10 GOOD REASONS TO BUY FSC®

Equipment:
- Copies of the Treasure Trail sheet (overleaf)
- Scissors

Preparation:
Make one copy of the treasure trail sheet, cut off the right hand column of the sheet - ‘Reason (part 2)’. Hide each section of the column in a different place and use the middle column of the treasure trail sheet to record a clue or provide compass bearings to describe where each one can be found.

Make copies of your copy of the treasure trail sheet – with the missing right hand column and the clues.

Ask the players to find the missing parts of the 10 Good Reasons to Buy FSC. They should record the missing parts of the ‘reasons’ on their treasure trail sheet.
<table>
<thead>
<tr>
<th>Reason (part 1)</th>
<th>Clue to location</th>
<th>Reason (part 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FSC forests are managed with consideration for...</td>
<td></td>
<td>...people, wildlife and the environment.</td>
</tr>
<tr>
<td>2. The FSC label guarantees that the trees that are harvested are...</td>
<td></td>
<td>...replaced or allowed to regenerate naturally.</td>
</tr>
<tr>
<td>3. Parts of the forest are protected entirely...</td>
<td></td>
<td>...in order to protect rare animals and plants.</td>
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<tr>
<td>4. FSC protects the rights of Indigenous Peoples to use the forest...</td>
<td></td>
<td>...if they have sacred sites in the forest these are exempt from felling.</td>
</tr>
<tr>
<td>5. The forest owner must use...</td>
<td></td>
<td>...local workers to run the forest, and provide training, safety equipment and a decent salary.</td>
</tr>
<tr>
<td>6. FSC ensures better conditions for the...</td>
<td></td>
<td>...forest and the people whose livelihoods depend on it.</td>
</tr>
<tr>
<td>7. FSC works to make sure that future generations will be able...</td>
<td></td>
<td>...to enjoy the benefits of the forest.</td>
</tr>
<tr>
<td>8. All the wood is tracked from the forest to the store. Every link between the forest and the consumer is certified to...</td>
<td></td>
<td>...make it easy to identify which wood is FSC certified and which is not.</td>
</tr>
<tr>
<td>9. FSC is the only wood certification scheme endorsed by the major environmental charities, including...</td>
<td></td>
<td>...WWF and The Woodland Trust.</td>
</tr>
<tr>
<td>10. The FSC label is not only available on wood for furniture. It can also be found on...</td>
<td></td>
<td>...tissues, books, charcoal, kitchen utensils, even footballs.</td>
</tr>
</tbody>
</table>
LESSON 1: PERSUASIVE LANGUAGE

Equipment needed:
- Resource Sheet 1 (overleaf)
- Examples of FSC posters and promotional material (www.fsc-uk.org/posters)
- Internet access to explore research links

What to do:
Ask pupils to look at examples of promotional material produced by FSC®. Consider the language that is used to persuade readers of the benefits of FSC and how the claims are supported.

Brainstorm:
Who is the target audience? What do we learn about the FSC? Does the material convey the importance of choosing FSC certified products? Does the support of other charities give the reader more confidence in FSC? Does the use of imagery help to persuade the reader? What is the key message that you take away? Is it clear what action, if any, the reader should take? Which elements work best?

Think about the language used and how it appeals to the reader. What techniques are used, e.g. alliteration, emotive language? How is the reader’s interest maintained? How much information does the reader need to be persuaded of the benefits of FSC?

Write a persuasive article:
Ask pupils to create an outline plan for their own article e.g. key messages; key facts; images; persuasive techniques and slogans.
Consider what the reader needs to know and include relevant detail; use persuasive techniques and anticipate reactions.
Either individually, or in groups, ask pupils to draft an article and consider where it could be published.

Plenary:
Invite groups to explain their ideas. How well does each article convey the key message? How could it be conveyed more effectively?

Purpose:
Explore the use of persuasive text and imagery in the promotion of FSC.

National Curriculum Links
Citizenship - Analyse information about topical issues.
English and Media Studies – Analyse and develop the use of language and structure to achieve particular effects.

www.fsc-uk.org/education
FSC - Forest Friendly for the Future

There is increasing demand for wood and paper products and the world’s forests are being threatened. People want to stop global deforestation. Who would want to live in a world without trees?

The Forest Stewardship Council® (FSC) helps to protect forests and the animals and people who live in them. By choosing products from FSC certified forest you can help to ensure that forests will exist for future generations.

Every two seconds an area of ancient forest the size of a football pitch is destroyed. Make sure that you are not supporting this illegal logging trade.

Look for FSC - ask for FSC - choose FSC.

Identify examples of these techniques in the article above and consider their use in your own material:
- Alliteration
- Facts
- Opinions
- Rhetorical questions
- Emotive language
- Statistics
- Tripling effect, i.e. Repetition

Useful facts:

FSC is an international, not for profit organisation established in response to global concerns about deforestation.

FSC-certified forests are managed with consideration for people, wildlife and the environment.

The FSC label guarantees that the trees that are harvested are replaced or allowed to regenerate naturally.

Parts of FSC forests are protected entirely, in order to protect rare animals and plants.

FSC protects the rights of Indigenous Peoples to use the forest. If they have sacred sites in the forest these are exempt from felling.

The forest owner must use local workers to run the forest, and provide training, safety equipment and a decent salary.

The forest owner is often obliged to support the community in other ways, such as through the development of schools.

FSC gives an assurance that future generations will be able to enjoy the benefits of the forest.

All the wood is tracked from the forest to the store. Every link between the forest and the consumer is certified to make it clearly identifiable which wood is FSC certified and which is not.

FSC is the only wood certification scheme endorsed by the major environmental charities, including WWF and The Woodland Trust.

Useful links:
- www.fsc-uk.org
- www.fsc-uk.org/10goodreasons
MOVING CARBON

Equipment:
Pieces of paper or card marked with the letter C to represent carbon. Clothes pegs, paper clips or bull-dog clips to represent oxygen.

How to play
Divide group into three teams:
- Team A - between 3 to 6 members, who represent factories.
- Team B - an equal number to team A, representing trees.
- Team C - everyone else, representing the atmosphere.

Everyone is given two oxygen atoms (clothes pegs/paper clips).

Team A, the factory team, burns fuel and makes carbon dioxide (CO2) by attaching 2 atoms of oxygen (pegs) to 1 atom of carbon (card). This team should have an unlimited supply of carbon.

Team B acts as the atmosphere and runs between the trees and the factories carrying the carbon and oxygen. They can only carry one molecule of CO2 (i.e. 2 pegs attached to a card) or 2 atoms of oxygen (2 pegs) at a time.

Team C, the forest team, breaks up the CO2, releasing the oxygen and storing the carbon, i.e. taking the pegs off the card, releasing the pegs back into the atmosphere and keeping the card. The “trees” can store as much carbon as they can hold.

- The game should be stopped after 5 minutes to determine the level of CO2 in the atmosphere.
- At this point, half the trees should be harvested and reassigned as factories.
- The game should be played for another 5 minutes and the CO2 levels noted. With fewer trees gathering carbon, the levels of CO2 in the atmosphere will build up quickly.

Team A: Factories
Make Carbon Dioxide by attaching two pegs (Oxygen) to each card (Carbon).

Team B: Atmosphere
Carry Carbon Dioxide from the factories to the trees and Oxygen from the trees to the factories.

Team C: Trees
Break up Carbon Dioxide by taking the pegs (Oxygen) off the card (Carbon).

www.fsc-uk.org/education

A running game demonstrating the impact of deforestation on climate change.
• CO2 is made from 1 atom of carbon and 2 atoms of oxygen. CO2 is created when fossil fuels are burned.

• Trees and green plants use sunlight and the CO2 in the atmosphere to create their own foods, through a process called photosynthesis. The carbon molecules are stored within the tree or plant and the oxygen molecules released back into the atmosphere. Forests are sometimes referred to as carbon sinks as they remove carbon from the atmosphere and store it.

• The forest is a carbon sink only while the carbon stock continues to increase. Eventually an upper limit is reached where losses through respiration and disturbances such as fire, storms, pests or diseases equal the carbon gain from photosynthesis.

• Forests and woodlands in the UK contain around 150 million tonnes of carbon, and every year they remove about 4 million tonnes of carbon from the atmosphere. The rate of carbon sequestration is relatively high because most of the UK’s forests are young and still growing. As our forests grow older, the rate of CO2 removal will fall.

• The Earth’s climate is driven by a continuous flow of energy from the sun. Heat energy from the sun passes through the Earth’s atmosphere and warms the Earth’s surface. As the temperature increases, the Earth sends heat energy back into the atmosphere. Some of this heat is absorbed and reflected back to Earth by gases in the atmosphere. These gases act as a blanket, trapping in the heat and preventing it from being reflected too far from the Earth.

• CO2 is the most significant of the gases in our atmosphere which keep the Earth warm by trapping in the heat and preventing it from being reflected too far from the Earth.

• Burning fossil fuels releases the CO2 stored millions of years ago. We use fossil fuels to run vehicles (petrol, diesel and kerosene), heat homes, businesses and power factories.

• Deforestation releases the carbon stored in trees and also results in less CO2 being removed from the atmosphere.

• In FSC-certified forests, any trees that are harvested are replanted or allowed to regenerate naturally. Forests and woodlands managed for commercial wood production through periodic harvesting generally have lower carbon stocks than stands that are not harvested, but this harvesting should not be confused with deforestation. Fast growing young trees absorb more carbon dioxide from the atmosphere than older trees. There are also human benefits in that responsible woodland management can provide a potentially never ending harvest.

• When wood is used as a fuel in place of fossil fuels, fewer CO2 emissions are produced overall, as long as more trees are planted in place of those cut down or trees are allowed to regenerate naturally.