

#forestproud

What We Do.
The #forestproud program

What We Do.

Via the #forestproud platform, we create and deliver original content designed to build awareness and support for forest climate solutions. We deliver this message through a sophisticated digital strategy to a target audience of 18-34-year-olds, beyond the sector, engaged in climate conversations online.

What We Believe.

Forests provide 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 how we **scale** those solutions.

How You Can Engage.

Be a Supporter. Make an impact statement. Shape the brand and content.

Become a Partner. Collaborate on content, projects, and campaigns.

Donate. Walk the walk when it comes to forests and climate.

Rep. We have cool swag.



17k fans + followers across platforms

500+ unique community authors / month

The platform reaches **5-7 million people** / month

+50% of organic reach is on demographic

7% engagement rate* average

97% positive sentiment (24 month average)

47% women and **53% men**

Focus. Forest Climate Solutions.

Strategy. Content Creation, Curation, and Amplification

Audience. 18-34 year-olds. Beyond the Sector. Engaged on Climate.

Programs. Social Campaigns. Ambassadors. Brand building. Projects.

Goals. Platform Growth. Audience Engagement. Increase Share of Voice.