



CAMPAIGN GUIDE

20-26 September 2025

Do one thing for forests.

It has never been more crucial to raise awareness and inspire action that positively impacts our environment. As consumers look to actively contribute to fighting the climate and biodiversity crises, together we can show a way to be part of the solution by supporting sustainable forestry.

What is FSC® Forest Week?

FSC Forest Week (20-26 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. You can be part of this journey by doing your one thing for the forests and inspiring consumers to find the one thing they can do that will positively impact our forests, ultimately promoting FSC's work together.

We're excited for your participation!



FSC® Forest Week 2025 Toolkit Enhancements

This year, we are sharing the FSC Forest Week assets differently than before. With the launch of the **FSC Brand Hub**, many stakeholders will access assets on this platform. Here is how to know where to find your assets:

FSC Certificate and Licence Holders

Access assets via Brand Hub

If you hold an FSC Licence or Certificate, you can register on Brand Hub and download all assets from here.

Co-brand or customize in Brand Hub

You can add your licence code, logo, or customize assets directly in Brand Hub.

NGOs and other external stakeholders

Access assets via a Toolkit

If you do not have an FSC Certificate or Licence, you received a link to an FSC Forest Week Toolkit.

Co-brand or customize with Canva

Your toolkits contains Canva links to co-brand and customize.



Campaign Schedule & Asset Preview



FSC® Forest Week 2025 Social Assets

Different options for different platforms

You are receiving a range of social assets, tailored to different channels.

All assets are available in **English, Spanish, and French**, with some additional languages available for those using Brand Hub. Co-branding is welcomed, but please make sure to follow the trademark regulations. If you are using Canva, please follow the guidance provided.

FSC will follow the timeline presented and we encourage you to do so as well, but you have the flexibility to adapt timings. For the pre-campaign and post-campaign content, it is important to make sure that you **do not** post **before** the scheduled date.

Social assets are designed to work across Facebook, Instagram, TikTok, X, and LinkedIn. Each post has 4:5 and 9:16 aspect ratios, optimized for in-feed placements across Facebook, Instagram, X, and LinkedIn, and TikTok and Instagram Reels and Stories, respectively. You can interchange the use of the different sizes provided, based on your social media strategies.

Copy to suit the various character restrictions and best practice guidelines has also been provided.

Campaign calendar and asset preview

FSC will follow this schedule, but you can work with your own social media schedule.

Video

Static

Frame

SEPTEMBER

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2 <small>Pre-campaign</small> FSC® Forest Week is coming	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20 <small>FW post 1</small> It's FSC® Forest Week	21 <small>FW post 2</small> 3 things forests do for the climate
22 <small>FW post 3</small> One thing from all of us	23 <small>FW post 4</small> Find your one thing	24 <small>FW post 5</small> Why should we do one thing for forests?	25 <small>FW post 6</small> forest week	26 <small>FW post 6</small> Do one thing For forests For FSC® Forest Week	27	28
29	30 <small>FW post 7</small> Thank you! One thing from all of us. A movement for forests.					

Digital and print assets

More ways to take part

Digital and Print Assets



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.



Update your Email Signature

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 comes with different copy variations for Certificate Holder, Promotional Licence Holders, and NGOs. Please make sure to choose the right variation.



Showcase your commitment on-site

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

Please note: You need to add your licence code.



Campaign Checklist

Check before posting

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.
- ✓ Use either **Brand Hub** or **Canva** to co-brand assets and add your licence code – outlined on page 3.
- ✓ 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!





We look forward to your participation!

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