



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 them 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.

### Why participate in FSC Forest Week?

Our goal is to encourage action toward sustainable forestry and collective appreciation for our forests..

#### BY TAKING PART, YOU CAN:

- **DEMONSTRATE** that you are a trustworthy brand by sharing your one thing which helps safeguard 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** consumers to find their one thing for forests, which will collectively deliver large impact for generations to come.

### How does it work?

We'll give FSC Licence Holders 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 FSC Forest Week any way you want!

**We look forward to your support!**



### 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 on the [FSC Brand Hub](https://www.fsc.org/brand-hub) from 11 June 2025 to receive the campaign materials and show your support.

[uk.fsc.org/fsc-forest-week](https://uk.fsc.org/fsc-forest-week)

If you need help accessing the FSC Brand Hub, please contact: [connect@fsc.org](mailto:connect@fsc.org). If you are an FSC licence holder in the UK and would like more information, please contact [communications@fsc-uk.org](mailto:communications@fsc-uk.org). If you are based outside of the UK, please contact your [local FSC office](#) or contact [marketing@fsc.org](mailto:marketing@fsc.org) for more information