

**TRUST
THE TREE**



**FORESTSTM
FOR ALL
FOREVER**

FSC[®] FOREST WEEK 2023

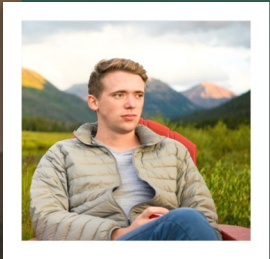
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Welcome to FSC® Forest Week 2023



Dear Certificate Holders and Promotional Licence Holders,

Healthy forests thriving with biodiversity are irrefutable solutions in the fight for a climate-resilient future.

As valued partners within the FSC system, you already contribute significantly to our overarching goal of *Forests For All Forever*. However, there is much work still to be done.

To achieve our vision of healthy and resilient forests that sustain life on Earth, it is critical to enhance awareness and appreciation of the value that FSC certification offers. We all have a part in safeguarding our forests. Simple choices, like opting for sustainable products, can help consumers make a real impact.

FSC® Forest Week 2023

I'm delighted to introduce this year's campaign designed to inspire us all to take collective action. **Join us in supporting FSC® Forest Week 2023**, a global consumer activation campaign taking place on 23 - 29 September.

Through this impactful initiative, we aim to unify the FSC community and achieve the following goals:

- **Demonstrate** to your customers how you are actively safeguarding forests, wildlife, and our climate as an FSC steward.
- **Educate and empower** people to become forest stewards by emphasizing the benefits of FSC certification for forests and the life they sustain.
- **Inspire** responsible and sustainable actions that positively impact our environment, ensuring a brighter future for generations to come.

We are providing you with a collection of creative assets to showcase your sustainable practices and certified products.

We encourage you to engage your customers and communities and invite them to actively participate in the campaign.

We look forward to the positive impact we can create, together.

For the forests,

Trevor Armel
Director of Marketing,
FSC International

Looking back on Forest Week 2022

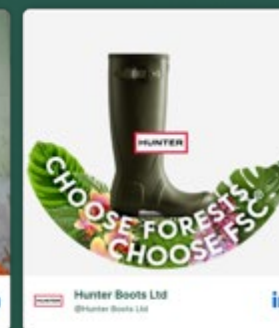
Last year's campaign, under the theme **CHOOSE FORESTS | CHOOSE FSC®**, successfully educated consumers about the benefits of certification and how FSC pursues its mission of *Forest For All Forever*.

Over **1,200** FSC Certificate Holders, Promotional Licence Holders, and NGOs from more than **40** countries actively participated in the social media campaign, which reached over **42 million** consumers worldwide.

The campaign also extended to community engagement activities, such as forest walks and factory tours, to amplify forest appreciation.



Watch last year's highlights [here](#).



Gearing up for Forest Week 2023



FSC® Forest Week 2023 will take place from **23 to 29 September 2023**, providing a unique platform for you to showcase your sustainability commitments and FSC certification to a global audience, including your internal stakeholders.

In alignment with this year's theme, **TRUST THE TREE**, we will drive awareness around FSC's work and highlight the role that forest stewards, like you, have in combating climate change and biodiversity loss by supporting sustainable forestry.

This year's theme

The average consumer might not know they're encountering thousands of FSC-labelled products and materials in their daily surroundings. We should encourage shoppers to look out for the FSC logo on products they buy, because it's a verified mark that proves a brand supports sustainable forestry.

This year's *Trust the Tree* theme aims to educate consumers about the social and environmental benefits of certification, and about FSC's mission of ensuring *Forests For All Forever*.

As consumers seek ways to actively contribute to the fight against climate change, biodiversity loss, and deforestation, this campaign steps in to show them how they can contribute. By supporting FSC-certified products, they're part of the solution.




Buying FSC™-certified products when you shop is a proven way to help look after forests, the animals that rely on them, and our climate.

This Forest Week, trust the tree and choose FSC.

#TrustTheTree #FSCForestWeek

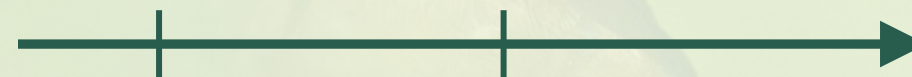


Join the campaign

After registering, you'll get a selection of digital and printable assets that you can use across various platforms, including social media, digital channels, and even in-store or at company events.

The goal is to drive awareness about sustainable forestry by showcasing your sustainable practices and certified products.

We encourage you to engage with your customers and communities, inviting them to participate in this campaign.



JULY

Campaign materials will be shared via the marketing toolkit portal.

SEPTEMBER

Forest Week 2023

[Click here to register](#)

Ways to participate

Ahead of FSC® Forest Week 2023, we will provide you with a diverse range of communication assets that you can use throughout the week.

SOCIAL MEDIA

1. **7 days' worth of social media content including social typography templates and campaign visual assets**
2. **Social product templates**
3. **GIPHY stickers** – *available on GIPHY, not customizable*

Most assets are fully customizable, meaning you can align them with your organization's own themes and specific use requirements. Please follow the usual processes for approving communication material.

Assets will be provided in nine languages: English, Spanish, Portuguese, German, French, Italian, Korean, Simplified Chinese, and Traditional Chinese.

DIGITAL CHANNELS

1. **Email signature banners**
2. **Teams/Zoom background**

IN-STORE AND PHYSICAL EVENTS

1. **Backdrops and roll-up banners**

Showcase your sustainability commitment on social media

Share customizable FSC® Forest Week content across your social channels

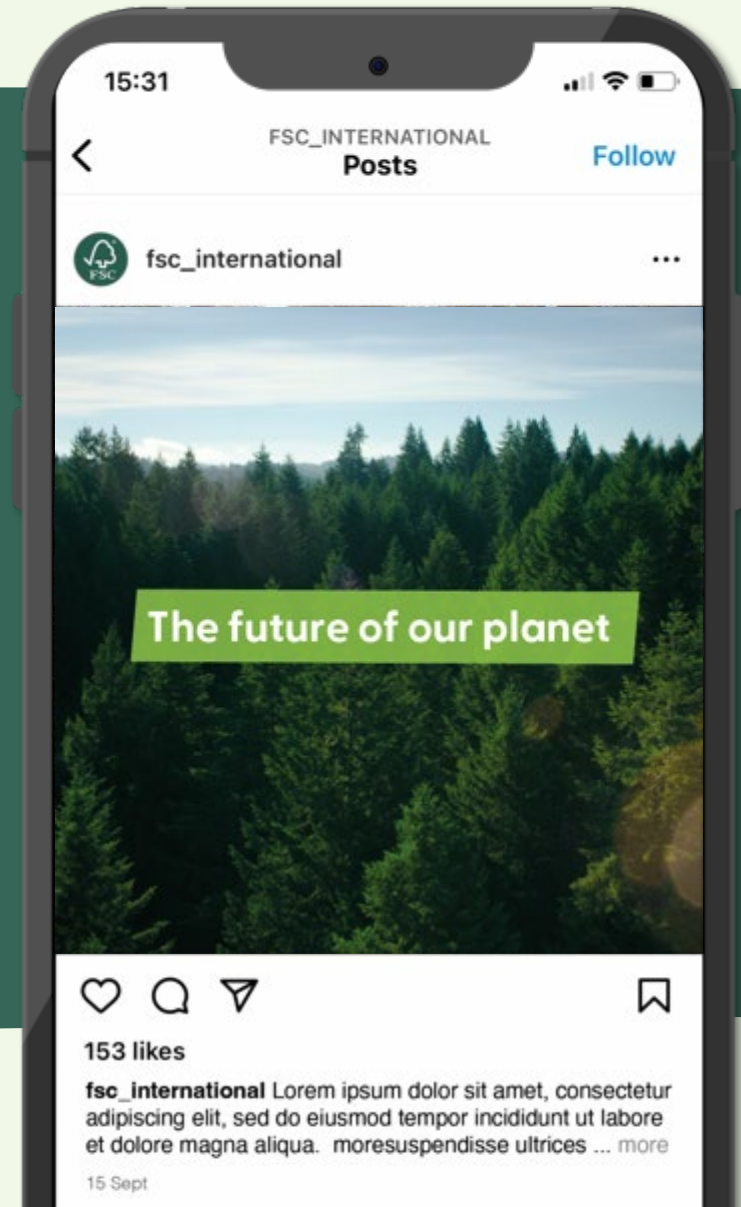
A week's worth of content will include educational messages and captivating videos to help raise consumer awareness about the crucial role of forests in sustainability.

Used as social media posts, they also showcase your organization's support of FSC solutions that help combat climate change and biodiversity loss.

These assets are designed to inspire action and encourage consumers to choose FSC-certified products.

**Please note: the featured designs are only mock-ups.*

FSC® FOREST WEEK 2023

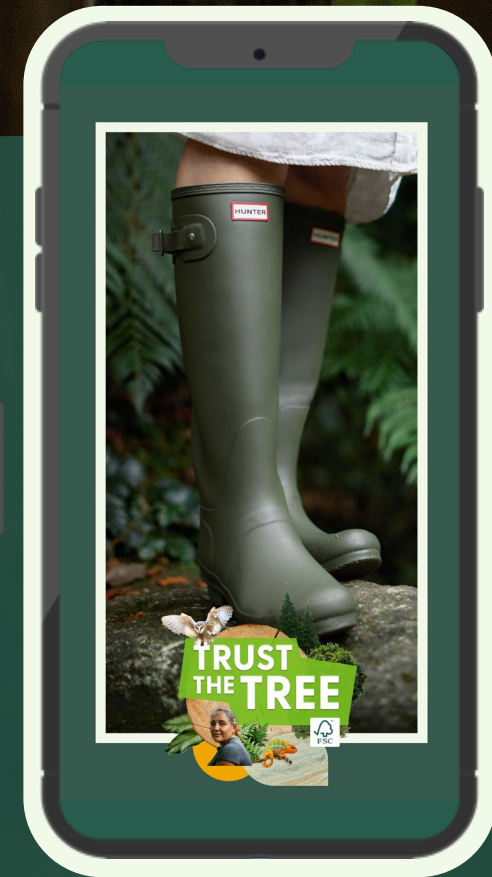
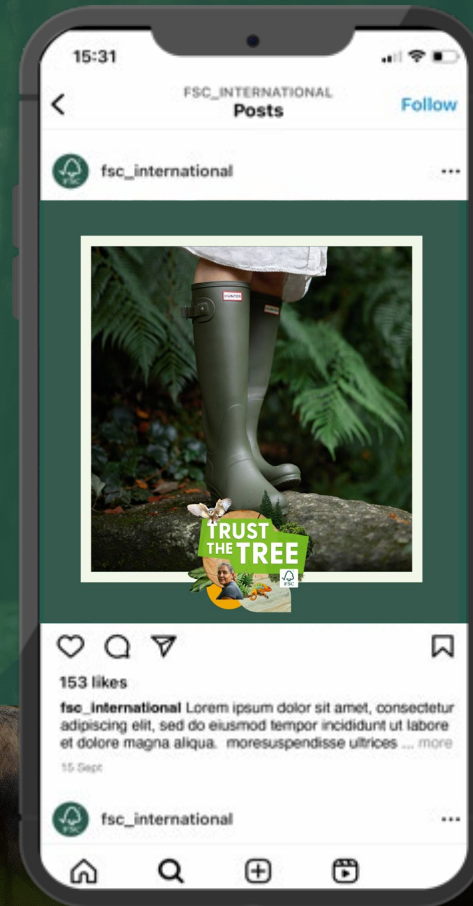


Showcase your sustainability commitment on social media

Showcase your FSC-certified products and pledge to Trust the Tree

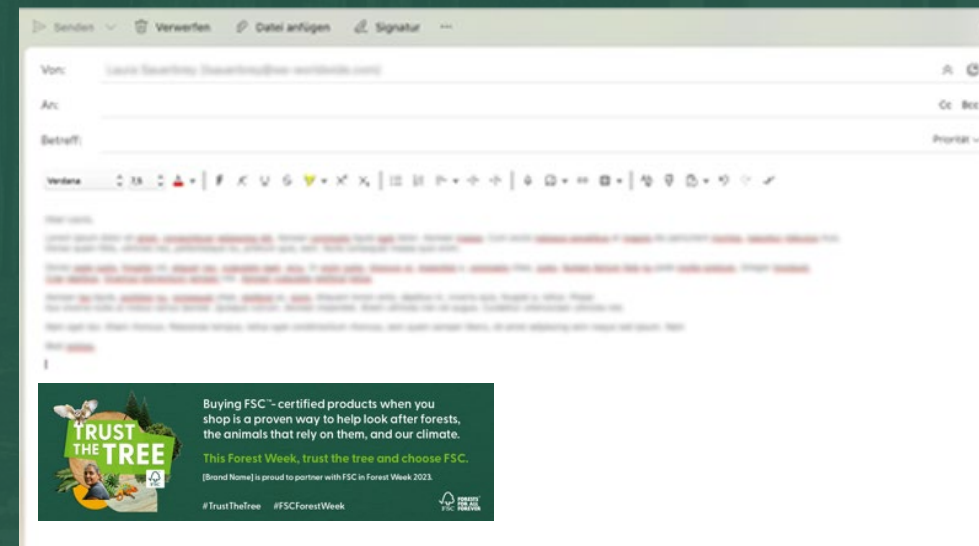
Social media frames will be provided for you to capture your products within them. Encourage your customers to do the same and tag your organization.

Only FSC-certified products will be included in the assets.



Extend your pledge to your digital channels

The assets can be adapted to both office and personal settings, making them suitable for a range of platforms.



Backdrop – Change your Teams/Zoom background for online events/meetings.

Email signature – Your staff can include this in their work email signature to amplify the message.

Bring Forest Week to life in-store

For physical events and in-store placements.



Backdrop



Roll up banners

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**.
 - ✓ If you hold a **Project Certification, Forest 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 or sponsor Ecosystem Services projects**, you will need to approach your Trademark Service Provider (your FSC national or regional office) for approval of the FSC trademark use.
- ✓ Be sure to use the campaign hashtags **#FSCForestWeek** and **#TrustTheTree** (in English) so we can track campaign success.

REGISTER NOW

Follow the link here to sign up
and take part in Forest Week 2023

[**SIGN UP TODAY**](#)

TRUST THE TREE



**FORESTS[™]
FOR ALL
FOREVER**

We look forward to your collaboration.

If you have any questions, please contact FSC Canada at
info@ca.fsc.org.