trademark symbol is used (® or ™).

Remember to get your FSC trademark usage approved.

When using this campaign's assets, you must ensure that you obtain approval for the FSC trademark usage.

- If you hold a forest management or chain of custody certificate, you will need to approach your certification body for review and approval of the FSC trademark use.
- If you hold a promotional licence, you will need to approach your Trademark Service Provider (your FSC national or regional office) for approval of the FSC trademark use.

Register

If you have any questions please email marketing@fsc.org or contact your local FSC office.

REGISTRATION FORM

Be a part of sustainable change.



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We look forward to your collaboration.



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