



CREATIVE GUIDELINES - TOGETHER WE ARE FSC CAMPAIGN 2019









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FSC is a movement of people that work together to create a different future for our forests and planet. And the work we do together could have a real impact on the livelihood of future generations. This campaign shows how we work together to do just that.

We are all FSC - everyone from forest owners to forest workers and producers; from NGOs to consumers worldwide. We are all part of a movement that is working hard to deliver on the United Nation's Sustainable Development Goals (SDGs).

This movement was founded on a constructive, impact-based approach through which businesses, NGOs, and other stakeholders working with FSC could show their contribution to the movement in a positive, tangible way.

With this campaign, Together We Are FSC, there is both a sense of connection and a sense of reward (for a greater good) when trading FSC-certified products. This campaign uses a combination of storytelling and beautiful imagery to help you talk about the contribution we're all making towards realising the SDGs.





HOW TO ENGAGE

We encourage all of our stakeholder to help bring the campaign to life by utilizing the campaign platform, the stories and the assets across their platforms.

Share the campaign in any way that fits your purpose as a business or NGO. Help us spread the message by highlighting you engagement with FSC using the campaign assets.

In this document you will find an overview of the assets available for download free of charge for all FSC certified companies and all FSC Trademark License Holders through our Marketing Toolkit.

BACKGROUND FOR THE CAMPAIGN

The campaign was created by drawing inspiration from the vision of "One FSC". Everyone associated with our system, from forest owner and forest worker to producer, NGO or consumer each play our own important role in FSC.

Snapshots from the lives and work of a variety of people, from forest owners in Finland to a hotel owner in Mexico, depicts our global community's united effort to ensure forests for all forever. No matter where you get you wood or paper from, when the product is FSC-certified you are supporting our global mission.

When choosing FSC you're supporting our strategic work in the world's most vulnerable regions. And you contribute to making sustainable forestry a global priority. Because together we are FSC.

TARGET GROUP

The "Together We Are FSC" campaign is meant as a structured way for anyone working within the field of corporate social responsibility (CSR) and FSC to better understand how FSC helps their business achieve the SDGs.

The campaign also helps anyone who is passionate about meaningful change understand why FSC is important on a global level and the impact of choosing FSC. This is relevant for all FSC-engaged NGO's, organizations and businesses.

The campaign assets can easily be downloaded and implemented on social media platforms, webpages and CSR-reports.

FSC AND THE SUSTAINABLE DEVELOPMENT GOALS

The campaign and platform is linked to the sustainable development goals (SDG's). FSC addresses 14 of the 17 SDGs, covering ecological and social issues in forests around the globe. This makes FSC a solution for anyone who wants to do their part to achieve the SDGs.

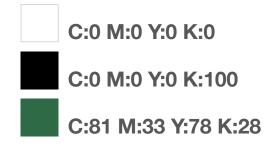
IS THIS ALL BECAUSE OF FSC?

Aside from direct influence, such as those provided by third party FSCaudits, and concrete examples like FSC auditors urging the community to buy an ambulance, it can be difficult to distinguish what is solely a consequences of FSC certification, and what has come about as a result of influence of the forest owners, stakeholders (such as communities), FSC and the government. Often, it can be a strong combination of all these factors.

Often FSC certification plays the important control role through the yearly third party audit. In many cases FSC is the only organ to pro actively check up on social and ecological issues, even when rules apply. FSC is also a tool with a built-in security system because FSC can terminate the FSC-certificate if standards are not met at any time.



COLOUR OPTIONS:





FSC.ORG/TOGETHERWEAREFSC

is a visual platform. A lot of the content from the platform can be directly shared on social media.

The platform has a section giving license holders only the option to login and download materials for use in own media or offline.



CAMPAIGN PLATFORM



FOREST, SWEAT AND TEARS



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600x900 mm posters both for internal and consumer facing communication.

Available as open files that can be scaled to various formats.





























































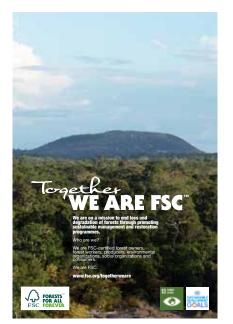




























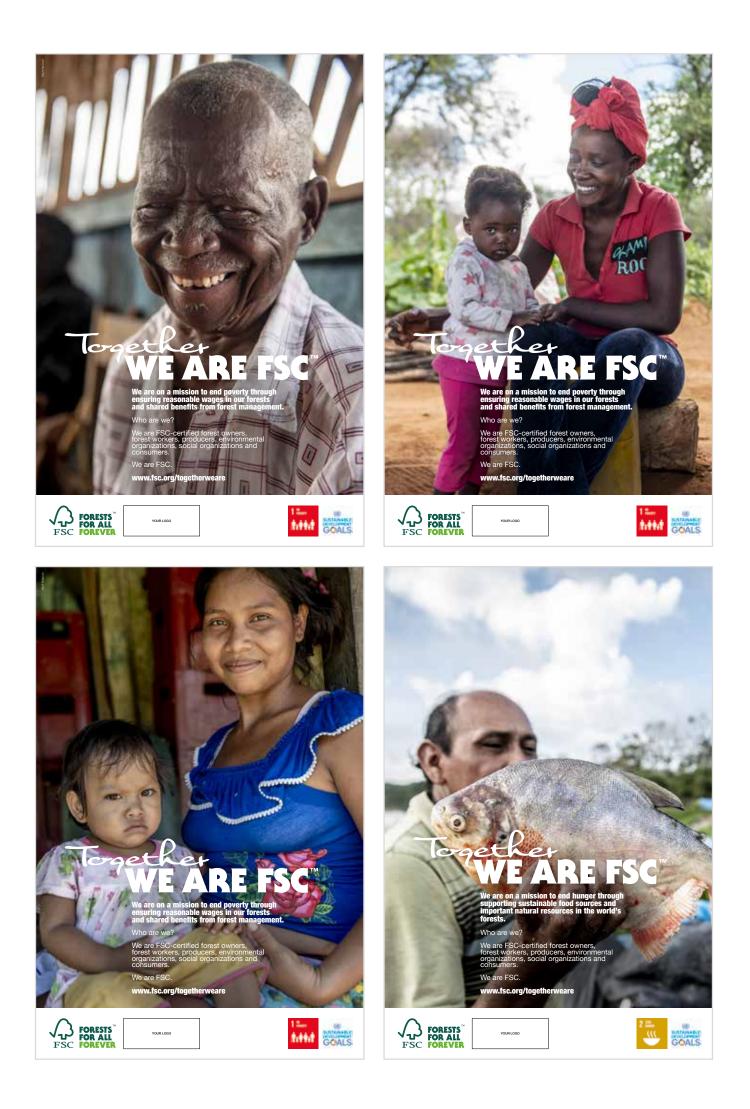


OUTDOOR COMMUNICATION WITH SDG FOCUS WITH COBRANDING POSSIBLE

600x900mm posters both for internal and consumer facing communication.

Available as open files that can be scaled to various formats.





VIDEO ASSETS – STORIES/INFORMATIVE VIDEOS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit. It is recommended to link directly to fsc.org/togetherweare when sharing..



90 SEC VIDEO, TOGETHER WE ARE FSC



90 SEC VIDEO, NAMIBIA



90 SEC VIDEO, PERU



90 SEC VIDEO, FINLAND



90 SEC VIDEO, SWEDEN



90 SEC VIDEO, GABON



90 SEC VIDEO, MEXICO

VIDEO ASSETS – SHORT TEASERS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit. It is recommended to link directly to fsc.org/togetherweare when sharing..



30 SEC VIDEO, SAWMILL IN GABON SDG NO. 8, DECENT WORK AND SDG NO. 15, LIFE ON LAND



30 SEC VIDEO, SMALLHOLDER FOREST IN FINLAND SDG NO. 5, GENDER EQUALITY AND SDG NO 15, LIFE ON LAND



30 SEC VIDEO, NON TIMBER FOREST PRODUCTS IN PERU SDG NO. 1, NO POVERTY AND SDG NO. 5, GENDER EQUALITY

SDG VIDEO ASSETS – SHORT VIDEOS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit. It is recommended to link directly to fsc.org/togetherweare when sharing..





30 SEC VIDEO, SDG 02 ZERO HUNGER



NO POVERTY

4 QUALITY EDUCATION

> 30 SEC VIDEO, SDG 04 QUALITY EDUCATION



30 SEC VIDEO, SDG 06 CLEAN WATER AND SANITATION

30 SEC VIDEO, SDG 03 GOOD HEALTH AND WELL-BEING



30 SEC VIDEO, SDG 05 GENDER EQUALITY

SDG VIDEO ASSETS – SHORT VIDEOS

(Intended for sharing on social media platforms)



30 SEC VIDEO, SDG 07 AFFORDABLE ENERGY AND CONSUMPTION



30 SEC VIDEO, SDG 08 DECENT WORK AND ECONOMIC GROWTH



30 SEC VIDEO, SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



30 SEC VIDEO, SDG 13 Climate Action



30 SEC VIDEO, SDG 14 LIFE BELOW WATER



30 SEC VIDEO, SDG 15 LIFE ON LAND

SDG VIDEO ASSETS – SHORT INFORMATIVE VIDEOS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit. It is recommended to link directly to fsc.org/togetherweare when sharing..



30 SEC VIDEO, SDG 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



30 SEC VIDEO, SDG 17 PARTNERSHIPS FOR THE GOALS



HANGTAGS

(intended to be printed and attached to FSC-certified products)

148x105mm cards thankng for the purchase of fsc, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and displays.



Thank you for choosing a FSC⁻⁻certified product

Together we create a world With respect for people and communities. Where forests and animals are thriving. Where we actively combat climate change.

Thank you for being part of creating Forests for All Forever















LEAVE BEHIND MATERIAL

With care instructions

210x148mm POSTCARDS with focus on different timber using sectors, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and company logo can be incorporated.



Thank you for choosing FSC-certified wood

By choosing FSC, you high-fived the forest your wood came from, and you made sure the forest would still be there for generations to come.

Your might also be happy to know that your choice means safety for forest workers and better conditions for local forest communities.

And even though the forest's wildlife won't be able to thank you personally, you can enjoy your new FSC-certified product knowing that together we made sure wildlife was respected and endangered species protected.

Thank you for ensuring



Care instructions

Left alone, the natural colour of hardwood will weather to a soft, silver grey. You can freshen up your wood using oil. Your wood will typicaly go grey every three months in mild climates; more often in harsher climates.

To care for your wood:

- Clean lightly with fresh water or a mild detergent mixture. Allow to dry.
- In case of stains, sanding is an option before applying oil.
- Apply hardwood or teak oil with a piece of cloth, rubbing in the direction of the wood grain.

YOUR LOGO (50x20mm)

LEAVE BEHIND MATERIAL

With care instructions











LEAVE BEHIND MATERIAL

With own logo

210x148mm postcards with focus on different timber using sectors, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and company logo can be incorporated.



Thank you for choosing **FSC-certified wood**

By choosing FSC, you high-fived the forest your wood came from, and you made sure the forest would still be there for generations to come.

Your might also be happy to know that your choice means safety for forest workers and better conditions for local forest communities.

And even though the forest's wildlife won't be able to thank you personally, you can enjoy your new FSC-certified product knowing that together we made sure wildlife was respected and endangered species protected.

Thank you for ensuring



YOUR LOGO (50x20mm)

LEAVE BEHIND MATERIAL With own logo





SOCIAL MEDIA ASSETS

1200 x 1200 px social media assets to be used on social media platforms. Additional text can be added to the accompanning posting text.



SOCIAL MEDIA ASSETS



SOCIAL MEDIA ASSETS



We are on a mission to combat the loss of biodiversity through a balanced extraction of forest resources and protection of valuable natural forest areas and species.





We have a unique equality-based membership with a threechamber system of equal votes and decision-making power. The three chambers represent environmental, economic and social interests.







CREATIVE GUIDELINES FOR USE OF THE CAMPAIGN

Let's make a movement!

The following pages describe the terms of use for the campaign assets.

We hope you will help us spread the campaign across the globe and encourage the use of the hashtag below when posting about the campaign.

#togetherwearefsc

CREATIVE GUIDELINES FOR USE OF THE CAMPAIGN

CHANGES TO IMAGERY AND USE OF IMAGES

Images from the campaign are exclusively owned by FSC.

They can be used by FSC trademark license holders, but only with FSC branding intact and only in connection to the campaign.

Colour changes can be made, including gray scaling.

Colour changes to the FSC logo must abide by the Trademark guidelines at the FSC Marketing Toolkit

SDG logos must maintain their original colour to adhere to <u>the user</u> <u>guidelines from United Nations</u>.

NO EDITING OF TEXT ELEMENTS

Text elements cannot be altered for any of the elements within the campaign. (Translations are allowd if approved by FSC. See page 33)

If FSC trademark license holders wish to create a bespoke version of the campaign, this is evaluated on a case by case basis but will require that the company or organization has a publicly available FSC preferred purchasing policy. Please contact marketing@fsc.org if you want to know more and discuss the possibility of a bespoke version of the campaign.

ADDING ELEMENTS OF TEXT

As parts of the campaign are intended for use on social media, elements of text should be added when posting the campaign on social media accompanied by text produced by the FSC trademark license holder.

It is encouraged that texts placed under posts should underline how the organization or company actively uses FSC. For example, product production, purchasing policies, etc. *E.g : At [Our Company] we choose to sell only FSC-certified products to support a positive change for forests and people around the world.*

E.g : At [Our Company] we have a purchasing policy to buy only FSC certified products. We do this to support a positive change for forests and people around the world.

All texts produced by the FSC license holder for social media posts should be approved according to the normal approval procedures for use of FSC trademark.

TRANSLATION OF THE CAMPAIGN

The campaign is available in seven languages. If you require other languages, all texts can be translated into a local language, but translations must be approved by the relevant trademark service provider or certification body prior to use.

TRANSLATION OF TOGETHER WE ARE FSC LOGOS

Together We Are FSC logo will be made available in both Spanish and French by January 2019.

National offices of FSC will need to incorporate the designed logos into the creative assets of each respective language.

Any additional logo translation and subsequent design requires that a request be made to FSC International (marketing@fsc.org) and this be assessed on a case by case basis.

Priority of Together We Are FSC logo translation (apart from English, Spanish and French) will be given to those languages in which the Forests For All Forever logo is already available in, namely: German, Simplified Chinese, Russian, Portuguese (BR)

CO-BRANDING OF THE CAMPAIGN

Co-branding is encouraged in the campaign. FSC trademark license holders can add their logo in assigned boxed defined in the elements.

Co-branding is possible in:

- Social Media assets (in accompanying texts)
- Videos shared on social media (in accompanying texts)
- Leave behind post-cards (company logo)
- Posters (company logo)

FSC Trademark license holder company logos must be of the same dimension as the SDG and FSC logo.

If the logo of the FSC trademark license holder is inserted, the logo license code must be altered to that of the company/organization and the asset must be approved according to the usual approval procedures for use of FSC trademarks.

SIGN OFF PROCESS:

If you are a network partner

Network partners that use the assets, without changes, for FSC-only promotional purposes, are not required to inform FSC International.

In the case of a bespoke campaign, network partners are required to follow the guidelines and provide FSC International with a final copy of the materials produced.

If you are a certificate holder

You must submit your artwork to your certification body/internal responsible for signing off trademark usages for final approval.

If you are a trademark service license holder

You must notify your local FSC trademark service provider (FSC national office or representative) to request approval.

FSC is...



Environmentally appropriate

Forest management ensures that the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes.



Socially beneficial

Forest management helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans.



Economically viable

Forest management means that forest operations are structured and managed so as to be sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected communities.

FSC International Adenaur Strasse 134 53113 Bonn Germany T +49 (0) 228 367 660 F +49 (0) 228 367 66 30 Mail: fsc@fsc.org www.fsc.org

