



Lesson 5: FSC and You

Purpose

Think about what we can do to support the work of FSC.



Equipment needed:

- Internet access to logo presentation (www.fsc-uk.org/logos)
- FSC posters (www.fsc-uk.org/posters)
- Access to video extracts (Buyer Be Fair: www.fsc-uk.org/buyerbefair and One Planet Schools animated film (www.green.tv/wwf_oneplanetfuture)
- Pledges (www.fsc-uk.org/pledge)

What to do:

1. Display the logos. (www.fsc-uk.org/logos). Ask pupils:
 - Have you seen this before?
 - Whose logo is this?
 - What does this logo mean/what does this organisation do?
2. Explain that in the UK fewer than a quarter of people recognise the FSC logo. However, once the meaning of the logo is explained, surveys have found that 59% of those questioned would probably, or definitely, choose FSC products in the future.
3. Brainstorm thoughts about the FSC logo:
 - What's the purpose of the logo?
 - Why do the FSC want more people to recognise the logo?
 - What key messages should people associate with the logo?
 - How might we increase the number of people who recognise the logo and persuade them to buy FSC goods?
4. Look at FSC UK's posters (www.fsc-uk.org/posters) and watch the extracts from the following videos:
Buyer Be Fair (9.10 – 12.26 minutes): www.fsc-uk.org/buyerbefair
One Planet Schools animated film (start until section on climate change): www.green.tv/wwf_oneplanetfuture
5. Discussion: The posters and these parts of the film are designed to help people understand FSC and persuade them to buy FSC goods:
 - Which posters work best? Why?
 - What parts of the films worked? Why?
 - What could be done better?

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6. Ask the pupils to:
 - a) Design a poster promoting FSC and list appropriate places to display the poster
 - b) Create a storyboard for a short film about FSC. Explain that the film could use either video or animation.

Ask pupils to refer back to their earlier brainstorming session. Each group should begin by creating their own set of success criteria for their posters or film, e.g. this film will lead to a 5% increase in the number of people able to identify the FSC logo.

Plenary

Invite pupils to present their ideas to the other members of the class.

Discuss how pupils can support FSC by getting involved with this work.

Explain that FSC are asking young people to support their work in two important ways:

1. By collecting information about people's awareness about FSC – do they recognise the logo; do they know what the organisation does; do they buy FSC goods? You can help FSC by sending your findings to forestsfirst@fsc-uk.org
2. By making a pledge – a statement about how you are going to support the work of FSC. FSC believe that one of the most effective ways that young people can support their work is by raising awareness about FSC. You could pledge to:
 - o Tell 5 people about FSC.
 - o Persuade a shop to supply FSC goods.
 - o Hold an FSC fundraising event

FSC will display some of your pledges on their website - helping other people to understand what they can do and encouraging more and more people to get involved. Send your pledges to forestsfirst@fsc-uk.org Pledge templates are available to download www.fsc-uk.org/pledge

Visit

www.fsc-uk.org/teachers
for supplementary worksheet activities