

FSC™ Forest Week 2022

Campaign Report



**FORESTS
FOR ALL
FOREVER**™

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

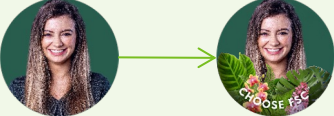


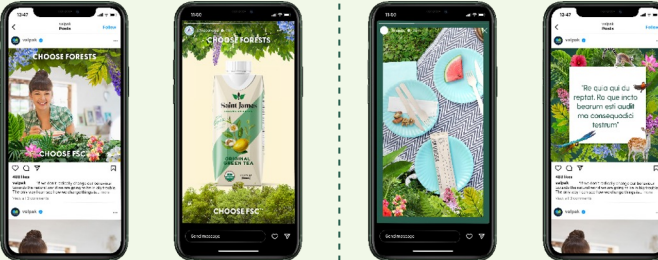
Campaign toolkit - social media assets

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.



FSC™ Forest Week 2022

CHOOSE FORESTS | CHOOSE FSC™

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.

fsc.org

[Insert FSC licence code]

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

[Brand X] is proud to partner with FSC™ in FSC Forest Week 2022.

[Find out more](#)

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CHOOSE FORESTS CHOOSE FSC

FSC™ CERTIFIED

FSC FOR ALL FOREVER

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**
661,258 followers
1d · 🌱

Nearly 70 million Indigenous Peoples depend on forests for their livelihood. 🌱 ...see more



 **Tetra Pak**
@Tetra Pak



We're proud to have an
FSC® certification.



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



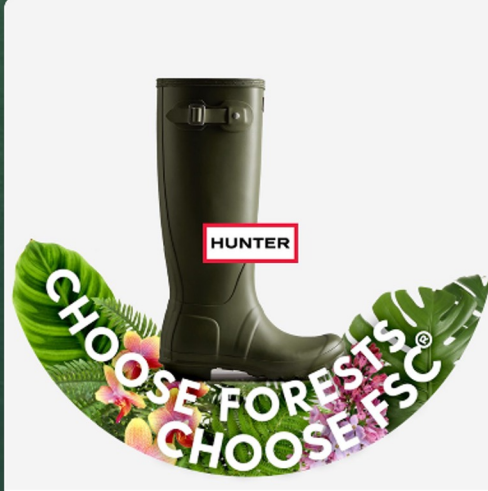
 **Woolworths Group** Supporting FSC® certified forest-friendly alternatives to single-use plastics.





 **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



Kyrgyzstan | forest conferences

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

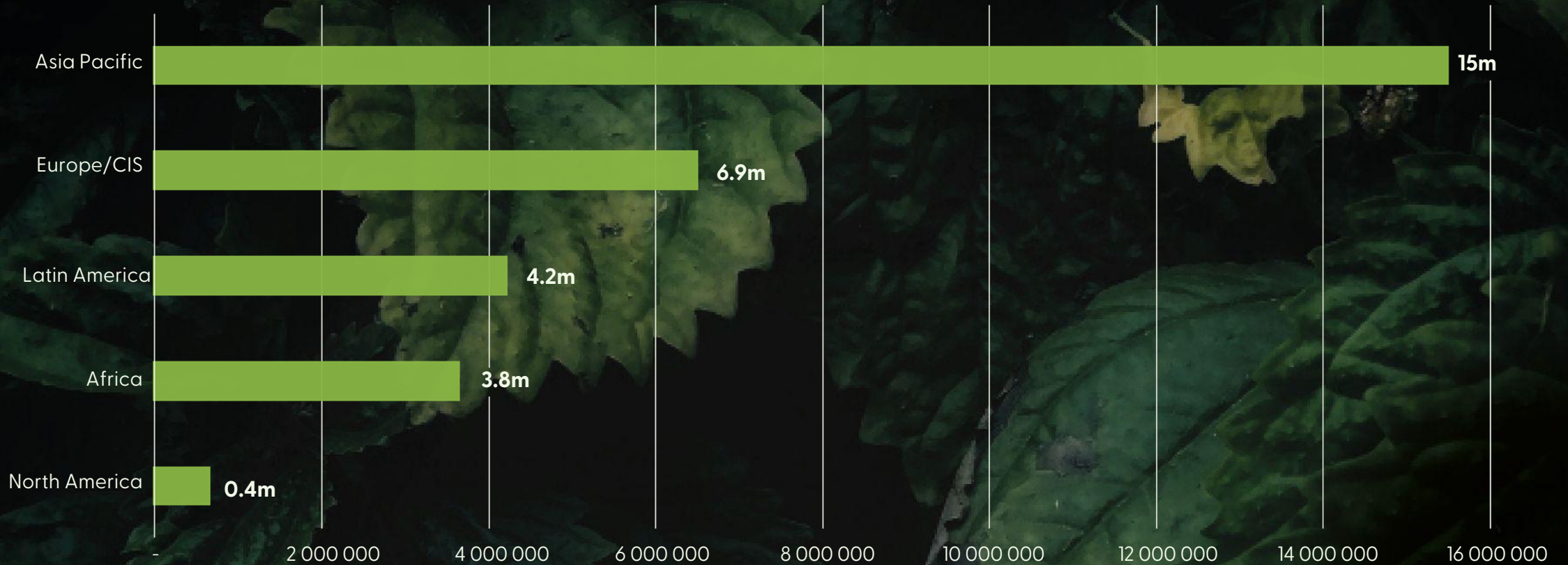


*Without LinkedIn data due to the technical capacity of the social listening tool.

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.**