



SEPTEMBER
21-27

| '24

Toolkit Guide

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CAMPAIGN OVERVIEW



About FSC® Forest Week 2024

FSC® Forest Week is a global awareness campaign that is taking place from 21-27 September 2024. The initiative – led by FSC – has already generated significant global participation, positive traction and meaningful change over the last few years. The campaign aims to put a spotlight on the importance of safeguarding our world’s forests, and the livelihoods that depend on them, by taking action – no matter how big or small. Through our network, we look to engage consumers and business leaders alike to participate in the campaign, and to help spread awareness worldwide.

This year’s campaign will be underpinned by the theme “**Small steps together create big change for all**”, focusing on highlighting how small daily actions help drive a big change for our planet – to combat climate change and the biodiversity crisis.

The work towards a more sustainable future doesn't end with FSC Forest Week. We want to encourage everyone to implement these changes into their day-to-day lives, to drive long-lasting change – during FSC Forest Week and beyond.



About the FSC® Forest Week Toolkit

Within this toolkit guide, you will find all marketing materials and collateral needed to plan and activate the campaign.

These are:

- **Social Media Visuals** – a combination of static and video content for 11 posts that can be used before, during, and after FSC Forest Week
- **Social Media Copy** – including copy variations for four audiences (Certificate Holders, Promotional License Holders, NGOs & International Organizations, and Members), and platform adaptations
- **Digital & Print Assets** – including email signature banner, digital background, and printable banner
- **Internal Engagement Presentation** – to be used to get your staff engaged in the campaign
- **Key Visual Guidance** – usage guidelines

Within this toolkit guide, you can also find instructions for how to locate all assets, how to use them, and how they can be customised to fit your needs.

How to use the Toolkit

All English assets and materials can be found in the [English Toolkit](#). Besides accessing the toolkit via the SharePoint link, licence holders can also find all materials in the FSC Marketing Toolkit.

Besides English, all the materials are also available in Spanish and French. Separate toolkits have been created for each language and all assets can be accessed through the dedicated language folder. All toolkits follow the same folder structure.

Considering the global nature of this campaign, all assets will be provided to our stakeholders with the ™ trademark symbol only *. Trademark Service Providers (TSPs) and Certification Bodies (CBs) have been notified to ensure a smooth trademark approval process. All assets, except videos, are available in editable formats in InDesign and Canva, allowing you to co-brand. Please note that background-less Canva files can only be downloaded with a Canva Pro Account.

* Please note that only the communication coming directly from the FSC Network (country teams and FSC International) will use the ® trademark symbol.

Links to English Social and Digital/Print Assets

Find all assets easily

To ensure that the Toolkit Guide is easy to navigate, each slide with an asset or further campaign material contains a link to the corresponding folder in the toolkit where all provided files are stored.

To go directly to the specific asset files in the toolkit please use the respective links shown below.

PHASE	SOCIAL ASSET	VISUAL FORMAT 1x1	VISUAL FORMAT 9x16	VISUAL FORMAT CANVA	VISUAL FORMAT INDESIGN	COPY VARIATIONS
Pre-campaign	Post 1	HERE	HERE	HERE	HERE	HERE
Pre-campaign	Post 2	HERE	HERE	-	-	HERE
Pre-campaign	Post 3	HERE	HERE	HERE	HERE	HERE
Forest Week	Post 1	HERE	HERE	-	-	HERE
Forest Week	Post 2	HERE	HERE	HERE	HERE	HERE
Forest Week	Post 3	HERE	HERE	-	-	HERE
Forest Week	Post 4	HERE	HERE	-	-	HERE
Forest Week	Post 5	HERE	HERE	HERE	HERE	HERE
Forest Week	Post 6	-	-	HERE	HERE	HERE
Forest Week	Post 7	HERE	HERE	HERE	HERE	HERE
Post-campaign	Post 1	HERE	HERE	HERE	HERE	HERE

CAMPAIGN MATERIAL	LINK
Key Visual	HERE
Key Visual Guide	HERE
Internal Engagement Presentation	HERE
DIGITAL/PRINT ASSET	VISUAL
Digital Background	HERE
Email Signature	HERE
Printable Banner	HERE

KEY VISUAL GUIDANCE

A large, faint, dark teal graphic of a person's head and shoulders is positioned on the right side of the page. The person is facing right, with their head tilted slightly upwards. The graphic is composed of solid, rounded shapes, giving it a stylized, almost abstract appearance. It serves as a background element for the text.

Key Visual Guidance

The FSC Forest Week's key visual (KV) serves as the emblem that unifies the entire campaign, appearing on all promotional materials.

It is available with the ™ trademark and in the following formats: Canva, AI and PNG.

To maximize the impact of the key visual, we've included the basic usage guidelines in the following slides, ensuring it's utilized effectively and optimally.

For further information on the appropriate use of the KV, see the comprehensive Key Visual guidelines here: [KV Guidelines](#)



Key Visual Guidance



The FSC logo is to be included at all times and is not to be separated from FSC Forest Week – this allows FSC to retain ownership and be the first point of visual contact for the viewer.



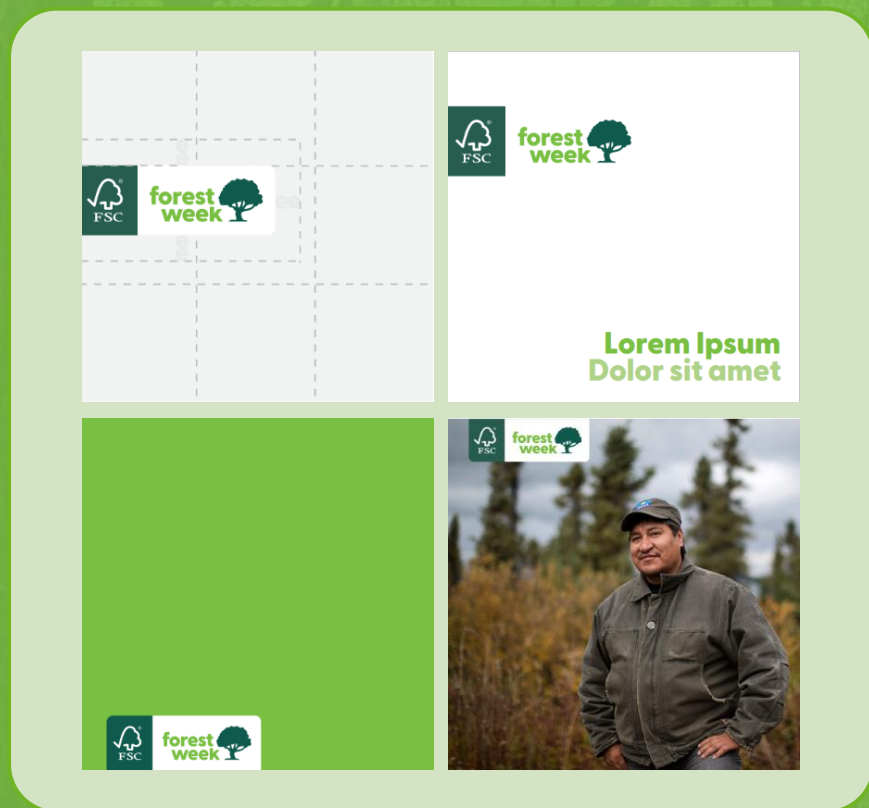
The rounded corners are retained on the edges that are not blended and locked to the edge of the composition



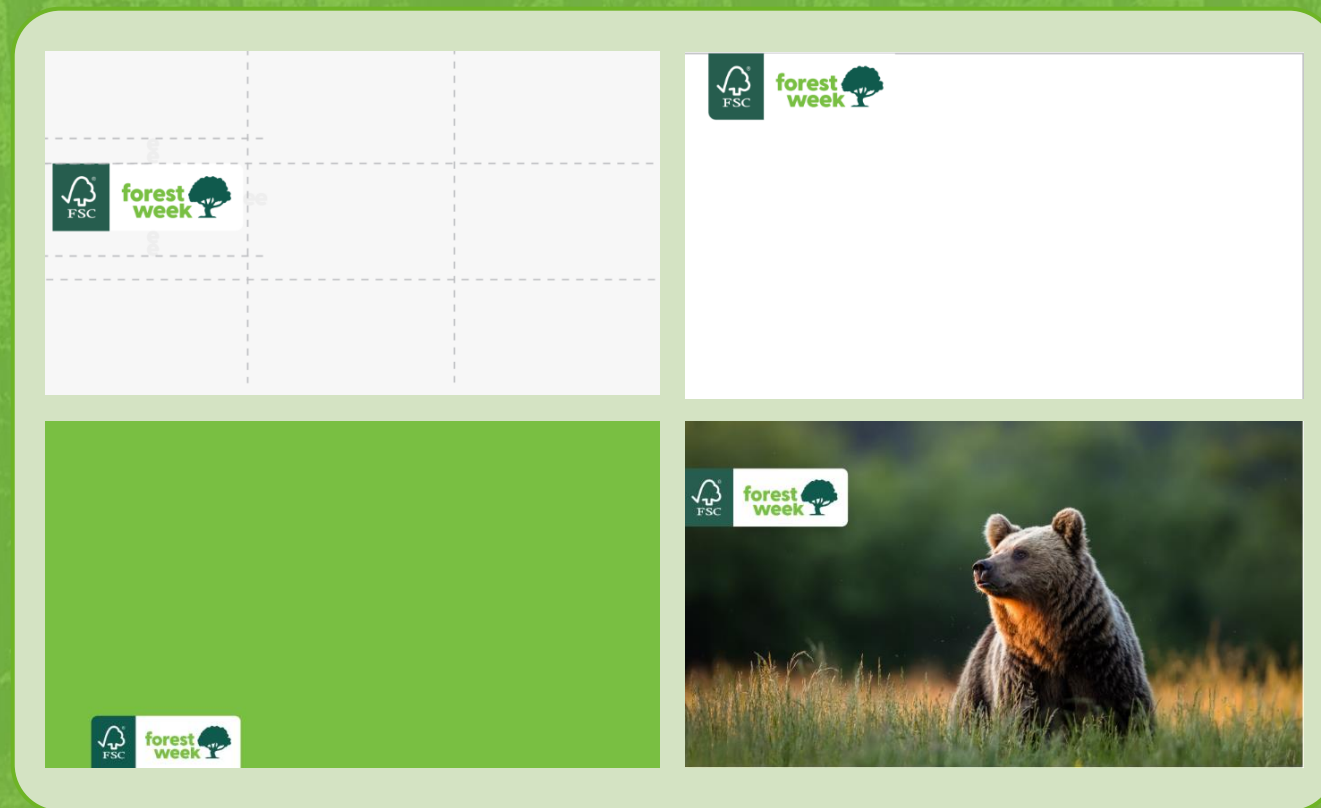
*Note: The rounding of corners includes the FSC Logo and should always be consistent



Key Visual Guidance



We will be using a dedicated safe space around the lockup to prevent distraction and provide clarity with FSC Forest Week messaging. There is also a three row/three column system used so that the lockup is never center-aligned to the composition.



This 3-row rule carries into all compositions and allows for a number of executions that allow the key visual to have presence in whatever document is being created

SOCIAL MEDIA ASSETS



Social Assets

In the lead up to FSC® Forest Week 2024, we are providing you with a wide range of social assets that can be used throughout the campaign.

The deliverables will cover 3 pre-campaign posts, 7 posts that can be published during FSC Forest Week (21-27 September), and 1 wrap-up post in October.

All assets will be provided in **English, Spanish, and French**. Please make sure to follow the instructions that are provided when co-branding any materials in Canva. Visuals and copy will be provided, both of which can be used as is or be altered.

Co-branding is welcomed, but please make sure to follow the trademark regulations. Don't forget that you must get final trademark usage approval from TSPs or CBs before posting.

Step by Step SharePoint Toolkit Guide

- 1** Choose the folder of a campaign phase (Pre-campaign, FSC Forest Week, Post-campaign) to find the respective social assets.
- 2** Select the suitable size and file format of your post visual in the 'Visuals' folder. Choose between ready-to-use assets or editable ones to be co-branded via Canva or INND.
- 3** Pick the corresponding post copy from the audience-specific document in the 'Copy' folder.
- 4** Make sure to add your licence code to the copy.
- 5** Get trademark usage approval by your TSP or CB.
- 6** Post and interact with your target audience.

Social Media Channels Placements

Throughout **FSC Forest Week (21-27 September)**, you can choose which posts you want to share on your social media channels and pick the best time to do it. Be aware, however, that 'Forest Week – Post 7' can only be posted on 27 September. FSC will be following the timeline presented within this guide and we encourage you to do so as well, but you have the flexibility to adapt content timings within specific time frames, provided in this guide as well. For the pre-campaign and post-campaign content, it is important to make sure that you do not post BEFORE the mentioned specific time frame.

All social assets have been designed to work across five key social media channels: **Facebook, Instagram, TikTok, X/Twitter** and **LinkedIn**. Each post has been provided in **1:1** and **9:16** aspect ratios, to suit all relevant placements. Copy to suit the various character restrictions and best practice guidelines have also been provided.

The visuals provided in 1:1 aspect ratio are optimized for in-feed placements across Facebook, Instagram, X, and LinkedIn. The 9:16 posts have been designed with TikTok, Instagram Reel and Story placements in mind.

Where relevant and suitable, you can interchange the use of the different sizes provided, based on your existing social media strategies.

Social Assets – Pre-Campaign Posts

Pre-Campaign

Recommended publication date: between 10 – 26 July



This inaugural campaign post aims to position FSC Forest Week 2024 on the radar of consumers and business leaders, and drive-up interest and excitement amongst them.

To further encourage them to support it, the post will include information about the campaign dates, and instructions on how to participate.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Recommended publication date: between 19 – 31 August



The purpose of this post is to educate on *why* FSC Forest Week plays a crucial role in FSC’s mission of biodiversity conservation.

We want to encourage the audience to learn more about the campaign and get ready for it.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Recommended publication date: between 14 – 20 September



As a final countdown to FSC Forest Week, this post aims at creating expectation and anticipation about the upcoming campaign posts amongst the audience.

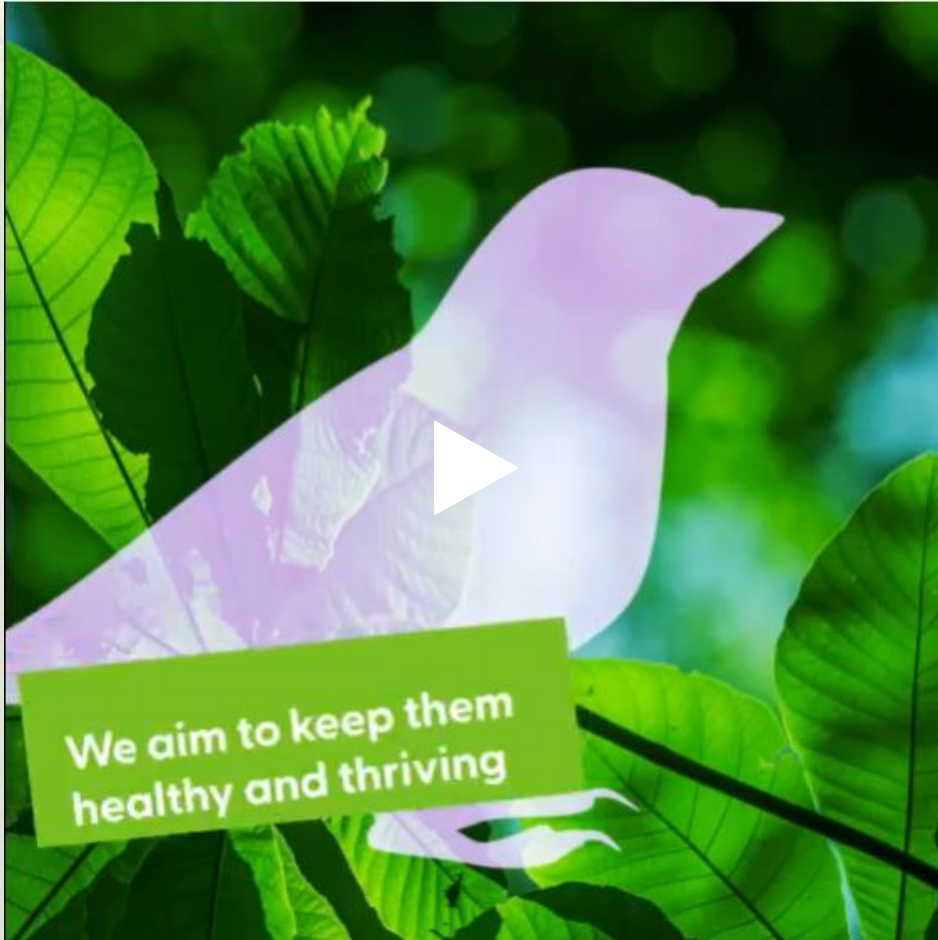
We also encourage them to find out more on the FSC Forest Week landing page about how to participate.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – FSC Forest Week Post 1

FSC Forest Week

Recommended publication date: 21 September



This fast-paced, dynamic animation showcases a selection of animals/plant shapes. It aims to visually convey the irrevocable bond between animal species and forests – both for their own survival, and for keeping ecosystems in balance.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – FSC Forest Week Post 2

FSC Forest Week

Recommended publication date: 22 September

This carousel post focuses on highlighting different statistics from credible sources, that emphasize how crucial forests are for the livelihood of our planet.

The post utilizes a combination of 2D illustrations and imagery.

Link to Visual files – [here](#)
Link to Copy files – [here](#)



Social Asset – FSC Forest Week Post 3

FSC Forest Week

Recommended publication date: 23 September

By choosing FSC™, you can also help combat climate change and deforestation while protecting biodiversity



Powerful animation using double exposure photography to create an emotive, and thought-provoking piece.

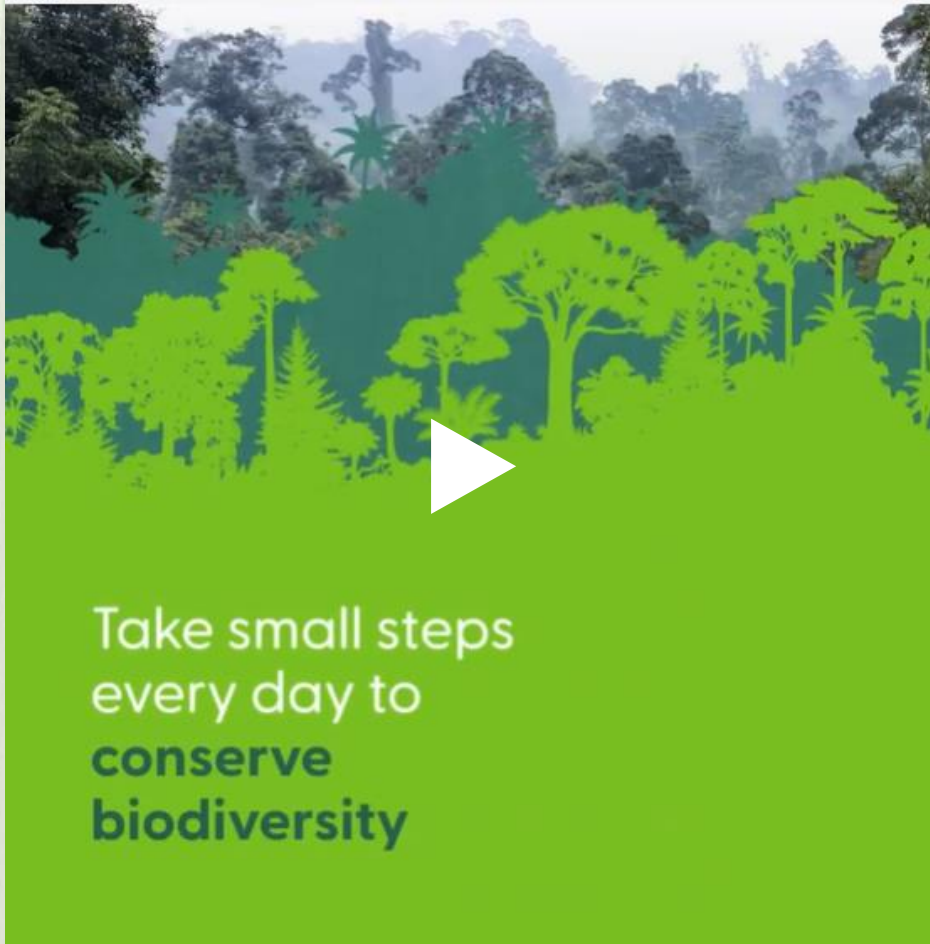
The messaging focuses on the importance of addressing the climate change impact on forests' ecosystems, as well as highlighting FSC's ongoing commitment to tackle the current climate crisis.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – FSC Forest Week Post 4

FSC Forest Week

Recommended publication date: 24 September



This animation utilizes 2D illustration that drop/fade away until a blank space at the end.

The purpose of this post is to highlight the importance of collectively taking small steps every day, and join FSC's mission, to create long-lasting, positive change.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – FSC Forest Week Post 5

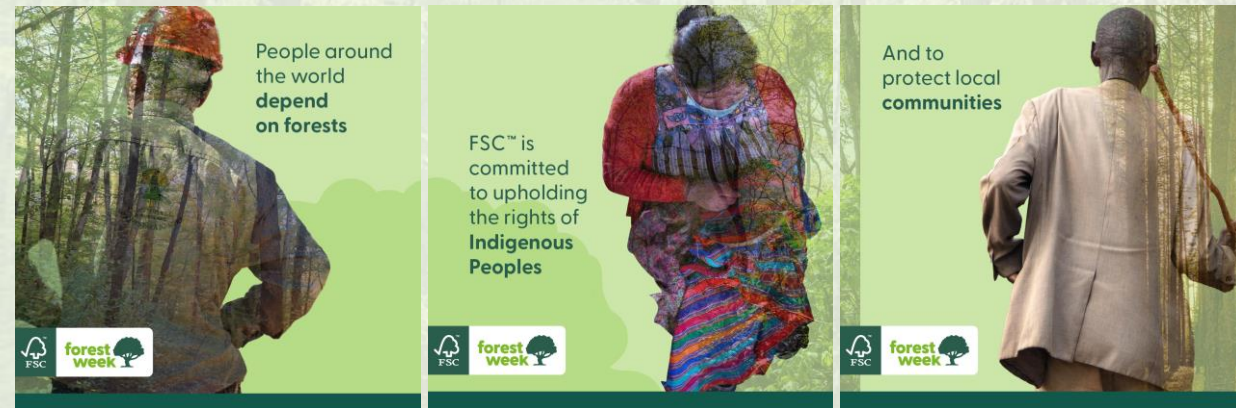
FSC Forest Week

Recommended publication date: 25 September

This double-exposure carousel post shows the intrinsic link of forest workers, communities and forests.

Messaging focuses on highlighting that the commitment as an FSC-certified business not only involves protecting our forests, but also supporting the efforts of Indigenous and local communities.

Link to Visual files – [here](#)
Link to Copy files – [here](#)



Social Asset – FSC Forest Week Post 6

FSC Forest Week

Recommended publication date: 26 September



This templated frame incorporates the key visual and is designed to accommodate bespoke video or static assets within the negative space in the middle, such as FSC-certified products, or imagery from local forests.

Please note: For this asset, the static frames work best for in-feed placements across Facebook, Instagram, X/Twitter and LinkedIn. 9:16 versions have also been provided but should only be used on TikTok, especially if a video is used in the negative space as opposed to a static image, or in case the static frames are duplicated and used to showcase various products in a static image carousel.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – FSC Forest Week Post 7

FSC Forest Week

Recommended publication date: 27 September



This illustration wraps up FSC Forest Week and aims at recapping the campaign objectives.

The illustration reinforces the campaign theme line, to get consumers to reflect on the need to take small steps daily to protect forest biodiversity and help support a sustainable future.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

Social Asset – Post-Campaign Post

Post-Campaign

Recommended publication date: between 1-4 October



Wrap-up post to thank FSC Forest Week participants for all those small decisions they make daily when choosing FSC-certified products, and for supporting the campaign.

The post links to relevant resources and encourages the audience to sign up to the FSC newsletter to stay informed of FSC's work.

Link to Visual files – [here](#)
Link to Copy files – [here](#)

DIGITAL & PRINT ASSETS



Digital & Print Assets

In order to showcase your commitment and participation in FSC® Forest Week 2024 in your digital communication, as well as during virtual and on-site meetings, we provide various digital and printable assets for you to use during FSC Forest Week (21-27 September).

The digital and print assets consist of a:

- **Digital Background** (for Teams, Zoom, ...)
- **Email Signature Banner** and
- **Printable Banner**

The Printable Banner follows an evergreen approach. For the Email Signature Banner, three different copy variations are provided (for Certificate Holder, for Promotional Licence Holders, and for NGOs/ International Organizations). The copy for the Email Signature Banner will be available in English, Spanish, and French.

Step by Step SharePoint Toolkit Guide

- 1** Select the asset folder (Email Signature Banner, Digital Background, Printable Banner) you are looking for in the 'Digital and Print Assets' folder.
- 2** Add your licence code on the visual when applicable.
- 3** Choose the fitting copy variation (Email Signature Banner) for your audience.
- 4** Showcase your commitment on- and offline.

Digital & Print Assets – Digital Background

Change your Teams/Zoom background

Spread the word about FSC Forest Week during online events or meetings by using this year's Digital Background.

Please note: You do not need to add your licence code.

[Link to Digital Background - here](#)



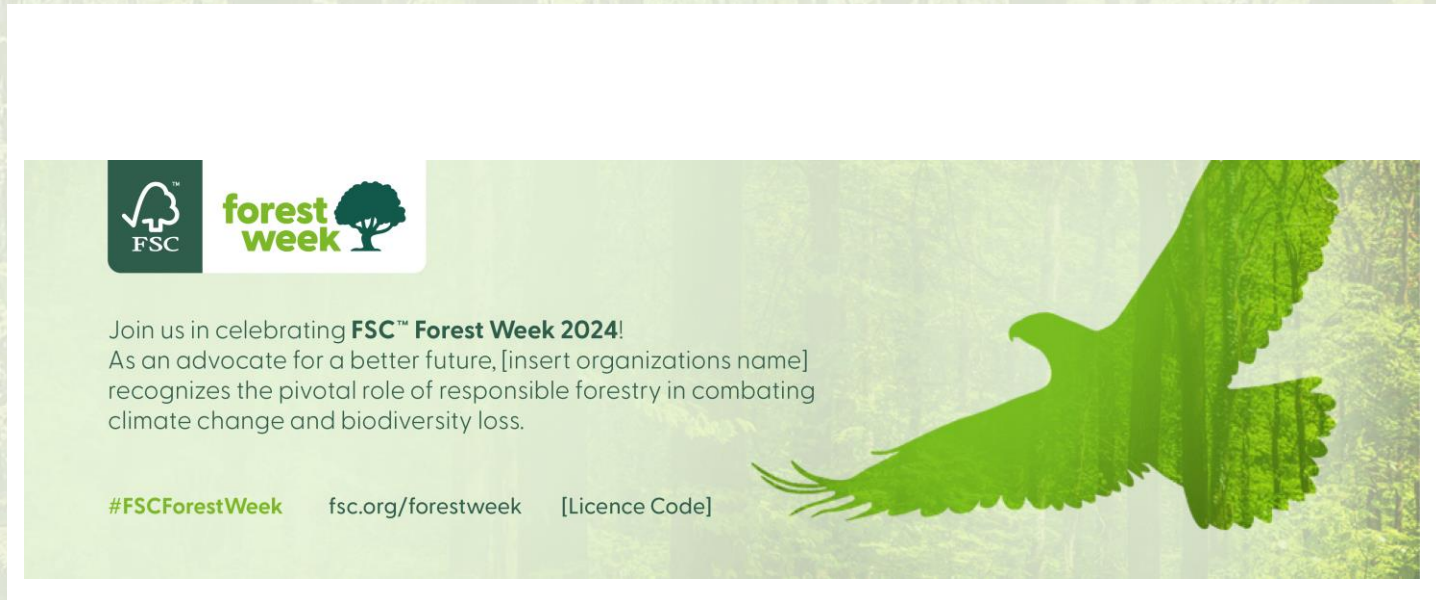
Digital & Print Assets – Email Signature Banner

Update your Email Signature Banner

Use the supplied FSC Forest Week Email Signature Banner to amplify the campaign message in your digital communication.

Please note: You need to add your licence code. Also, the Email Signature Banner comes with different copy variations for Certificate Holder, Promotional Licence Holders, and NGOs. Please make sure to choose the right/fitting variation.

Link to Email Signature Banner - [here](#)



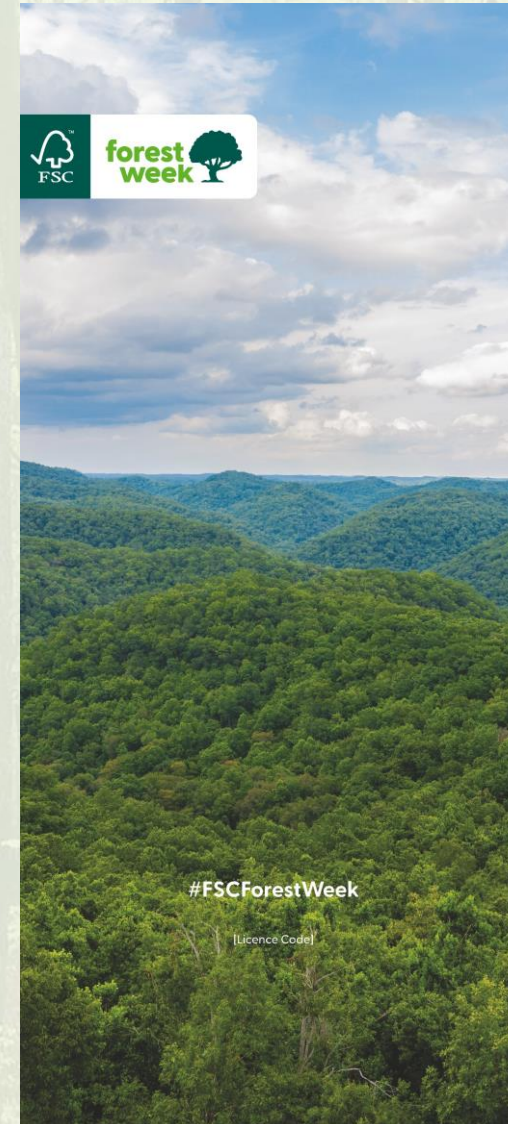
Digital & Print Assets – Printable Banner

Showcase your commitment on-site

Take advantage of the Printable Banner to highlight your participation in this year's FSC Forest Week also on site.

Please note: You need to add your licence code.

Link to Printable Banner - [here](#)



INTERNAL ENGAGEMENT PRESENTATION

Internal Engagement Presentation

In order to get your entire team on board during this year's FSC Forest Week, an internal engagement presentation was created. It contains a detailed explanation of the campaign, what its goal is, which materials and assets are available, and how your staff can participate.

FSC™ Forest Week 2024

All You Need To Know About FSC™ Forest Week 2024

WHAT?
FSC Forest Week is an annual campaign that raises awareness about sustainable forestry, highlighting the Forest Stewardship Council's (FSC) work and forest stewards' role in fighting climate change and biodiversity loss. 2024 marks 30 years since FSC started its mission. You can be part of this journey by taking small steps that create big change throughout the week, working to raise awareness and promote FSC's impact.

WHEN?
FSC Forest Week is an annual event celebrated during the last week of September, this year spanning from 21 - 27 September. This year's campaign will consist of 3 phases:
• Pre-launch to seed excitement in the run up to FSC Forest Week.
• Content during FSC Forest Week to raise awareness and inspire small steps that collectively deliver large impact for future generations.
• Post- campaign to highlight the power of collective action and the success of FSC Forest Week.

WHO?
Participants include FSC license holders, members, and other organizations such as NGOs and government entities. Through this collective effort, we can support in raising awareness about the importance of responsible forestry.

WHY?
It has never been more crucial to raise awareness and inspire responsible actions that positively impact our environment. As consumers look to actively contribute to fighting the climate and biodiversity crises, this campaign steps in to show them a way to be part of the solution - by supporting FSC-certified products.

HOW?
Through the FSC Forest Week campaign, companies like ours who register to participate are given a set of creative assets to use on our social media and digital channels, and in our stores and at events, all to encourage others to join the FSC mission.

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Why do we get involved?

DEMONSTRATE to our customers how we're 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 and highlighting how forests contribute to society's overall well-being.

INSPIRE responsible, sustainable actions that positively impact our environment, ensuring a brighter future for generations to come.



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FSC Forest Week 2024: how can you get involved?

SOCIAL MEDIA

- 1 Follow, engage and reshare or repost our brand and FSC's posts using #FSCForestWeek
- 2 Capture our FSC-certified products and materials, and use FSC's frame to decorate your snapshots
- 3 Create your own content by capturing our FSC Forest Week events to share your support for FSC and commitment to sustainability
- 4 Celebrate and share on social media the small steps we are taking every day towards creating big change for all.

DIGITAL CHANNELS

- 1 Update your email signature with the supplied FSC Forest Week banner
- 2 Change your Teams/Zoom background to the supplied FSC branded background

IN OFFICE

- 1 Decorate our office space or event venue with supplied FSC Forest Week printable banner
- 2 Arrange your own FSC Forest Week activations, such as a walk in the forest or a forest photography contest (and don't forget to share event photos online afterwards using #FSCForestWeek)

SEE DETAILS IN THE FOLLOWING PAGES →

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Link to Internal Engagement Presentation - [here](#)

CHECKLIST & TIMINGS



Campaign Checklist

- ✓ **Remember to use your FSC licence code**
 - ✓ It must be included in the copy of all social media assets.
 - ✓ Make sure to add it on the visual for the Email Signature Banner and Printable Banner.
- ✓ **Canva/Open files will be provided** and can be edited so that you can include your licence code and co-brand.
- ✓ Remember to get your **FSC trademark usage approved**.
 - ✓ If you hold a Project Certification, Forest Management Certificate 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.
 - ✓ If you do not hold an FSC licence and have signed a one-timer user agreement, you must get trademark approval from the Trademark Service Provider you signed the agreement with.
- ✓ Make sure to use the hashtag **#FSCForestWeek** (in English) so we can track campaign success. Additionally, you can also include the hashtag in your own language to spread the campaign as wide as possible.
- ✓ Show us your work and the efforts you support during FSC Forest Week: We would love to see your dedication and share it with the rest of the world!

Timing Plan

August

Second Pre-campaign post
FSC Network will post on 19 August
Recommendation for you to post between 19-31 August

FSC Forest Week

21-27 September
7 posts available

You are welcome to update the following timeline to introduce any potential parallel activities you are preparing for FSC Forest Week. E.g. Sessions, discussions, debates, etc.

July

First Pre-campaign post
Recommend to post on 10 July
Alternatively, publication possible between 10-26 July

September

Third Pre-campaign post
FSC Network will post on 14 September
Recommendation for you to post between 14-20 September

October

Post-campaign asset goes live to thank participants
Additionally, share footage of any parallel FSC Forest Week activity and/or your involvement with FSC
FSC Network will post on 1 October
Recommendation for you to post between 1-4 October



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We look forward to your collaboration

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