



**TOGETHER  
@ WORK™**

# TAKE A WALK THROUGH THE FOREST

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**FOREST GUIDE**



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## Forests are colorful and biodiverse worlds that benefit the climate, wildlife, and people's livelihoods.

Thanks to our forests, we have clean air and clean water. Trees protect against erosion and help filter water; our forests serve as home to 80% of the world's land-based species. Many products people use every day come from forests around the world, such as paper towels, copy paper, dining room tables, soccer balls, tires, and chocolate.

Our forests, however, are continuously under threat. As the number of people in the world increases and diets shift, trees are cut down to create farms and ranches that supply us with food. Roads are built through forests to get to and from new communities, and illegal and unsustainable logging, which degrades forests, is increasing.

# Protecting Our Forests Starts With Each One of Us

Our daily activities and purchases can have a great impact on our forests all around the world. Fortunately, it is becoming much easier to be a responsible consumer. When buying products, it is important to know where they came from and how they were made. To find products that came from responsibly managed forests look for the FSC® (Forest Stewardship Council®) label.



## DID YOU KNOW?

- 80% of the world's land-based species and almost 300 million people call the forest home.
- We are losing 18.7 million acres of forest annually, which is equivalent to 27 soccer fields every minute.

# What is FSC?



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The FSC label means the product supports responsible forest management, with protections for people and the environment. For example, lakes and streams are protected from erosion, clear cuts are limited, the use of highly hazardous chemicals is tightly restricted, and the rights and resources of people who live in the forest are respected.

As a result, FSC-certified forests can provide us with the many things we need to survive, like clean air and water, food, and jobs. They also help protect us from floods and major storms. And responsibly managed forests help keep climate change at bay by absorbing carbon dioxide.

The FSC label ensures that the products you buy from your favorite stores support responsibly managed forests. The FSC label can be found on products such as office paper, tissue paper, lumber, furniture, and packaging. Purchasing FSC-certified products helps support the landowners who are sourcing these materials sustainably and helps ensure we can maintain healthy forests for many generations to come. When FSC products aren't available look for products made from recycled materials.

## DON'T FORGET YOUR LOCAL FORESTS AND WOODED AREAS

Organize or join a trash pickup or trail maintenance activity in your area. And spread the word by sharing with your friends, family, and coworkers.



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## GO ENJOY THE WOODS

Take a day hike or camping trip, but make sure to leave without a trace!



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## HELP REPLENISH YOUR LOCAL FOREST OR AREA

When planting in your yard make sure to select non-invasive or native species for your region. A gardening center or nursery can offer great advice on local species. Also, talk with your office landscapers about planting native trees and plants on the property. Native species will thrive in their local elements, making maintenance much easier.

## RECYCLING GOES A LONG WAY

Recycling properly can help reduce the demand for new forest products. Ask your building manager at work if they purchase FSC certified paper and how to improve the building's recycling systems.



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## DONATE TO MAKE A DIFFERENCE

Supporting WWF will help ensure forests will continue to be protected and managed responsibly, for generations to come. **Click here to learn more.**

# TURNING A NEW LEAF, TOGETHER

WWF is working to conserve the world's forests in several ways. For example, we promote responsible forest management and influence policies and funding programs that protect these majestic wooded areas and create forested-parks. We ensure forests are properly managed by working with a variety of partners, including companies that make forest products, consumers who buy those products, and governments that create forest policies. The majority of WWF's work focuses on tropical rain forests, which are the most biologically diverse and complex forests on the planet and on temperate regions abroad and in the United States, such as forests in the Southeast US.

[Click here to read more about WWF's forest initiatives.](#)



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