

Together
WE ARE FSC™

EN VÆRDIBASERET MARKETINGKAMPAGNE

- som skal skabe stolthed og engagement blandt FSC's stakeholders og motivere dem i deres kommunikation og arbejde med FSC.

Together
WE ARE FSC™



**HVORFOR SKAL
VI TALE OM
FORMÅL?**



FSC

www.fsc.org

100%

From well-
managed forests

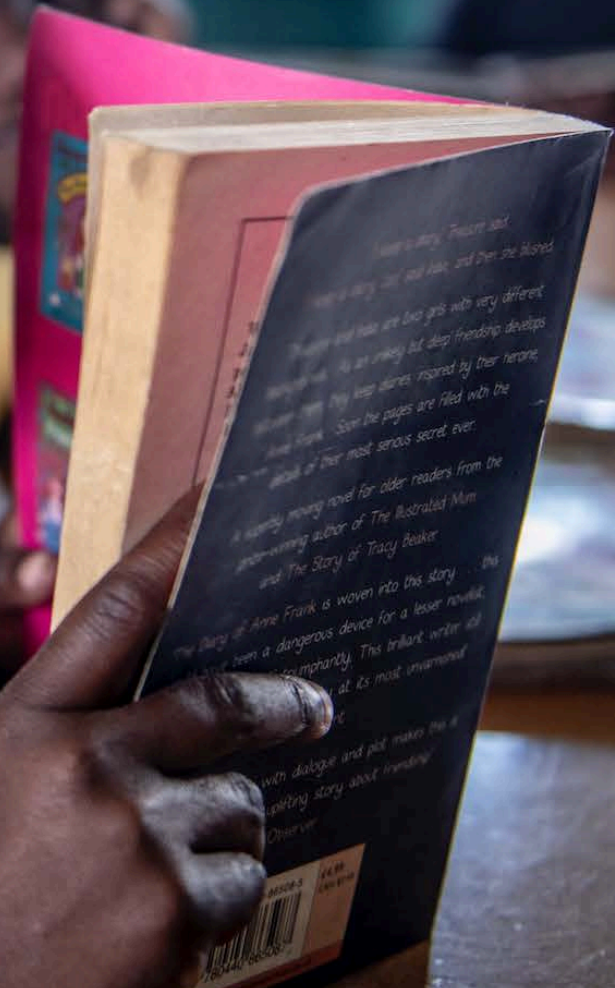
FSC® C000000



**FSC ER EN GLOBAL
BEVÆGELSE
FOR POSITIV FORANDRING**

BLIVE BEGEJSTREDE OVER FSC'S MISSION

Together
WE ARE FSC



**'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

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS





Together
WE ARE FSC™



MULIGHEDERNE

For FSC

- **Markedsandele**
- Positionere FSC som **stærk partner i arbejdet med SDG'er** gennem storytelling.
- **Skabe en bevægelse**, på tværs af værdikæden.

For vores partnere

- Aligne værdier og formål og adressere **SDG'er**.
- **Styrke relationer i supplychain.**
- **Møde forventningerne fra lokale og internationale stakeholders.**

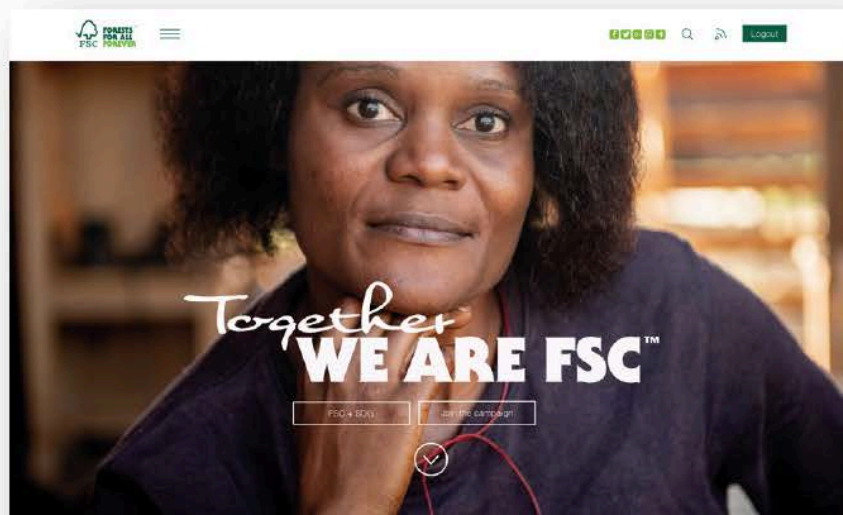
PLATFORM



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.

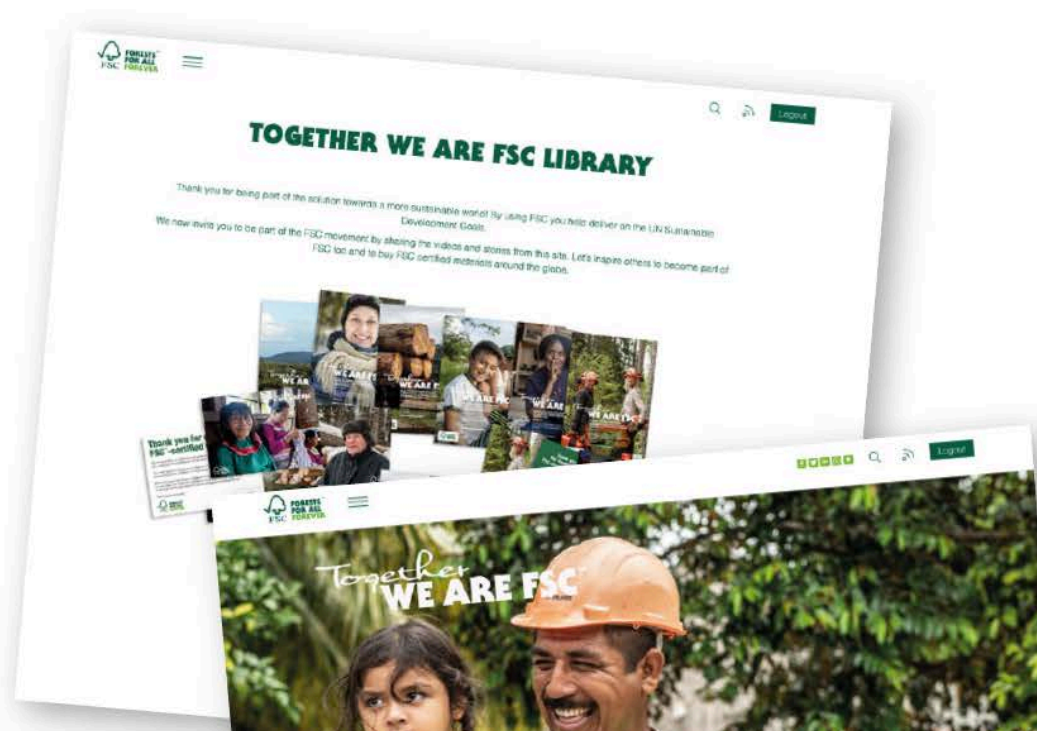
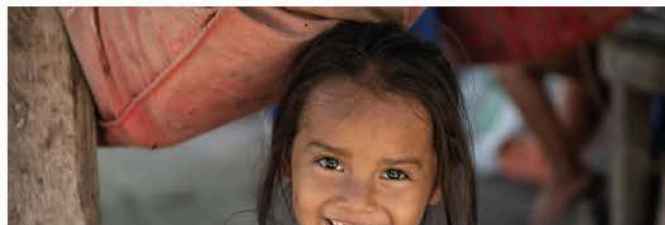
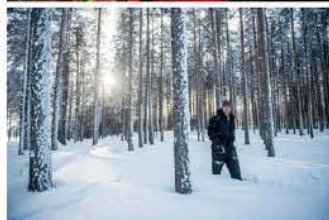


TOGETHER WE CAN CREATE A BETTER WORLD

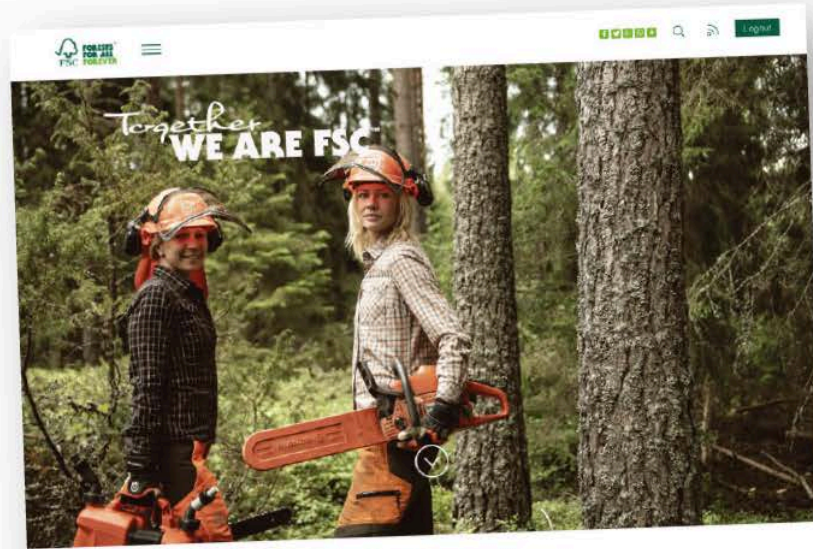
Go on an adventure around the globe to meet the people behind the world's FSC-certified forests.

Together we have the power to safeguard our planet for future generations.

Together
We Are FSC



**DER ER EN STOR
HJEMMESIDE
TILGÆNGELIG
FOR ALLE
DEN
INDEHOLDER EN
BRED VIFTE AF
HISTORIER OM
FSC**



FOREST, SWEAT AND TEARS

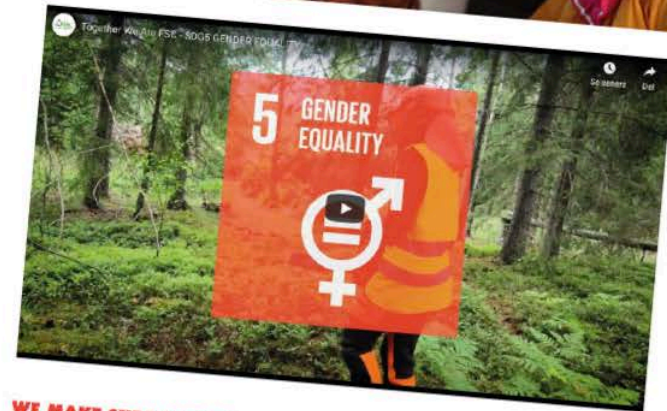
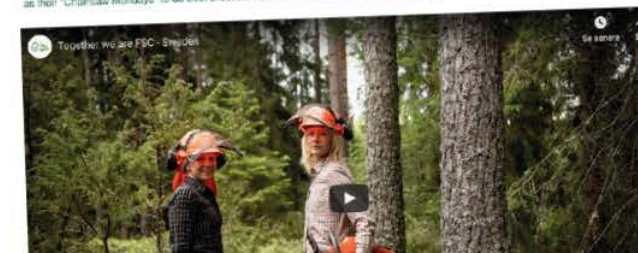


"We want to manage the forest, protect certain areas, and do both in the best of ways. This is one way for us to honour our father."

Nina and Jenny are sisters who took over the ownership and management of their forest when their father passed away. The sisters believe in active management of the forest with the aim of producing high quality timber. They also believe that they have a responsibility to take care of the biodiversity in their forest. For Nina and Jenny, FSC is a way to show that they do exactly that.

"We want to manage the forest, protect certain areas, and do both in the best of ways. This is one way for us to honour our father."

Together the sisters run a company and a blog called "Forest, sweat and tears". The blog is about their everyday lives working with the forest, as they like to share their view on forestry and how their forest is managed. For a few years now, the sisters set aside each Monday as their "Christina Mondays" to do both practical work in the forest and related paper work.



WE MAKE SURE MEN AND WOMEN HAVING EQUAL RIGHTS AND POSSIBILITIES IN CERTIFIED COMPANIES

Gender equality has long been a human right and a core development goal. Yet globally, women still have fewer opportunities for economic participation than men, less access to have and higher education and receive lower wages than men. They are also exposed to violence in every part of the world.

FSC defines gender equality as women and men having equal conditions for realizing their full human rights and for contributing to, and benefiting from, economic, social, cultural and political development. FSC also requires that men and women are paid the same wage when they do the same work.

To overcome challenges in achieving gender equality in the forest sector, FSC standards require equality in employment practices, training opportunities, awarding of contracts, processes of engagement and management activities. FSC also requires that men and women are paid the same wage when they do the same work.

In addition, FSC standard development groups must investigate whether gender equality is secured through national legislation and implementation. Where there are gaps between national legislation and FSC standards, FSC also requires that men and women are paid the same wage when they do the same work.

Deloitte.

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.



DU FINDER OGSÅ SPECIFIKKE MATERIALER RELATERET TIL HVER SDG

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 criterias behind the SDG's, helping to create that global change.



SOCIALE MEDIER



**FSC'S MEDIESTRATEGI ER CENTRERET
OMKRING FACEBOOK OG INSTAGRAM
LINKEDIN SOM RIMÆRE B2B
PLATFORME.**



Første billede



Støttebillede

Eksempel på social media asset.



Første billede



Støttebillede

Eksempel på social media asset.

PRINTEDE MATERIALER





POSTERS



Examples of supporting printed materials (for local production).



POSTERS



Examples of supporting printed materials (for local production).



Leave behind material



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 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 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)

Examples of supporting printed materials (for local production).



LEAVE BEHINDS

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



CARE INSTRUCTIONS

Left alone, the natural color 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 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 (20x50mm)



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



HANG TAGS

Examples of supporting printed materials (for local production).

Thank you for FSC-certified

By choosing FSC, you signified the forest you want to buy is the best choice for you. You might also be happy to know that your purchase will help support the forest workers and communities that work to ensure the forest is managed responsibly and sustainably.

And even though the forest is a natural resource, it's not just a tree. It's a place where people live and work. And we're committed to ensuring that the forest is managed responsibly and sustainably.

Thank you for caring.



Thank you for choosing a FSC-certified product

Together we create a world where people and nature thrive. Where forests and wildlife are protected, and where we all have a better chance of success.

Thank you for being part of the solution. Forests for All Forever.

Thank you for choosing a FSC-certified product

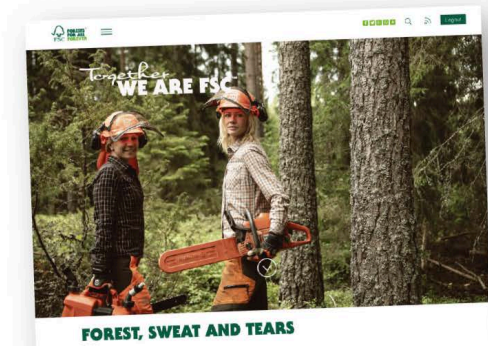
Together we create a world where people and nature thrive. Where forests and wildlife are protected, and where we all have a better chance of success.

Thank you for being part of the solution. Forests for All Forever.

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.

We are on a mission to ensure quality education for all, supporting local schools and setting high standards for forest workers' education.

We are on a mission to ensure jobs and decent salaries through sustainable forest management around the world.



"We want to manage the forest, protect certain areas, and do both in the best of ways. This is one way for us to honour our father."

Five and Jerry are sisters who look over the ownership and management of their forest when their father passed away. The sisters have taken over the management of the forest and are proud of the high standards they set for themselves. They are committed to the care of the forest and the people who work there. For Five and Jerry, FSC is a way to ensure that they do it right.

"We want to manage the forest, protect certain areas, and do both in the best of ways. This is one way for us to honour our father."

Together the sisters run a company called 'Forest, Sweat and Tears'. This blog is about their everyday life working in the forest, as they try to show their values on how they manage the forest in a responsible way. For a few years now, the sisters have been working with the 'Christian Mission' to help build schools in the forest and around the world.



WE MAKE SURE MEN AND WOMEN HAVING EQUAL RIGHTS AND POSSIBILITIES IN CERTIFIED COMPANIES

Gender equality has long been a core value and a core development goal. Not only women, but also men have opportunities for better health and safety, and have less job opportunities. And women and girls continue to suffer discrimination and challenges from economic, social, cultural and political development. FSC continues to work for gender equality through various requirements.

To overcome challenges in achieving gender equality in the forest sector, FSC standards require equality in employment, conditions, working conditions, working conditions, processes of engagement and management activities. FSC also requires that the same pay the same wage when they do the same work.

In addition, FSC standard development groups must investigate whether gender equality is required for the certification of a company. FSC standards require equality in employment, conditions, working conditions, processes of engagement and management activities. FSC also requires that the same pay the same wage when they do the same work.

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**
- **Leave behind material**
 - With care instructions
 - With own logo
- **Social media assets**

<https://marketingtoolkit.fsc.org/togetherwearefsc>

TOGETHER WE ARE FSC LIBRARY

Thank you for being part of the solution towards a more sustainable world! By using FSC you help deliver on the UN Sustainable Development Goals.

We now invite you to be part of the FSC movement by sharing the videos and stories from this site. Let's inspire others to become part of FSC too and to buy FSC certified materials around the globe.

FULL ASSET OVERVIEW AND GUIDELINE

A PDF presentation explaining how you can use the Together we are FSC identity to build communications assets.

This download contains:

- 1 PDF presentation

**VI HÅBER, DU FØLER DIG
INSPIRERET OG ENGAGERET.
NU ER DET BARE AT GÅ PÅ
OPDAGELSE PÅ PLATFORMEN**



Together
WE ARE FSC™

FSC + SDG

Join the campaign



TÆNK BREDERE / DEN STORE AGENDA

TAG FAT I DINE SOME-KOLLEGER

TAG FAT I CSR-ANSVARLIGE

Together
WE ARE FSC™