EN VÆRDIBASERET MARKETINGKAMPAGNE

- som skal skabe stolthed og engagement blandt FSC’s stakeholders og motivere dem i deres kommunikation og arbejde med FSC.
Hvorfor skal vi tale om formål?
FSC
www.fsc.org

100%
From well-managed forests
FSC® C000000
FSC ER EN GLOBAL BEVÆGELSE FOR POSITIV FORANDRING
BLIVE BEGEJSTREDE OVER FSC’S MISSION
‘WE’ I KAMPAGNEN HENVISER TIL ALLE SOM BIDRAGER TIL FSC-MISSIONEN
EN BEVÆGELSE SOM GØR EN FORSKEL GLOBALT.

Kampagnen tilbyder en række materialer på forskellige sprog
MULIGHEDERNE

For FSC

• Markedsandele
• Positionere FSC som **stærk partner i arbejdet med SDG’er** gennem storytelling.
• **Skabe en bevægelse**, på tvær af værdikæden.

For vores partnere

• Aligne værdier og formål og adressere **SDG’er**.
• **Styrke relationer i supplychain**.
• **Møde forventningerne fra lokale og internationale stakeholders.**
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.
DER ER EN STOR HJEMMESIDE TILGÆNGELIG FOR ALLE DEN INDEHOLDER EN BREDD VIFTE AF HISTORIER OM FSC
A LIFETIME AMONGST THE TREES

To Pertti this forest has never been just a forest. Growing up here and having spent a lifetime amongst the trees, the forest is also his home and an enduring part of his childhood memories. Such memories are now being made by his children who grew up here and his grandchildren who spend weekends and holidays here.
A FRAMEWORK FOR GLOBAL CHANGE

The UN Sustainable Development Goals (SDGs) are a framework for global change. They highlight the areas we all need to focus on to ensure a brighter future for us as human beings as well as for the planet.

As a part of FSC's global work to ensure nature and people the FSC standards are covering a lot of the criteria behind the SDGs’, helping to create that global change.
SOCIALE MEDIA
FSC’s mediestrategi er centreret omkring Facebook og Instagram LinkedIn som rimære B2B platformer.
Eksempel på social media asset.

Vi kæmper for anti-diskrimination og lige muligheder for piger og kvinder i verdens skovområder.

Første billede

Støttebillede
Første billede

Eksempel på social media asset.

Støttebillede

Vores mission er at stoppe ødelæggelse af verdens skove igennem bæredygtig skovdrift og genopretning af ødelagt skov.
PRINTED MATERIALER
Examples of supporting printed materials (for local production).
Examples of supporting printed materials (for local production).
Examples of supporting printed materials (for local production).

Leave behind material

Thank you for choosing FSC-certified wood

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

You 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 typically 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 stain, sanding is an option before applying oil.
- Apply hardwood or deck oil with a piece of cloth, rubbing in the direction of the wood grain.

Together
WE ARE FSC®
Thank you for choosing FSC-certified wood

By choosing FSC you gave a big high five to the forest your wood came from and you made sure the forest will 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 wood knowing that together we made sure they are respected and endangered species protected.

Thank you for creating

Examples of supporting printed materials (for local production).
Examples of supporting printed materials (for local production).
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

Examples of supporting printed materials (for local production).
ASSETS FINDES I
MARKETING TOOLKIT.
FSC DANMARK
HJÆLPER GERNE.

• Outdoor communication
  • SDG Focus
  • Own Brand

• Video assets
  • Stories / Informative videos
  • Short teasers
  • SDG -short videos
  • SDG -short informative videos

• Hangtags

https://marketingtoolkit.fsc.org/togetherwearefsc
VI HÅBER, DU FØLER DIG INSPIRERET OG ENGAGERET.
NU ER DET BARE AT GÅ PÅ OPDAGELSE PÅ PLATFORMEN
TÆNK BREDERE / DEN STORE AGENDA

TAG FAT I DINE SOME-KOLLEGER

TAG FAT I CSR-ANSVARLIGE