



FOREST STEWARDSHIP COUNCIL®  
UNITED STATES

*The mark of responsible forestry*

FSC® F000232

# FSC Earth Day Communications Guide

April 22, 2020

**On Earth Day, the world stops and contemplates our need to care for the planet. Given all the forests do to make Earth a habitable home, now is a great time to remind your customers that the fate of the world’s forests depends on their actions. The resources included here will help you explain how FSC helps achieve organizational sustainability goals. It also will help you explain how their choosing FSC can make a big difference for forests.**

**Why your participation in FSC-related storytelling matters:** Transformative progress can only be achieved through our collective effort – from environmental and social organizations, as well as our many business partners. If all agree that FSC’s mission is critically important, and that FSC is the preferred market-based solution to forest management, we must engage together and tell our FSC story - for the benefit of all who depend on forests.

## **Social media posts about related UN Sustainable Development Goals**

1. [Mitigating Climate Change](#) (Relates to Earth Day 2020 “Climate Action” theme)

Suggested post #1: We are on a mission to end forest loss and degradation by promoting responsible forest management. That’s why we source @FSC\_US certified products – it’s a great way to protect forests and take climate action! #EarthDay #ChooseFSC

[Links to include: <https://advocate.us.fsc.org/earth-day/> OR <https://youtu.be/cJkRZUfHRes>]

2. [Protecting Wildlife](#)

Suggested post #2: We are on a mission to combat biodiversity loss through thoughtful forest management. That’s why we source @FSC\_US certified products – it’s a great way to protect forests and wildlife habitat! #EarthDay #ChooseFSC

[Links to include: <https://advocate.us.fsc.org/earth-day/> OR <https://youtu.be/ZnDZQPB-hl8>]



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### 3. [Securing Water Quality](#)

Suggested post #3: We are on a mission to secure water quality through responsible forest management. That's why we source @FSC\_US certified products – it's a great way to protect forests and water quality! #EarthDay #ChooseFSC

[Links to include: <https://advocate.us.fsc.org/earth-day/> OR <https://youtu.be/hojLv7Yhx4I>]

Curious how FSC relates to more of the UN SDGs? Visit [FSC's Campaign Page](#)

### **New: Options for Consumer Action & Engagement**

This year, FSC US is also taking part in the Earth Day Ecochallenge! The Earth Day Ecochallenge is free to join, 30-day environmental and social engagement program that helps consumers turn their Earth Day intentions into actions by providing them with the information, motivation, tools, and community to make a difference.

We encourage you to join us by completing [forest challenges, taking actions to help protect forests](#). Join our team or create your own corporate/org team and challenge us! Share this on social media and point followers to these actions so they can participate as well.

[Join the FSC US Ecochallenge team](#)

OR

Create your own Ecochallenge team:

- [Create a user account](#)
- Create a team. This will make you team captain.
- Invite team members via email or by sharing the referral link provided.
- Go to [Forest Challenges](#) and select the FSC-related actions to add to your team's list of actions. You can also create these custom FSC actions for your team:

**Title:** Buy FSC-certified forest products

**Description:** I will go to [www.onesimpleaction.com](http://www.onesimpleaction.com), sign up to receive a free shopping guide and look for the FSC label when I shop for forest-based products.

**One-time Action**

**Resource:** <https://advocate.us.fsc.org/one-simple-action/>

**Title:** Build with FSC

**Description:** I will use [www.buildwithfsc.com](http://www.buildwithfsc.com) to use FSC-certified materials in my next home DIY project.

**One-time Action**

**Resource:** [www.buildwithfsc.com/sourcing](http://www.buildwithfsc.com/sourcing)



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- Challenge FSC US! Go to the list of teams and search for FSC US. Click on our team and then select “Compete with this Team”.
- Share when your team completes an action on social media and don’t forget to tag FSC US as well!

Suggested EcoChallenge post #1: Take action with FSC and EcoChallenge this #EarthDay - Get a free FSC-certified product [shopping guide](#) and look for the FSC label whenever you shop! Join [our/the] FSC US EcoChallenge team and complete this action at [\[https://earthday.ecochallenge.org/participants/join?referral\\_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team\\_invitation=true\]](https://earthday.ecochallenge.org/participants/join?referral_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team_invitation=true)! #ChooseFSC

Suggested EcoChallenge post #2: Take action with FSC and EcoChallenge this #EarthDay - Visit [www.buildwithfsc.com](http://www.buildwithfsc.com) and use #FSCcertified wood in your next home DIY project! Join [our] the FSC US EcoChallenge team and complete this action at [\[https://earthday.ecochallenge.org/participants/join?referral\\_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team\\_invitation=true\]](https://earthday.ecochallenge.org/participants/join?referral_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team_invitation=true)! #ChooseFSC

Suggested EcoChallenge post #3: Take action with FSC and EcoChallenge this #EarthDay – Buy only wood and paper products from #FSCcertified sources. Join [our] the FSC US EcoChallenge team and complete this action and more at [\[https://earthday.ecochallenge.org/participants/join?referral\\_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team\\_invitation=true\]](https://earthday.ecochallenge.org/participants/join?referral_code=87828893-cf5e-467c-bcaf-a89f926a0ead&team_invitation=true)! #ChooseFSC

Questions? Need help? Please contact Maggie Abel ([m.abel@us.fsc.org](mailto:m.abel@us.fsc.org)).

**Thanks and Happy Earth Day!**