



Forest Week FAQ

Thank you for registering to participate in FSC® Forest Week 2023!

What assets will be made available this year?

We will provide a diverse range of communication assets that you can use throughout the week. Please refer to the Info Pack shared.

When will the assets be available?

Assets will be made available in July.

Where can I find the assets?

Assets can be easily accessed in the [Marketing Toolkit](#) and via SharePoint. Please use your licence code and password to access the Marketing Toolkit.

Can the assets be modified?

Yes, all assets can be modified to meet your needs, except for the Giphys. Please remember to include your licence code and use the correct trademark symbol.

Do I need trademark approval to use the assets, even if I do not modify them?

Yes, you need to get trademark approval to use the assets regardless of whether you use them as is or if you modify them.

How can I get trademark approval?

If you hold a [Project Certification](#), [Forest Management Certificate](#), or [Chain of Custody Certificate](#), you will need to approach your certification body (CB) 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 (TSP) for approval of the FSC trademark use.

Does trademark approval have any costs?

The usual approval process applies. Please contact your relevant CBs or TSPs for further information.

Can I choose which asset I share each day or is there an order I must follow?

For ease, we have provided a suggestion of which post to share each day and FSC International will follow this order. The only post you must share on the suggested day, is post seven, since it closes the campaign. All other posts can be shared on any day of the campaign.

Do I need to post every day of the campaign?

We highly encourage it since it is a great opportunity to showcase your sustainability efforts.

Which hashtags do I need to use when I post?

Each post indicates the hashtags you should use. Please remember that you must include #FSCForestWeek and #TrustTheTree - in English - regardless of the language you are sharing the copy in.

Have any other questions?

Contact your local FSC office for more information.