

# TRUST THE TREE



**FORESTS<sup>TM</sup>  
FOR ALL  
FOREVER**

**FSC<sup>®</sup> FOREST WEEK 2023**  
Campaign Report



# FSC® Forest Week 2023

This year, from 23 to 29 September, FSC® Forest Week 2023 educated consumers about the social and environmental benefits of certification, and about FSC's mission of ensuring Forests For All Forever. We're encouraged by the positive impact we created, together.

Under the theme, **TRUST THE TREE**, we successfully drove awareness around FSC's work and highlighted the role that forest stewards, like you, have in combating climate change and biodiversity loss by supporting sustainable forestry. The campaign also extended to community engagement activities, such as forest walks and informational talks, to amplify forest appreciation.

We are incredibly proud of the work and effort that went into making FSC Forest Week 2023 a success. We look forward to engaging with our growing global audience in the years to come. Please continue to join us to help protect the world's forests for future generations.

## Thank you!





# Campaign Performance Overview

FSC Forest Week 2023 reached an impressive global audience while driving social media interactions, traffic to FSC.org, and newsletter subscriptions, successfully building awareness amongst our target audience.



Over  
**50.5M**  
potential unique users reached  
(+19.56% increase)

Over  
**1,270**  
brands, NGOs and organizations engaged

More than  
**40**  
countries represented

Note: Annual data is only from Facebook, Instagram and Twitter. Data from LinkedIn, TikTok and other social media platform is available upon request, but not aggregated due to limitations of social listening tool.

# Campaign Performance

Beyond reaching over 50 million consumers through over 1,270 participating organizations across 40+ countries, the campaign also sparked thousands of conversations, engaged the audience extensively, and caught the attention of renowned influencers, brands, and individual forest stewards:



**~68,700**  
social media  
interactions

**513.3K**  
GIF views

**~1,560**  
posts about the  
campaign  
published globally



**+68%**  
increase of users  
recorded on  
FSC.org (9,200)



**704**  
individuals  
posting about the  
campaign

**100+**  
new newsletter  
subscribers

**4,000+**  
new followers  
across all social  
channels



**+59%**  
increase in  
sessions recorded  
on FSC.org  
(11,600)



# Campaign Performance by region



**Europe 14.1M**

**North America 7.5M**

**Asia Pacific 6.2M**

**Latin America 5.2M**

**Africa 2.3 M**

**Europe gained the most social media impressions during the week, and Italy showed the strongest performance.**

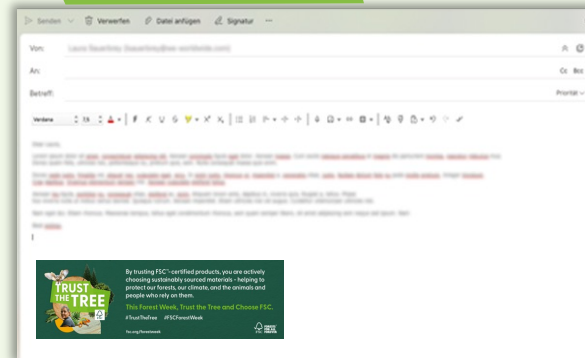
Note: Annual data is only from Facebook, Instagram and Twitter collected during 01 August- 06 October 2023. Data from LinkedIn, TikTok and other social media platform is available upon request, but not aggregated due to limitations of social listening tool.

# Forest Stewards taking part online and offline

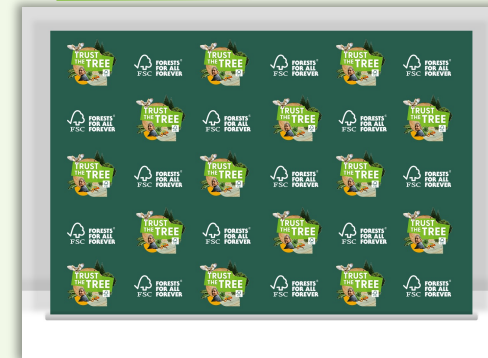
## Digital background



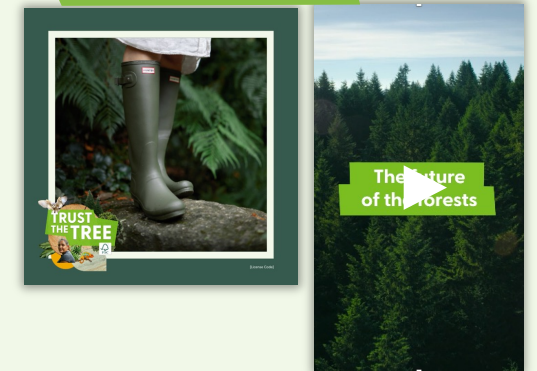
## Email signature banners



## Roll-up banners



## Social media content



Companies, retailers, NGOs, and other organizations were given the opportunity to highlight their sustainability initiatives and their partnership with FSC, leveraging the creative assets provided.

The campaign toolkit was made available in nine languages: English, Spanish,

French, Portuguese, Italian, German, Korean, simplified Chinese, and traditional Chinese.

Additionally, editable versions for other languages were also supplied, allowing for broader engagement and customization according to regional preferences.

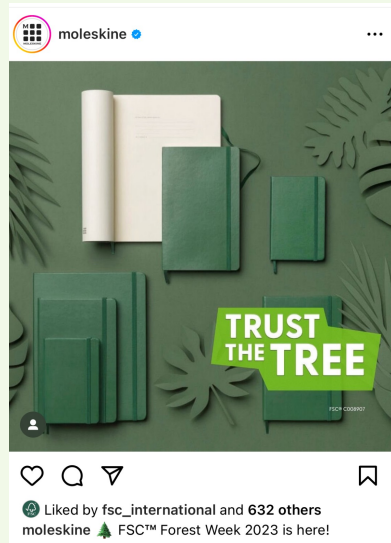
## Key Visuals





# Brands taking part from all over the world

## Moleskine



## Kleenex (Kimberly Clark)



## Hallmark



## Tetra Pak

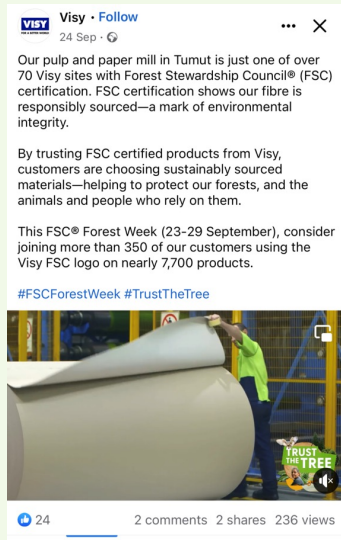


Visit our [social media wall](#) to see companies' participation in FSC Forest Week 2023 on digital platforms.

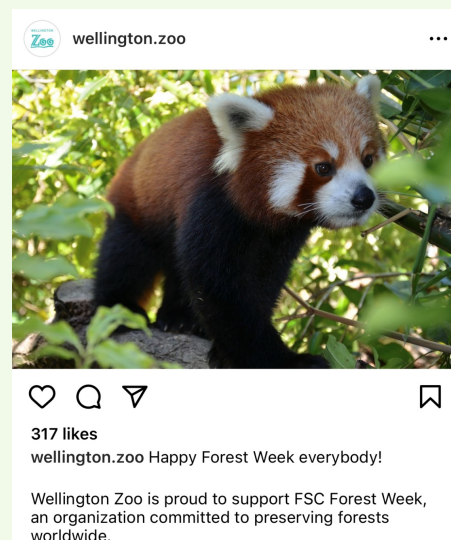


# Brands taking part from all over the world

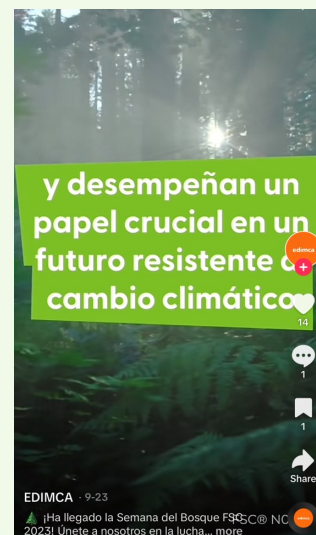
## Visy



## Wellington Zoo



## Edimca



## WWF

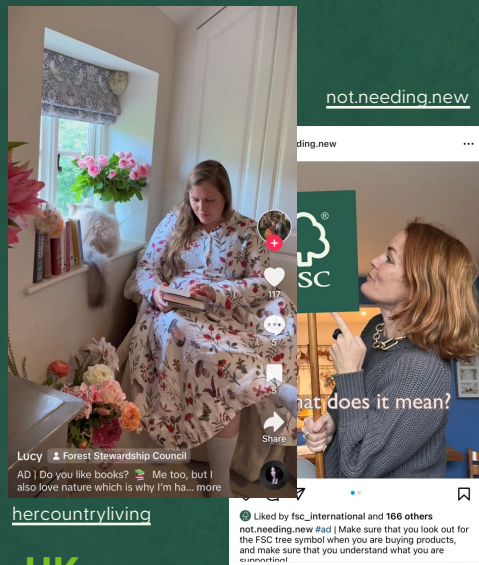


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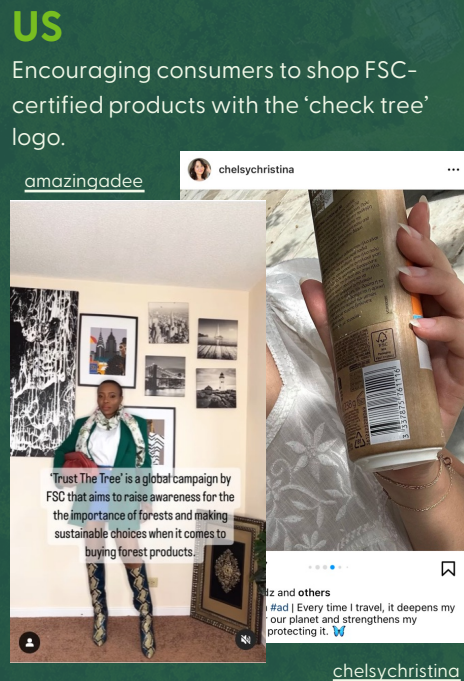


# Influential voices taking part

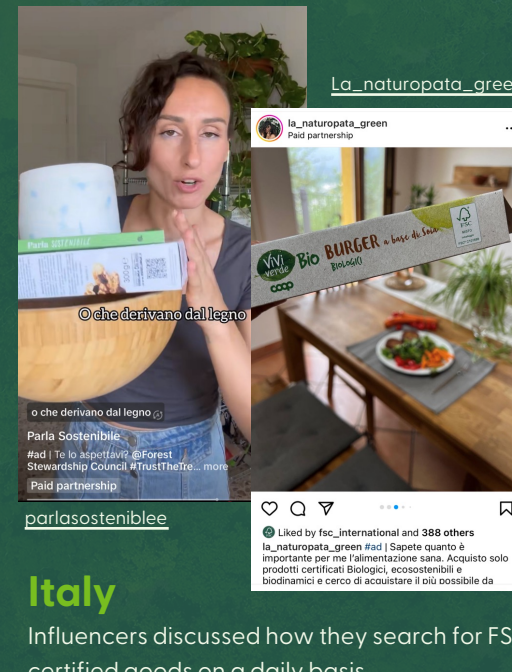
For the first time Influencers were recruited at FSC Forest Week to increase awareness of FSC-certified products amongst consumers, creators showcased sustainable practices and certified products, and highlighted the role their community can play in combating climate change and biodiversity loss.



**UK**  
Influencers shared how they are looking for FSC-certified products in their day-to-days.



**US**  
Encouraging consumers to shop FSC-certified products with the 'check tree' logo.



**Italy**  
Influencers discussed how they search for FSC-certified goods on a daily basis.



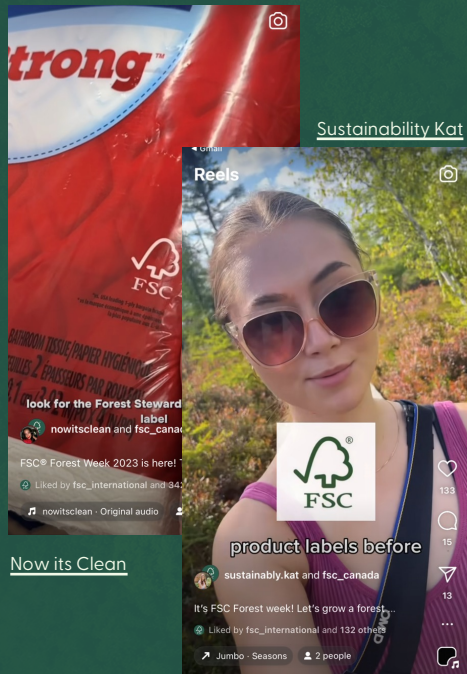
**Mexico**  
Creators shared the importance of supporting FSC-certified products.



**Germany**  
Creators shared the importance of supporting FSC-certified products.



# Influential voices taking part



[Sustainability Kat](#)

[Now its Clean](#)

## Portugal

Three creators participated in FSC Friday.



[Alexande da Silva](#)



[Jodaenfluence](#)

## Africa

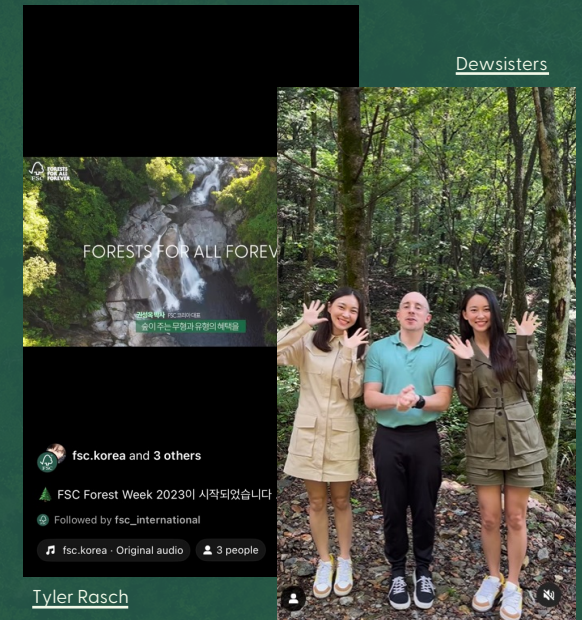
Creator shared about their connection with forests and encouraged followers to look for the FSC label.



[iznowgood\\_](#)

## France

Creator shared about their connection with forests and encouraged followers to look for the FSC label.



[Tyler Rasch](#)

## Korea

Video created with two groups of influencers discussing ways to help protect the world's forests.



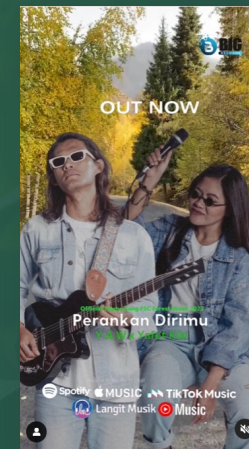
# Activities around the world

## Asia-Pacific



### Australia – FSC Forest Walk

FSC Australia and New Zealand hosted an FSC Forest Walk with HVP Plantations where Promotional Licence Holders and Chain of Custody Certificate Holders learned about responsible forest management and the plantation life cycle.



### Indonesia – Official Theme Song

FSC Indonesia, Big Records Asia and Y.A.W. & YAFET KIKI created a theme song to celebrate Forest Week.



### Hong Kong – Tree Store

Tree showcased their support for Forest Week across their social media channels, their website, and their store.



### Malaysia - Taman Tugu

A Forest Walk was organized with Kimberly-Clark, along with a hands-on planting workshop that emphasized the link between forests and water, highlighting FSC's three-decade commitment to promoting healthy, resilient forests.



# Activities around the world

## Africa



### Eastern Africa - Little Forest Stewards – Milfields Runda Prep & Colours & Crayons

Young forest stewards painted the FSC logo in nature, cultivating their art passion and forest conservation awareness.

## Europe



### Portugal – FSC Friday

FSC Friday was a one-day in-person event held at the certified Mata de Vilar area in Lousada. Attendees enjoyed a peddy paper activity that introduced them to the area in an engaging manner, with all activities focused on FSC and the certified area.



# Activities around the world

## Latin America



### Chile – Inauguration of FSC Forest Week 2023 Mural: Miguel José Zañartu Elementary School

FSC Chile commenced the celebration of FSC Forest Week with the unveiling of the mural "Laguna Grande, al otro lado del gran río" by Joel Bustos. The mural, a gift to the José Miguel Zañartu School, was accompanied by an educational session for the students, who were also provided with certified pencils from Faber Castell.

## FSC International



### FSC International Forest Week Competition

FSC International also kick started the first annual FSC International Forest Week Competition, engaging staff to upload a picture or short video featuring FSC-certified products.



# Testimonials



*As the first Brazilian retailer to sell 100% of its products made from FSC-certified wood, LEROY MERLIN reaffirms its commitment to the environment, aiming to reduce the impact of the entire production chain and encourage more conscious and positive consumption habits.*

*Its central pillar is the We Make It Positive global strategy, which transforms the business with 24 commitments to sustainability, innovation, value chain management and fostering local development. Of major significance is Forest Week, an initiative that helps to consolidate these commitments, as LEROY MERLIN undertakes to plant a tree seedling in Atlantic forest sites for every customer who buys an FSC-labelled product in its physical stores.*

*After three editions, the brand has already planted more than 117,000 trees, contributing to the preservation of the environment and giving visibility to this urgent and necessary issue, for us, for people and for the environment.*

**Isabella Ferreira, Communications Supervisor  
Leroy Merlin**



*At Visy, our Vision is to be the global leader in creating sustainable packaging solutions for a better world. Visy has FSC Chain-of-custody certification for all of our paper and fibre packaging manufacturing sites across Australia, New Zealand and Papua New Guinea.*

*Visy was proud to join the 2023 FSC Forest Week campaign to highlight how choosing sustainably-sourced products can help create resilient forests for the future. Not only does FSC certification support the environmental integrity of Visy's paper and fibre packaging, it gives customers extra reassurance about what their products are made from.*

*A particular highlight of the week's activities was the FSC Forest Walk which gave members of our sustainability team an opportunity to learn more about the sustainable forestry that underpins our fibre supply chain and to engage with others in the industry to share responsibility for environmental stewardship.*

**Rebecca Jones, Program Manager  
Fibre Stewardship and Food Contact at VISY**





We're proud of  
your participation...



[Watch recap video](#)



Mark your calendar for next year's Forest Week



**SAVE THE DATE**  
**FSC<sup>®</sup> Forest Week 2024**  
21 – 27 September

**SIGN UP**



**FSC**  
**FORESTS  
FOR ALL  
FOREVER**



# TRUST THE TREE



**FORESTS  
FOR ALL  
FOREVER™**

**Thank you for being part of FSC® Forest Week 2023,  
and we look forward to your participation next year.**

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