



FSC Friday to raise global awareness of responsible forest management

18 August 2021

On 24 September 2021 we will celebrate "FSC Friday". This year the idea is to raise global awareness of the importance of responsible forest management and the important interplay between climate change and forests. Source: Timberbiz

As part of this annual awareness day, FSC aims to encourage and support consumers, businesses, communities and stakeholders to show their commitment to FSC and responsible forest management.

This year, FSC Friday is about the fight against climate change and climate-smart forestry.

Show your commitment to responsible forest management and highlight the role it plays in your sustainability strategy. FSC will support you with appropriate graphics, content and materials. Contact FSC and they will help plan your activities.

Promote your FSC certified product range, or FSC certification in the build up to and on FSC Friday.

Use communication channels, such as social media, newsletters, websites to draw attention to your FSC commitment. Address in your communications the positive impact of responsible forestry on climate change.

Involve schools, retailers and other partners in celebrating FSC Friday and spread the message of the importance of our forests to fighting climate change.

For more information contact Patricia Fitzsimons Trademarks and Partnerships Manager

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Source: <https://www.timberbiz.com.au/fsc-friday-to-raise-global-awareness-of-responsible-forest-management/>