LESSON 2: DESIGNING A PROMOTIONAL CAMPAIGN

Purpose:
To develop promotional material to increase public awareness of FSC

Equipment needed:
• Resource Sheet 2 (overleaf)
• Examples of FSC 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/viewers of the benefits of FSC and how the claims are supported.

Brainstorm:
Who is the target audience? What do we learn about 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. How is the reader’s interest maintained? How much information does the reader need to be persuaded of the benefits of FSC?

Design a campaign:
Ask pupils to create an outline plan for their own campaign e.g. key messages; key facts; images; persuasive techniques; slogans; sketches of posters; presentations; special events and success criteria for the campaign. Pupils should consider what the audience needs to know and include relevant detail; use persuasive techniques and anticipate audience reaction.

Plenary:
Invite groups to explain their ideas. How well does the public awareness campaign target consumers? How could it be more effective?

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.
Art and Design - Make links between art and design and other subjects and areas of the curriculum - interpret and explain how ideas and meanings are conveyed by designers.

www.fsc-uk.org/education

FSC® F000231
Registered Charity Number 1130203
In 2009, FSC held a competition in which designers were asked to create a public awareness campaign for sustainable forestry. This is a summary of the design brief:

**The Design Brief:**
This is a call-to-action campaign that asks consumers to purchase FSC products as a means of protecting forests around the world.

**Overview:**
Forests nurture and sustain life on Earth. They give us food, fuel and fresh water. Two-thirds of people worldwide depend on forests to supply all or some portion of their fresh water. More than 1 billion people living in extreme poverty depend on forests for their livelihoods and subsistence.

Forests are home to more than two-thirds of known terrestrial species. Forests renew the air we breathe and moderate our global climate by absorbing carbon from the atmosphere and storing it over a long period of time. They also play a major role in recycling atmospheric moisture and stabilizing soils.

We are all consumers of forests from paper and magazines to building products and furniture. But few of us know the origin of these forest products, much less if they were responsibly managed and legally harvested before making their way into our homes and schools.

The forest products trade, estimated at $300 billion a year, is a vast global industry.

What we purchase can affect the health – or destruction – of forests in Indonesia, Cameroon or Brazil. Some of this trade is in wood from forests that were poorly managed and illegally logged, with devastating consequences for people, wildlife and natural ecosystems around the world.

A critical tool in the race to save the world’s forests is Forest Stewardship Council (FSC) certification. Founded in 1993, FSC is an International NGO certification and labelling system that promotes the responsible management of the world’s working forests. It is supported by social-welfare and workers’ rights groups, timber industry representatives, and the environmental and conservation community. Certified wood is tracked from forest to manufacturer to corporate retailer to consumer. The FSC label gives consumers the assurance that the products they purchase are sourced responsibly and legally.

**The Problem:**
Consumer awareness of FSC is uneven globally. Increasing consumer awareness will result in increased demand for FSC certified forest products and this will mean that more forests are sustainably managed to meet FSC’s standards.

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