

FSC™ Forest Week 2022

Campaign Report



FSC™ Forest Week 2022

24 - 30 September



Leveraging the power of the FSC system, FSC's Forest Week 2022 campaign effort activated Certificate Holders, Promotional Licence Holders and NGOs around the world to share in a harmonized message:

CHOOSE FORESTS | CHOOSE FSC™

The campaign ran from 24 – 30 September, educating and informing consumers about the benefits of certification and how FSC pursues its mission of Forest For All Forever.

It was primarily driven through social media, but also extended into community engagement with forest walks, factory tours and other events to build enthusiasm for forests.

In total, the campaign was viewed 42+ million times worldwide.



42+ million views



Campaign toolkit - social media assets

With the creative assets provided, FSC Certificate Holders and Promotional Licence Holders had the opportunity to showcase their sustainability efforts and partnership with FSC.

FSC Certificate Holders and Promotional Licence Holders followed these steps:

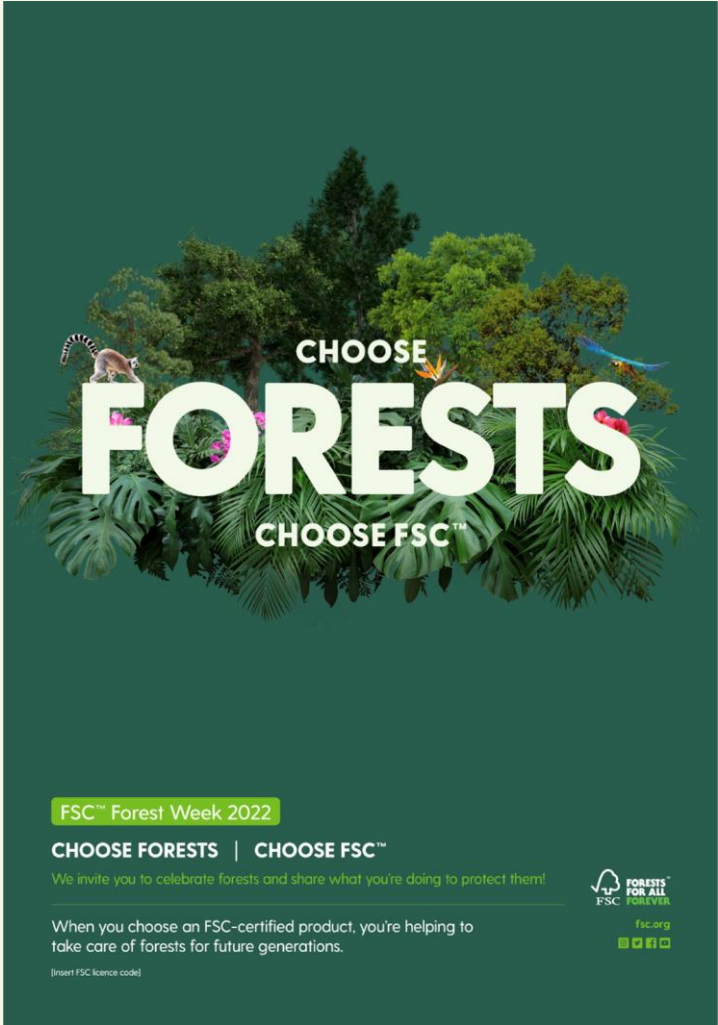
1 Changed their social media frame.



2 Shared FSC content on their social media channels.



3 Customized the content using the provided templates.



The campaign toolkit was provided in 9 languages: English, Spanish, Portuguese, German, French, Korean, Japanese, simplified Chinese, and Arabic. Editable versions for other languages were also provided.

Global participation on social media

-  **FSC Certificate Holders, Promotional Licence Holders and NGOs**
1200+ organizations in over 40 countries
-  **Influencers** | BLACKPINK (Internationally-recognised music group)
-  **Individual forest stewards** | 42 million potential unique users





 **SIG Group**
@SIG Group 





 **FSC Asia Pacific**
@FSC Asia Pacific 





 **Tetra Pak**
@Tetra Pak 





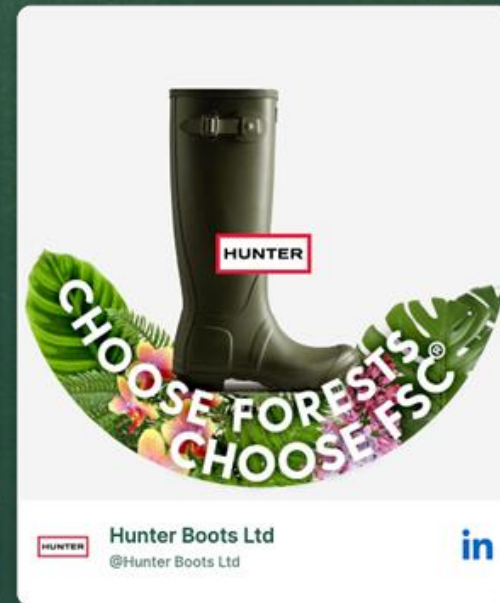
 **Hallmark Cards Australia & New ...**
@Hallmark Cards Australia & ... 





 **Woolworths Supermarkets**
@Woolworths Supermarkets 



 **DS Smith**
@DS Smith 



 **Hunter Boots Ltd**
@Hunter Boots Ltd 

To see how companies participated in FSC™ Forest Week 2022 on digital platforms, visit our social media wall:

[FSC Forest Week Social Wall | fsc.org](https://www.fsc.org)

[FSC Forest Week Campaign | fsc.org/forestweek](https://www.fsc.org/forestweek)

Activities on the ground around the world



Malaysia | celebrating forests on the ground



Australia | forest walk



Gabon | tree planting



Portugal | outdoor event



Mexico | forest product tours

Activities on the ground around the world



Malaysia | arts and crafts



Chile | arts and crafts





Africa | arts and crafts



Kyrgyztan | forest conferences

Examples from FSC Forest Week in the UK

 Search... 


SUSTAINABILITY

Celebrate forests with us during FSC Forest Week 2022

SEP 28, 2022

This year, from the 24th to 30th September we are proudly participating in the FSC Forest Week campaign by the Forest Stewardship Council (FSC). This campaign aims to highlight the value of forests and how choosing sustainably sourced products can protect our forests of the future.

So what is FSC? Good question!



CHOOSE
FORESTS
CHOOSE FSC™


By choosing sustainably sourced materials,
you are helping to take care of the forests.
Be a part of the sustainable change.

JoJo Maman Bébé is proud to partner with FSC® in FSC Forest Week 2022.

[Find out more](#)

FSC® C148052

ashley house
printing company



PROUD TO BE FSC CERTIFIED

We're proud to be **FSC® Certified** - this means that we guarantee that **all of our paper purchases are sustainably sourced**, using only **FSC or recycled stocks** - this allows us to **keep our carbon footprint to a**

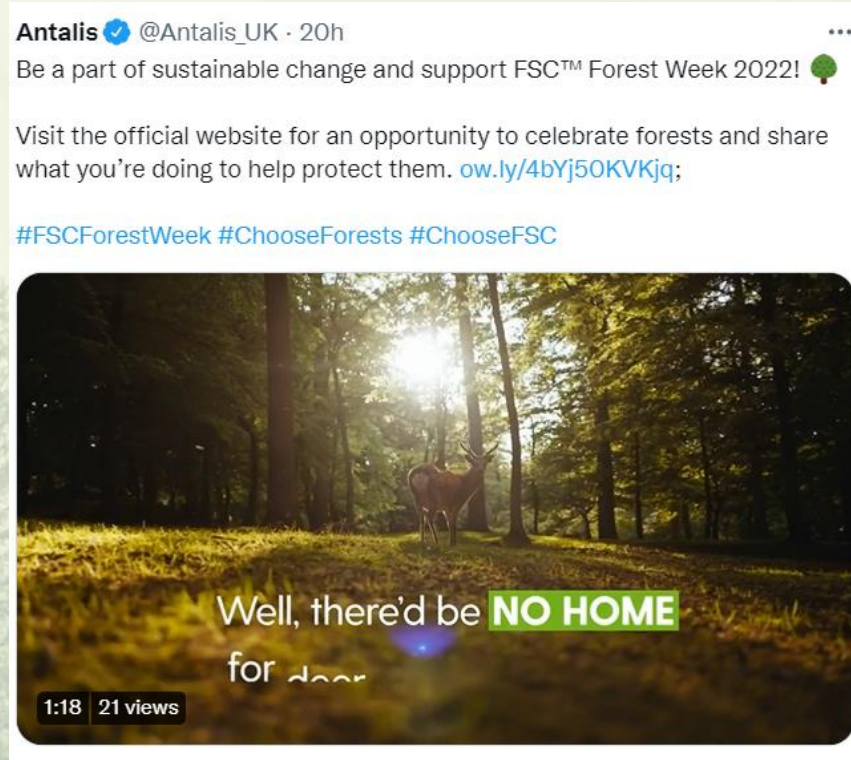
Examples from Forest Week in the UK



We're proud to stand together with FSC®.

nU:

FSC® C002235



Antalis ✓ @Antalis_UK · 20h
Be a part of sustainable change and support FSC™ Forest Week 2022! 🌳

Visit the official website for an opportunity to celebrate forests and share what you're doing to help protect them. ow.ly/4bYj50KVKjq;

#FSCForestWeek #ChooseForests #ChooseFSC

Well, there'd be **NO HOME** for deer

1:18 21 views



"Having FSC® certification was a natural step for us to take to ensure the materials we use are always sourced from responsible and traceable suppliers. Anyone operating in our industry has an obligation to make sure we're all doing the right thing for the environment and this was just one step in us doing that".

FSC-CO18241

Total campaign performance

Data from Facebook, Instagram and Twitter **01 June - 06 October 2022**

The campaign reached a global audience of over 42 million potential unique users, was central to thousands of online conversations, generated a wealth of audience engagement and garnered attention and participation from internationally-recognised influencers, brands and individual forest stewards.

1,585

forest stewards* | approx. 3x growth YOY



*forest steward is a company / individual posting about the campaign.

2,451

the campaign became central to **2,451 conversations***



*conversation is a post referring to the campaign.

6.5%

FSC international social community growth



17,000 new fans across all channels during period of 21 Sept – 06 Oct

96,538

interactions | approx. 11.5x growth YOY



42 million

potential unique users | approx. 9.5x growth YOY

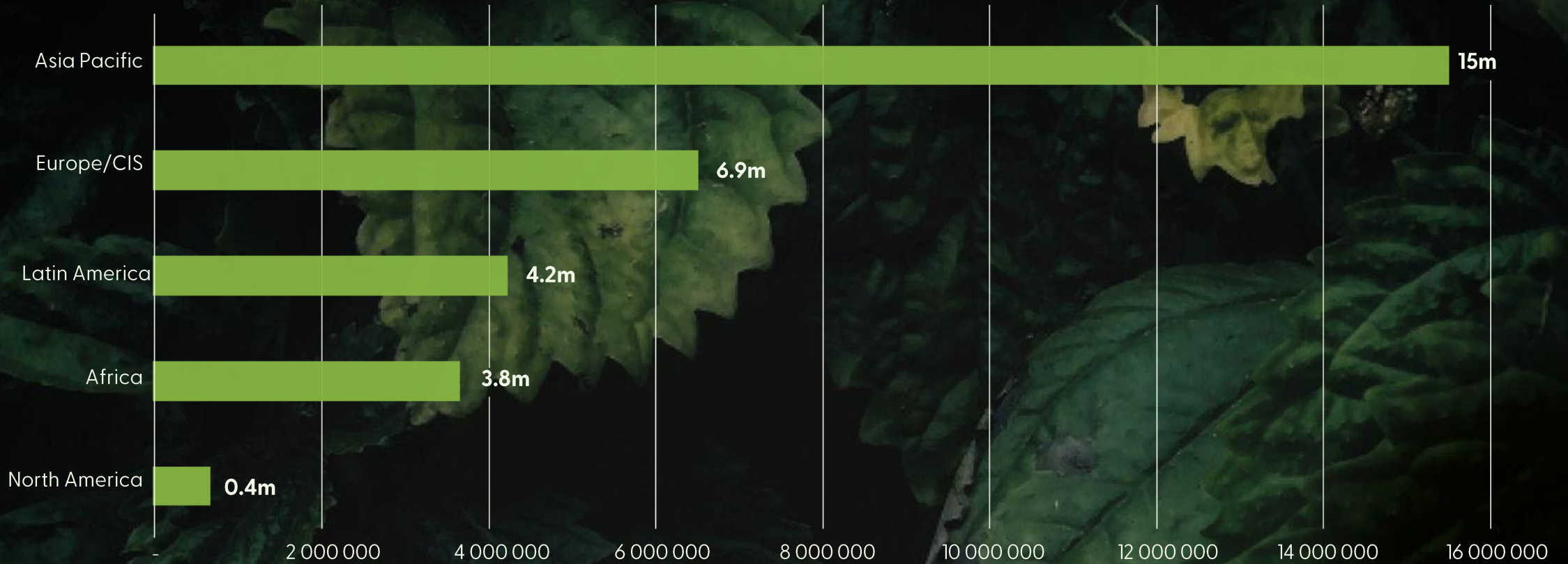


*Without LinkedIn data due to the technical capacity of the social listening tool.

Campaign performance by region

Data from Facebook, Instagram and Twitter **01 June - 06 October 2022**

The campaign received the most social media impressions from forest stewards in the Asia Pacific region, led by strong performance from Indonesia and Malaysia.



Testimonials of participating companies

“The experiences (from the participation in the campaign) are very positive in the sense that we, as a holder of the FSC certificate, learned some new and interesting information from the campaign itself and the promotional material we received, and we hope that through our engagement we managed to reach the awareness of as many people as possible about the fact that we all must contribute to the preservation of forests, which are the key element of life for all of us.”

Nedjeljko Ćuk

Owner

Stolarija Ćuk | Furniture Production - Croatia

“The supporting FSC Forest Week 2022 campaign helped us to increase our social media followers and contacts and the positive feedback from customer/suppliers confirms that the company Novatone Group continues to grow in all aspects including environmental sustainability efforts.”

Kostadin Andov
Operations Manager

Novatone Group | Printing - North Macedonia

FSC™ Forest Week 2022

Recap & Summary



We're incredibly proud of the work and behind the scenes effort that went into making FSC Forest Week 2022 such a success.

The campaign results were very encouraging heading into 2023 and we look forward to engaging with our growing global audience in the years to come.

To all the forest stewards – Thank you for playing your part in the campaign.

We hope you will continue spreading the word to help protect the world's forests for future generations.

To capture all of the wonderful activity worldwide, we've created this recap video.

Enjoy!

SAVE THE DATE

**FSC™
Forest Week
2023**

23 - 29 September

SIGN UP



**Thank you for being
part of FSC™ Forest
Week 2022.**