

Global brands partner with FSC to engage shoppers in forest protection

Forest Week is a timely opportunity for businesses, consumers, NGOs and other organisations to come together and drive action towards choosing responsibly sourced products.

The Forest Stewardship Council (FSC) – committed to protecting the world's forests through sustainable forestry – is holding its second annual Forest Week from 23–29 September 2023. This global campaign will see individuals and businesses coming together to help safeguard the world's forests, and those that depend on them, by making positive shopping choices.

This year's theme, Trust the Tree, will shed light on the key role forests play in fighting the climate and biodiversity crises. Forest Week will see daily content across leading social platforms for the seven days of the campaign. This will be complemented by events and special partnerships with organisations dedicated to safeguarding forests worldwide.

Last year, Forest Week 2022 saw more than 1 200 partners from over 40 countries actively participate in the campaign, reaching 42 million consumers worldwide. "FSC Forest Week 2022 demonstrated the collective passion and commitment towards the world's forests," said Trevor Armel, Director of Marketing at FSC International.



"We're very inspired to see so many engaged in making this year's effort bigger than ever, raising awareness about the irrefutable role forests play in the fight for a climate-resilient future."

As consumers increasingly consider the impact of their shopping choices, and favour brands that provide sustainable options, Forest Week is the opportunity to turn consumerism into a force for good. Forests sustain us, and sustainably sourced forest products can help ensure resilient, thriving forests for all, forever. **SR**



For 300 million people, forests provide a home, depending on them for food, fuel, medicine, and their livelihoods. In turn, they make stewardship a part of everything they do. Indigenous groups and local communities manage one-quarter of the world's land. Globally, indigenous land experiences up to 26 per cent less deforestation than non-protected areas.



Learn more about the campaign at fsc.org/forestweek
For more information on Forest Week, contact g.busse@fsc.org
For media requests, contact media@fsc.org or g.busse@fsc.org

Forest Stewardship Council™ (FSC). FSC is a non-profit organisation that provides a proven responsible forest management solution, tackling today's deforestation, climate, and biodiversity challenges. FSC's 'check tree' label is found on millions of forest-based products and verifies that they are sustainably sourced, from forest to consumer. www.fsc.org.

