



SEPTEMBER
21-27 | '24

The small steps that create big change.

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, together we can show them a way to be part of the solution.

What is FSC® Forest Week?

FSC Forest Week (21-27 September) 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 we started our mission. You can be part of this journey by taking the small steps that create big change throughout the week, working to raise awareness and promote FSC's impact.

Why participate in Forest Week?

Our goal is to encourage consumers to choose products with the FSC logo, a credible mark of sustainable forestry.

By taking part, you can:

- **Demonstrate** to consumers that you are a trustworthy brand, actively safeguarding forests, wildlife and our climate.
- **Educate** others by raising awareness of the value of FSC certification and how forests contribute to society's wellbeing.
- **Inspire** small steps that collectively deliver large impact for generations to come.

How to take part?

The campaign is a fantastic opportunity for your brand to engage with customers and communities, inviting them to step up for our forests. Register to receive the campaign materials and show your support.

How does it work?

We'll give you a collection of content, including social media posts for the days leading up to the event to seed excitement. We'll also provide seven days' worth of social posts for the week itself, covering different topics to keep your audiences engaged. An email signature banner, digital background, and printable banner will all be provided, so you can support Forest Week any way you want!
We look forward to your support!



REGISTER NOW

Contact your **FSC Australia and New Zealand** at s.day@au.fsc.org for more information.

Assets will be provided in three languages; English, Spanish, and French.

