**#ReplacedwithWood**

**Launch of the joint outreach campaign for the Sustainable Wood for a Sustainable World (SW4SW) Joint Initiative of the Collaborative Partnership on Forests**

**Why do we need a campaign?**

**Sustainable wood needs a new global narrative.** If we look at the global conversations around sustainable practices, such as the incredible impact that has been made around single-use plastic, we find that wood-based solutions are absent. Sustainable wood needs a clear story that positions it as a powerful part of addressing global climate change and ecological issues. The main barrier to this is perceptual. Wood is inextricably linked to trees. Trees are inextricably linked to forests. Forests are seen as something to be protected. Communication around forests and trees typically shows an awe-inspiring sea of green canopy landscapes: the very thing that people don’t want to see cut down. The challenge is to change this deep-seated emotional mindset and improve understanding around the sustainable growing and cutting down of trees for multi‐purpose use.

**The time is now.** The climate emergency conversation has never been louder or more present around the world. COVID-19 has amplified the conversation about making a more sustainable and positive impact on the planet, and consumers are already changing their behaviour. The upcoming United Nations Decade for Ecosystem Restoration is also turning global attention to the need to scale up action to halt deforestation and forest degradation. This is the ideal moment for a campaign that positions sustainable wood as a viable solution.

**Innovation is on our side.** Research, science and innovation are pushing the boundaries of what we can do with wood, as well as the multiple uses and benefits wood delivers, be it in construction or medicine. There are so many great sustainable wood stories waiting to be told. As the general public looks to make more environmentally conscious choices, this is the time to place sustainable wood as the go-to alternative to harmful plastic products.

**#ReplacedwithWood** is conceived as a three-year campaign to connect with real people - not scientists, researchers or policy makers alone. It is a clear statement that unlocks the opportunity to demonstrate all the things we use everyday that could be “replaced with wood”. The campaign seeks both to shift public misconceptions around sustainable wood, but importantly also to rouse people to action with a new message, and a new means within reach, to help tackle climate change and reach sustainability goals. The campaign will involve:

* Creating widespread awareness with a single-minded, high-impact global message that people talk about.
* Building a global toolkit of content and assets that can be adapted and rolled out across regions.
* Providing key partners with adaptable assets and messaging to adopt to further drive communication efforts.

**Who we are**

The campaign is a joint effort by the partners of the Sustainable Wood for a Sustainable World Initiative of the Collaborative Partnership on Forests (FAO and its Advisory Committee on Sustainable Forest-based Industries, with CIFOR, CITES Secretariat, ITTO, the World Bank and the WWF) and the Regional Forest Communicators Networks, with support from the M&C Saatchi Abel advertising agency.

**What we need**

We are looking for USD 20 000 seed money to produce a compelling and effective launch product at the XV World Forestry Congress in Seoul, Republic of Korea (24-28 May 2021) during a high-visibility plenary session. Donors will receive full visibility and a priority option to continue supporting the ongoing campaign.