

#forestproud

Powered by the
Society of American
Foresters

An overview of #forestproud

Our Mission: To Build Awareness and Support for Forest Climate Solutions.

#forestproud is a cutting-edge communications brand and effort that builds awareness and support for forest climate solutions with audiences beyond the sector. From planting, managing, and conserving forests, to innovative products and materials that are sustainably sourced from them, we highlight the critical role forests and forest products play in shaping the future of our climate. #forestproud is a program of the Society of American Foresters (SAF) and backed by a diverse coalition of supporters and partners committed to stewarding and championing forest climate solutions.

All #forestproud content, messaging, programs, and campaigns are guided by the belief that:

Forests offer powerful **climate solutions**.

Forest management is how we **deliver** those solutions.

Forest markets and products are how we **sustain** those solutions.

You are essential to **scale** these solutions.

What are Forest Climate Solutions?

Forests provide incredible benefits: clean air, clean water, habitat for wildlife, carbon sequestration and storage. When sourced sustainably and produced responsibly, the materials and products forests provide can have a similar impact, offering renewable, recyclable, climate-positive alternatives to non-renewable materials. Collectively, these are forest climate solutions: products, programs, initiatives, materials, and applications that provide innovative solutions *and* strong, healthy, resilient forests.

How Do We Build Awareness and Support?

1. We **create** original content that explains, promotes, and positions forest climate solutions.
2. We **curate, celebrate, and contextualize** sector content to showcase the great work we do.
3. We **convey** that content to a target audience of 18- to 34-year-olds, beyond the sector.

How Can You Engage?

1. **Be a Supporter.** Make an impact statement and shape the #forestproud brand and content.
2. **Become a Partner.** Collaborate on specific content, projects, and campaigns.
3. **Donate.** Walk the walk when it comes to forests and climate.
4. **Rep.** We have cool swag.