

FSC® FRIDAY 25 SEPTEMBER



[www.fscfriday.org](http://www.fscfriday.org) • [ic.fsc.org](http://ic.fsc.org)

Dressing Green, Awareness raising, Cakes, Pledges and more - How organisations around the UK celebrated this year's **FSC® Friday 2015**!



**CYAN**  
GROUP

*"We covered the office with FSC® literature, shared a green lunch, had an FSC presentation, completed some green fact quizzes and dressed in forest colours! All in all we had a fab day whilst promoting the FSC logo to all visitors."*

[www.cyan-group.com](http://www.cyan-group.com)

© CYAN Group







© BM TRADA



*"The Forestry team at Soil Association Certification thoroughly enjoyed our open day held for FSC Friday! We organised two stands in the Bearpit in Bristol together with One Tree per Child, the tree planting project of Bristol 2015 European Green Capital, which is planting 36,000 trees – one for each primary school child in Bristol."*

*SA Certification focused on raising awareness of FSC and the impact it has on forest management and timber usage around the world, One Tree per Child talked about what they have achieved so far at the same time as recruiting volunteers for this year's planting season."*

*There was a big display of all the different types of products you can buy FSC certified as well as activities for kids, competitions and giveaways. A fun day in the sun!"*

[www.soilassociation.org](http://www.soilassociation.org)

© Soil Association







© Snows Timber

*"This year for FSC Friday, Snows Timber gave to its builders merchant and timber merchant customers small packets of Spruce tree seeds, to help make them aware of the campaign and to enliven the rightly serious business of using responsibly-sourced timber. We hope that in 80 or so years' time, there will be small stands of Snows-inspired Spruce trees across the country, contributing to FSC's aim of 'Forests forever, for all'."*

[www.snowstimber.com](http://www.snowstimber.com)



*"For FSC Friday 2015, we created a team building activity that combines Building Greener, responsible sourcing and PR benefits all in one. In 2013, we created a 'Building Greener Tree' - This year we wanted to make a forest! By encouraging teams across Simons (and any visitors) to create their own tree with their own commitments, we hope that we can increase the importance of sharing commitments, raising awareness of responsible sourcing and being environmentally sensitive across the activity."*

[www.simonsgroup.com](http://www.simonsgroup.com)



Step 1

Roll the Corporate Responsibility report summary into a tube, make sure the 'Last year in numbers' side is on the outside, with the green gridded background showing.



Step 2

Secure your tube with a coffee cup holder at the bottom, and an inverted holder at the top, to keep the tube taught, secure with an elastic band in the middle.



Step 3

Cut the second leaflet up into strips, with the first strip going  $\frac{3}{4}$  of the way up the leaflet and the last strip only going  $\frac{1}{8}$  up. (Draw a diagonal line  $\frac{3}{4}$  of the way down the sheet to help).



© Simons Group





© RAFT

# RAFT

*"For FSC Friday, we installed our FSC reclamation story into the Raft Tottenham Court Road branch alongside a living moss wall. In addition to this, we had an evening event with drinks and snacks in order to celebrate the importance of this day. This was a huge success and the response meant that we were able to effectively spread the word about the Forest Stewardship Council® and their independent certification of our methods of production and the route to retail. It was both an enjoyable evening, and a great way of spreading the word about such a good cause!"*

[www.raftfurniture.co.uk](http://www.raftfurniture.co.uk)



# Smurfit Kappa

© Smurfit Kappa



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[www.smurfitkappa.com](http://www.smurfitkappa.com)





# Warren Evans

*"We teamed up with FSC Friday to give you the chance to win one of our beautifully crafted linen boxes – made from FSC certified wood of course!"*

[www.warrenevans.com](http://www.warrenevans.com)



© Warren Evans

John McMahon  
School of Fine Woodwork Ltd.

*"We are a dedicated school of woodwork and happen to have 2 classes every Friday. On that Friday, we took the opportunity to have a brief session during each of the 2 classes, to raise awareness of the issues highlighted in your literature (by using your handouts, wristbands and bookmarks) accompanied by homemade apple cake! We had posters and literature displayed in the classroom/workshop throughout the day."*

[www.schoolofwoodworking.co.uk](http://www.schoolofwoodworking.co.uk)

© John McMahon







*"White Rose Primary School had a great day wearing green and completing pledges plus lots of tree based activities. We also raised £109.00 for FSC®UK."*

© White Rose Primary



© St Gregory's Primary

