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.
