



**FORESTSTM
FOR ALL
FOREVER**

COMMUNICATE COMMITMENTS & PROMOTE FSC[®]-CERTIFIED PRODUCTS



Start with Key Messages

After you've made commitments to sourcing FSC-certified materials or finished products, it's time to start talking about them with staff, customers, stakeholders, and more.

Begin with Key Messages. These messages will inform all of your communications.

Answer these questions to help get you started:

- Why are you committing to sustainable forest management and FSC?
- What does this commitment mean to you/your organization? Are you doing this in response to the customers?
- Is your commitment to FSC part of a broader environmental or sustainability commitment?
- What are your goals? How are you going to reach them?
- What product(s) are you certifying? Or what FSC-certified products/materials are you using?
- Do you have plans to expand your commitment in the future?



Communicate Your Commitments

After you've completed your Key Messages, it's time to communicate them consistently with all of your stakeholders.

With **suppliers**, you can go further to encourage them to obtain an **FSC Chain of Custody (CoC)** certification and share how they can do it.

With your **employees**, educate them on how they can support the achievement of your sustainability goals.

To **customers**, share your sustainability commitments or procurement policy updates by ensuring they are publicly available on your website.



Promote your FSC-certified Products to the World


For companies that sell or use FSC-certified finished and labelled goods and want to promote this in their marketing and advertising, FSC offers the **Promotional License Holder Program**.

With a promotional license, you can:

- Use the FSC logo to show your commitment to sustainability and responsible sourcing.
- Benefit from one of the most trusted and widely recognized logos worldwide.
- Be part of global campaigns such as FSC Forest Week to increase your brand's visibility.
- Verify that promoted products are FSC-certified and get the assurance that your communications are credible and substantiated.
- Learn from a network of experts on sustainable sourcing, including direct support from FSC in the development of content for promotional materials and campaigns.

With an FSC Promotional License, you can go further to promote your products on:

-  **Social Media** – Consider creating more than one post to reinforce your commitment throughout the year. At FSC Canada, we are always interested in exploring collaborative posting opportunities to amplify your news with our stakeholders. Reach out to us for support.
-  **Website** – Add the FSC logo to your product pages, create an FSC filter in your search, develop an FSC-focused page to share your FSC journey, and let customers know your why, where you're at, and what's next.
-  **Newsletters, Annual, and Impact Reports** – It's important to reinforce your commitment in newsletters, annual reports, and impact reports. It's a great place to share progress reports on your FSC-related goals and more.
-  **Webinars** – Try hosting customized and educational sessions for your staff about responsible forestry, why it matters, and about FSC and our approach to caring for forests.

-  **On Product** – Add the FSC logo in a prominent position on the product packaging or directly on the certified product.
-  **In Store Merchandising** – Create in-store signage, an FSC-certified product end cap, or other available merchandising spots to share information about FSC and why you support it.
-  **In Catalogues, Flyers, and Brochures** – Consider promoting FSC in brochures or pamphlets or apply promotional pricing to FSC-certified products in flyers or catalogs.

TOP TIP

The FSC Brand Hub, which is available to all promotional and chain of custody certificate holders, provides a wide variety of resources to help promote your FSC-certified products. For more information, visit FSC Brand Hub, [here](#).

Take Part in FSC FOREST WEEK every September

FSC Forest Week is an annual consumer awareness effort where thousands of organizations around the world share their commitment to FSC. It's an excellent chance to:

- **Demonstrate** to your customers how you are actively safeguarding forests, wildlife, and our climate as an FSC steward,
- **Inspire** responsible, sustainable actions that positively impact our environment, ensuring a brighter future for generations to come, and
- **Educate and empower** others to become forest stewards by emphasizing the benefits of FSC certification and highlighting how forests contribute to everyone's well-being.

Want more ideas? Support? Sample language?

We are here for you. Please reach out to us at info@ca.fsc.org