



# FSC<sup>®</sup> Forest Week 2024

## Campaign Report

# FSC® Forest Week 2024

Spotlighting the importance of sustainable forestry, FSC® Forest Week 2024, which took place from 21 to 27 September, once again captivated our consumers. As the world looks to actively contribute to fighting the climate and biodiversity crises, the campaign intervened at a critical time and demonstrated the impact we can have together.

Our theme ‘**Small steps together create big change for all**’, emphasized the small steps that everyone can take to create big change and help ensure a sustainable future for all, raising awareness around FSC’s impact. The campaign also extended to community engagement activities, such as forest walks and informational talks, to amplify forest appreciation.

We are delighted about the FSC® Forest Week 2024 successes, and we are excited to share them with you. We are already incorporating this year’s learnings, looking forward to continued engagement with our growing global audience in the years to come. Let’s continue our collective commitment to help protect the world’s forests for future generations.

**Thank you!**





# Campaign Performance Overview

Key metrics

More than

**165k**

Social media interactions



More than

**158M**

Potential unique users reached  
(+213% increase)

*Please note: Impressions may have been impacted by public discourse around Mashco Piro at the time of the campaign.*

More than

**1,400**

Brands, NGOs, and organizations engaged

More than

**60**

Countries represented





# Campaign Performance

FSC® Forest Week 2024 outperformed expectations for global reach and amplified online interactions.

This increased brand awareness and drove traffic to FSC.org.

**34.97%**

increase of users recorded on FSC.org

**1,392**

posts about the campaign published globally

**1,970**

new followers across all FSC International's social channels

**74**

new newsletter subscribers



# Impression Performance by Region

Europe: **61.63M**

APAC: **60.8M**

LATAM: **5.1M**

NA: **0.6M**

Africa: **0.5M**

**Europe** gained the **most social media impressions** during the week, followed closely by **APAC**.

*Note: Only includes data from Facebook, Instagram, and X generated during 01 August- 08 October 2024 from Emplifi's listening tool, excluding data for China, which was collected from WeChat Official Accounts, Channel (video platform on WeChat), and Weibo. Data from LinkedIn and TikTok is available upon request but not aggregated due to limitations of social listening tool.*

# Key Visual



This year, FSC<sup>®</sup> Forest Week unveiled its **new key visual**. It serves as the **emblem that unifies the entire campaign** and will be used every year moving forward.

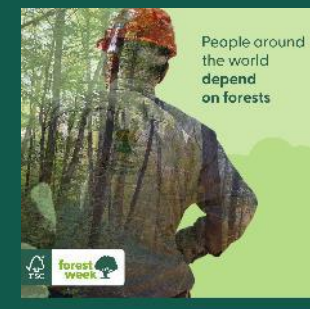


# Assets

**Companies, retailers, NGOs, and other organizations** were given the tools to spotlight their sustainability commitment and their partnership with FSC® by leveraging multiple **creative assets**. This included **email signature banners, digital backgrounds, social posts and print banners**.

The campaign toolkit was made available in **three key languages: English, Spanish and French**.

Additionally, **editable asset versions** were supplied, enabling broader engagement and customization according to regional preferences and market needs.





# Global Brand Participation



#FSCForestWeek is LIVE!

Responsible forest management = less deforestation + protected species.

We're proud to back @FSC\_IC in safeguarding our forests.

Want to help protect #biodiversity?

Take action: [fsc.org/forestweek](https://fsc.org/forestweek)



Liked by fsc\_international and others  
hallmark\_au #FSCForestWeek is here!  
Hallmark Cards Australia & New Zealand is proud to support #FSCFORESTWEEK 21st-27th September, 2024.



**JYSK** 121,473 followers + Follow  
2mo  
We choose responsible forestry  
We are participating in FSC® Forest Week 2024, which starts tomorrow, where we, together with Forest Stewardship Council®, celebrate and promote responsible management of the world's forests.  
With the theme "Small steps together create big change for all," FSC Forest Week 2024 is about how the choices we make in our daily lives, both big and small, can help drive significant change for our planet.  
#proudtobeJYSK #FSC #FSCForestWeek #forest





# Influential Voices Taking Part

## Europe

Among others...

[not.needng.new](#)

[isabelsophie](#)



## LATAM

Among others...

[aleja\\_econsciente](#)

[ecoamiga](#)



## NA

Among others...

[Queerbrownvegan](#)

[marielle.elizabeth](#)



## APAC

Among others...

[tyleroninsta](#)

[Lovely Dew](#)





# Activities Around the World

## APAC



### India – Forest Walk with Kimberly Clark

In collaboration with Kimberly Clark, FSC India held a forest walk with over 75 attendees, who learned about FSC-certified forests, sustainability, and Kimberly-Clark's 2030 aspiration to address the climate and biodiversity crises by reducing reliance on fibre from natural forests.

## AFRICA



### Eastern Africa – FSC Little Stewards STEM Week

On 26 September, FSC Eastern Africa hosted a full day workshop 'Code for Conservation' for young students. The goal was to inspire a tech-savvy generation dedicated to environmental stewardship. Participants were introduced to coding activities, demonstrating how technology can support forest management and conservation efforts.



# Activities Around the World

## LATAM



### Chile – Mural Inauguration

For the third consecutive year, FSC Chile left an impactful mark in an educational establishment to promote the recognition and care of protected areas. In La Unión, a mural was created that highlights the biodiversity of the Alerce Costero National Park.

## EUROPE



### Portugal – FSC Friday

On September 27, Mata do Bussaco in Luso hosted the FSC Friday celebration, closing FSC® Forest Week 2024 on a high note. Several public figures attended, including Alexandre da Silva, Ricardo Raposo, Tiago Aldeia, and Pedro Górgia. Participants learnt about the founding of FSC and the importance of its mission and commitment.



# Testimonials

“ Sustainability is at the core of our business, and therefore it plays a part in every decision we make. From **minimizing our environmental footprint and promoting responsible sourcing, to creating positive social impact and developing innovative sustainable solutions** for our customers. Our commitment and values align with those of FSC<sup>®</sup>, and we are proud to have been part of FSC<sup>®</sup> Forest Week to show our support. ”

*Stephanie Oliver* VISY

“ At BioPak, we are proud of our collaboration with the Forest Stewardship Council<sup>®</sup>, which aligns with our **commitment to sustainability and responsible sourcing**. Understanding the chain of custody of our products and their footprint is essential in our journey to minimize our environmental impact on the planet. FSC<sup>®</sup> Forest Week offers an excellent platform for us to raise awareness and educate our customers and the broader community about our support to the vital work that FSC<sup>®</sup> drives forward. ”

*Gary Smith* BioPak CEO





**Take a look  
at what we  
achieved  
together**



**Forests are the lungs of our planet**





SAVE THE DATE

**FSC® Forest Week 2025**  
**20 – 26 September**





**forest  
week** 

**Thank you for being part of FSC® Forest Week 2024.**  
We look forward to your participation next year.

© All rights reserved. Forest Stewardship Council®, FSC® F000100