

Planet Ark support of FSC Friday

When we did it

In September 2012 Planet Ark ran a social media campaign in support of FSC Friday.

Why we did it

Research shows that awareness of certification logos is low in Australia. Planet Ark's 'Make It Wood – Do Your World Some Good' campaign encourages people to use more responsibly sourced wood for building and renovation. One of its objectives is to raise the awareness of certification schemes like FSC. Planet Ark's support of FSC Friday aimed to increase the awareness of FSC Australia, to demonstrate its support for FSC Australia and to raise money to help in the development of an FSC Australian Standard.

What we achieved

Through a combination of donations, raffle ticket sales and match funding Planet Ark has raised \$3,090 for FSC Friday. In addition to this, Planet Ark would like to support FSC Australia further through silver sponsorship of the FSC Australia Annual Excellence Awards.



Paul Klymenko, CEO, Planet Ark and Natalie Reynolds, CEO, FSC Australia

What we did

- Online raffle

To help raise funds for FSC Friday, Planet Ark ran an online raffle from Monday 17 September until Friday 5 October. Bunnings Warehouse donated an FSC Certified outdoor setting (worth \$599). Tickets sold for \$5 each or 3 for \$10.

- Consumer engagement

To encourage consumers to look for the FSC logo, Planet Ark asked people to send in a photo of something – a book, paper, timber, furniture - with the FSC logo on it. As an incentive Planet Ark published the photos on Facebook and provided the opportunity to purchase raffle tickets at a discount.

- Promotion

Banners were placed on Planet Ark sites. Regular updates promoted the raffle to Planet Ark's Facebook and Twitter communities. News stories in Planet Ark's 'Aware' enews and 'The Wood' enews went out to over 10,000 subscribers. Direct emails were sent to Planet Ark supporters.

- Staff awareness

Planet Ark held an afternoon tea to help educate its staff about FSC and the benefits of the scheme in Australia.

- Match funding

Planet Ark's Make It Wood campaign matched every dollar raised through raffle ticket sales and donations.

Examples of photos submitted for Make It Wood Facebook page

