

Social Media Kit



Social media kit



This toolkit has been created as a one-stop-shop to communicate to about the Fashions change, Forests stay campaign on your social media channels.

A series of engaging posts and social media assets have been created to highlight the connection between forests and fashion, whilst empowering fashion brands and retailers to support sustainable forest management.

Hashtag: #FashionsChangeForestsStay

Download the social media assets and a list of influencers to tag [here](#).

Access PEFC Canva templates to make language adaptations [here](#).

If you wish to make language adaptations to the social media assets, please access templates through PEFC Canva account. For help, please read instructions [here](#) or contact Anja Gehrer anja.gehrer@pefc.org.



Rollout overview

Phase 1 – awareness	
19 th October - 30 th October	Launch animation
	Launch key forest and fashion stats
Phase 2 – engagement	
9 th November - 20 th November	Launch white paper and assets
	Promote manifesto and business benefits

This toolkit will be updated with new assets for Phase 2

Hero animation



Hero copy

Twitter	LinkedIn	Facebook
 <p>As fashions change, work with @PEFC to ensure forests stay.</p> <p>Watch this video to discover how #fashion brands can use their purchasing power to support the sustainable management of the world's #forests and create lasting value.</p> <p>#FashionsChangeForestsStay</p>	<p>As fashions change, work with PEFC to ensure forests stay.</p> <p>Using wonderful, wearable wood-based fibres in clothing from sustainably managed forests can help the world avoid the worst impacts of climate change – and the fashion industry can champion this global effort.</p> <p>We call on fashion brands to use your purchasing power to support the sustainable management of the world's forests and create lasting value.</p> <p>Join PEFC today: www.treee.es/textile #FashionsChangeForestsStay</p>	<p>As fashions change, PEFC wants to work with the fashion industry to ensure forests stay.</p> <p>Using wonderful, wearable wood-based fibres in clothing from sustainably managed forests can help the world avoid the worst impacts of climate change – and the fashion industry can champion this global effort.</p> <p>We call on fashion brands to use their purchasing power to support the sustainable management of the world's forests and create lasting value.</p> <p>www.treee.es/textile</p>

Post 2 asset



Post 2 copy

Twitter	LinkedIn	Facebook
<p>#Forests are amazing! 🌲🌳</p> <p>Trees can also be made into fibres, offering the #FashionIndustry sustainable alternatives to conventional materials.</p> <p>But the origin & traceability of these fibres is critical. Choose @PEFC 📌 www.treee.es/textile</p> <p>#FashionsChangeForestsStay</p>	<p>Our forests are amazing.</p> <p>From combating climate change to providing natural and renewable fibres, forests have a huge potential to make the fashion industry more sustainable.</p> <p>But the origin and traceability of these fibres is critical.</p> <p>By sourcing PEFC-certified materials, fashion brands not only have assurance of their sustainable origin, but can also contribute to the sustainable management of the world's forests.</p> <p>www.treee.es/textile #FashionsChangeForestsStay</p>	<p>Our forests are amazing!</p> <p>Trees can also be made into fibres, offering the fashion industry sustainable alternatives to conventional materials.</p> <p>But the origin and traceability of these fibres is critical.</p> <p>By sourcing PEFC-certified materials, fashion brands not only have assurance of their sustainable origin, but can also contribute to the sustainable management of the world's forests.</p> <p>www.treee.es/textile</p>

Post 3 asset




PEFC
PEFC/01-00-01

PEFC-certified forests
are estimated to absorb
315 million tonnes of CO2
every year.

#FashionsChangeForestsStay



Post 3 copy

Twitter	LinkedIn	Facebook
<p></p> <p>PEFC certified #forests absorb 315 million tonnes of CO2 per year!</p> <p>By working with PEFC, #fashion brands & retailers can increase the forest land under sustainable management - helping to combat #ClimateChange.</p> <p>Join #FashionsChangeForestsStay → www.treee.es/textile</p>	<p>75% of the world's certified forests are under PEFC certification – that's around 320 million hectares absorbing 315 million tonnes of CO2 per year!</p> <p>By working with PEFC, fashion brands and retailers can increase the forest land under sustainable management, helping to combat one of the greatest challenges we face - climate change.</p> <p>Take part in #FashionsChangeForestsStay and join PEFC.</p> <p>Find out more: www.treee.es/textile</p>	<p>PEFC-certified forests absorb an incredible 315 million tonnes of CO2 per year!</p> <p>By working with us, fashion brands and retailers can increase the forest land under sustainable management, helping to combat one of the greatest challenges we face - climate change.</p> <p>Tag your favourite brand and ask them to take part in #FashionsChangeForestsStay and join PEFC.</p> <p>Find out more: www.treee.es/textile</p>

Post 4 asset



Post 4 copy

Twitter	LinkedIn	Facebook
 <p>#Forest fibres have a huge potential to make the fashion industry more sustainable!</p> <p>Discover how @PEFC certification can support #fashion brands on this journey with the #FashionsChangeForestsStay campaign.</p> <p>Find out more → www.treee.es/textile</p>	<p>Forest fibres have a huge potential to make the fashion industry more sustainable.</p> <p>Discover how PEFC certification can support your brand on this journey with the #FashionsChangeForestsStay campaign.</p> <p>Find out more → www.treee.es/textile</p>	<p>N/A</p>

Post 5 asset



Post 5 copy

Twitter	LinkedIn	Facebook
<p>Forest fibres are low-carbon materials which appeal to today's #ecoconscious consumers 🌲♻️🌳</p> <p>Viscose, lyocell and other forest fibres now make up about 6.2% of global #TextileProduction 📈</p> <p>Learn more about forests & fashion→ www.treee.es/textile</p> <p>#FashionsChangeForestsStay</p>	<p>Forest fibres are low-carbon materials which appeal to today's eco-conscious consumers.</p> <p>Viscose, lyocell and other forest fibres now make up about 6.2% of global textile production.</p> <p>With ethical consumption on the rise, being able to demonstrate your commitment to sustainability is a clear market advantage.</p> <p>Sourcing PEFC certified material proves your social and environmental responsibility to the public and your customers.</p> <p>Learn more about forests & fashion→ www.treee.es/textile #FashionsChangeForestsStay</p>	<p>N/A</p>

Post 6 asset



Traceability from **forest to fashion.**

#FashionsChangeForestsStay #PEFC

Post 6 copy

Twitter	LinkedIn	Facebook
<p>🌳→🧵→👗✅</p> <p>@PEFC certification enables #FashionBrands to trace forest-based products from origin to final product.</p> <p>Ensuring that #forests, and the people who depend on them, are protected.</p> <p>Join the #FashionsChangeForestsStay campaign 📌 www.treee.es/textile</p>	<p>PEFC certification enables fashion brands and retailers to trace forest-based products from origin to final product.</p> <p>PEFC certified material is widely available, with 75% of the world's certified forests under PEFC certification.</p> <p>Additionally, over 20,000 companies worldwide, including major fibre suppliers, hold PEFC chain of custody certification, ensuring there is a wide variety of PEFC-certified products and materials available on the market.</p> <p>Join the #FashionsChangeForestsStay campaign www.treee.es/textile</p>	<p>N/A</p>

Post 7 asset



Protect our forests

#FashionsChangeForestsStay

Post 7 copy

Twitter	LinkedIn	Facebook
<p>#PEFC certification supports:</p> <ul style="list-style-type: none"> 🌳 healthy forests 🦊 biodiversity 👨🌾 rural livelihoods 🌍 & helps combat climate change <p>We call on the #fashion industry to work with PEFC to reduce its #EnvironmentalImpact.</p> <p>The time to act is now → www.treee.es/textile #FashionsChangeForestsStay</p>	<p>Positive fashion choices can help solve some of our greatest challenges.</p> <p>We call on the fashion industry to work with PEFC to reduce its environmental impact.</p> <p>PEFC certification supports healthy forests, biodiversity, rural livelihoods and helps combat climate change.</p> <p>The time to act is now. Join PEFC: www.treee.es/textile #FashionsChangeForestsStay</p>	<p>Positive fashion choices can help solve some of our greatest challenges.</p> <p>We call on the fashion industry to work with us to reduce its environmental impact.</p> <p>PEFC certification supports healthy forests, biodiversity, rural livelihoods and helps combat climate change.</p> <p>The time for fashion to act and join PEFC is now. www.treee.es/textile</p>

Post 8 asset

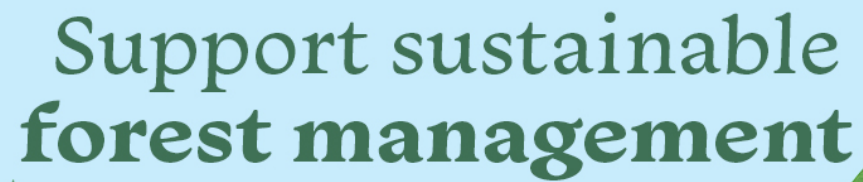


Wonderful, wearable,
wood fibres!

#FashionsChangeForestsStay




Post 8 copy

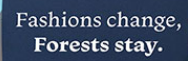
Twitter	LinkedIn	Facebook
<p>From dresses👗to t-shirts👕, clothing made from wood-based fibres🌳is better for the #environment.</p> <p>Play a pivotal role in leading the shift toward a more #sustainable future by joining PEFC.</p> <p>Take part in the #FashionsChangeForestsStay campaign: www.treee.es/textile</p>	<p>From dresses to t-shirts, clothing made from wood-based fibres are better for the environment.</p> <p>Play a pivotal role in leading the shift towards a more sustainable future by joining PEFC.</p> <p>Take part in the #FashionsChangeForestsStay campaign and find out more www.treee.es/textile</p>	<p>From dresses to t-shirts, clothing made from wood-based fibres is better for the environment.</p> <p>Fashion brands can play a pivotal role in leading the shift towards a more sustainable future by joining PEFC.</p> <p>Find out more with the #FashionsChangeForestsStay campaign: www.treee.es/textile</p>



#FashionsChangeForestsStay

Post 9 copy

Twitter	LinkedIn	Facebook
<p> #Fashion follows the seasonal cycle of nature.</p> <p> Its #EnvironmentalImpact is well known, but forests could be part of the solution!</p> <p> Sustainable forest management safeguards #forests & protects their diverse functions.</p> <p>→ www.treee.es/textile #FashionsChangeForestsStay</p>	<p>Fashion follows the seasonal cycle of nature. Its environmental impact is well known, but forests could be part of the solution!</p> <p>PEFC sustainable forest management certification supports sustainable livelihoods, helps to build responsible value chains, and increases the value of forests. In turn, increasing their value helps to keep forests standing, preventing them from being cleared for alternative, unsustainable land uses.</p> <p>For fashion brands, PEFC certification gives the assurance that your procurement of forest fibres doesn't contribute to deforestation or forest degradation and can help you to meet climate targets.</p> <p>Find out more: www.treee.es/textile</p>	<p>N/A</p>



Post 10 copy

Twitter	LinkedIn	Facebook
<p>The global #FashionIndustry is one of the most influential on the planet. 🌍</p> <p>Together we can create positive impact to help to reduce #ClimateChange by championing sustainable forest management.</p> <p>Join @PEFC's #FashionsChangeForestsStay campaign → www.treee.es/textile</p>	<p>The global fashion industry is one of the most influential on the planet.</p> <p>Together, we can tackle the worst impacts of climate change by championing sustainable forest management.</p> <p>Join PEFC's #FashionsChangeForestsStay campaign → www.treee.es/textile</p>	