

[YLC26 Marketers Brief]

1. Background (배경)

The Asian Forest Cooperation Organization (AFoCO) is an intergovernmental organization established in 2018 to promote sustainable forest management and address climate change in Asia. AFoCO develops and implements projects that focus on forest restoration and conservation, forest-based circular economy, forest disaster risk management, and forest governance, while facilitating policy and technical cooperation, capacity building, and knowledge sharing tailored to national contexts. Through action-oriented practices, AFoCO aims to contribute to the global goals of increasing forest cover and implementing the Paris Agreement on climate change.

The situation: Transitioning from a single-donor model reliant on the Korean Government, AFoCO has successfully diversified its financial structure. The organization is now focused on expanding resource mobilization through innovative mechanisms, including blended finance, private sector ESG/CSR engagement, and carbon market participation. AFoCO is looking for trustworthy partners who believe in its mission—those willing to invest, collaborate, and take action together for a greener Asia.

Why Asian forests?

According to the UN-REDD Programme, “forests are the fastest, cheapest climate solution.”

According to the FAO, Asia’s forests account for 15 percent of the world’s total forest area and act as a significant global carbon sink, removing about 0.9 Gt CO₂ per year between 2021 and 2025. The region also recorded the highest net gain of forest area between 2010

and 2020, highlighting Asia's leading role in forest restoration and expansion. Investing in Asia's forests is one of the highest-leverage, cost-effective ways to tackle the climate crisis.

Forest investment also strengthens livelihoods, biodiversity corridors, and disaster resilience. It opens opportunities to commercialize non-timber forest products (NTFPs), creating sustainable, circular value chains that generate financial returns for investors while supporting ecosystem integrity. AFoCO's projects ultimately aim to improve the livelihoods of forest-dependent people. Through strong on-the-ground partnerships and rapport with local communities, AFoCO ensures systematic monitoring and continuously integrates field challenges and lessons learned into its work.

Why AFoCO?

AFoCO's projects ultimately aim to improve the livelihoods of forest-dependent people. As a treaty-based international organization, AFoCO engages directly with the governments of Member Countries and ensures sustainability of its actions through post-project management. With access to a diverse pool of experts, AFoCO applies science-based approaches. Through strong on-the-ground partnerships with local communities, it continuously integrates field challenges and lessons learned into its work, maximizing impact.

2. The Challenge (과제)

Intergovernmental organizations are often perceived as bureaucratic and institutional rather than human and inspiring.

The challenge is to build a more relatable, emotionally engaging **brand narrative** that shows AFoCO not just as a policy platform but as a simple, human story people can easily approach.

Key ask: Climate Action Match-Making Platform (CAMP)

As a client marketer, develop a business-driven product or service solution that utilizes AFoCO's **Climate Action Match-Making Platform (CAMP)** to move beyond traditional CSR. Your solution must leverage your company's assets to transform AFoCO's scientific data and policy-driven projects into a simple, human story that donors and partners can easily approach, engage with, and monitor.

3. Target Audience (타겟)

How can potential partners invest in AFoCO?

Group	Why they matter	Desired action
Primary - Potential Partners and Donors	They have financial capacity to support scalable forest projects.	Engage with AFoCO through funding, partnerships and/or joint initiatives.
Secondary - General Public in the Republic of Korea	Public awareness and support in Korea help sustain national commitment to AFoCO's mission.	Build awareness of AFoCO's role as a global platform initiated by Korea, take pride in its achievements, and advocate for ongoing government support for its programs.

※ AFoCO is open to engaging a wider audience beyond its primary and secondary target groups.

4. Insight (인사이트)

Forests are far more than just trees. Forests are living spaces that sustain life in countless ways. They provide a wide range of essential ecosystem services—from carbon storage to biodiversity conservation. Beyond biology, they are the source of recreation, culture, and inspiration, deeply woven into the myths and livelihoods of countless communities across Asia.

For those living in concrete cities, forests may seem like distant, unreachable worlds. But for foresters, the connection is everywhere—even a weed struggling through a roadside crack is a reminder of nature’s resilience.

Forests are intricate and full of wonder. Even planting a single seed invites a heavy weight of questions: *whose land, whose consent, whose future? Which species belong here, and who will care for them?* This complexity can be overwhelming, but you don’t have to carry it alone. With AFoCO, these questions find answers.

Step into the world of foresters—people always ready to get their hands in the soil, to grow hope, and to bring the forest to life.

5. Strategy (전략 방향)

The solution needs to address five critical pillars:

- **Brand Differentiation:** Unlike general environmental IOs, AFoCO is an intergovernmental body with deep local roots. Highlight our unique position as a bridge between governments, local communities, and the private sector across Asia.
- **Evidence-Based Trust:** Move beyond vague promises. Showcase AFoCO’s commitment to knowledge sharing and technical expertise. AFoCO uses data,

satellite monitoring, and scientific research to prove that our impact is real and measurable.

- **Beyond Greenwashing:** Address the skepticism around carbon offsetting. Demonstrate that AFoCO prioritizes transparency and integrity. We ensure real climate action.
- **From Seeds to Sustenance:** Planting a seed is just the beginning, not the end. Shift the focus from 'planting numbers' to 'long-term stewardship.' Highlight the complex reality of forestry—maintenance, survival rates, and sustainable livelihoods. Demonstrate that AFoCO is in it for the long haul, ensuring that thriving forests directly support the economic well-being of the communities who call them home.
- **Low-Risk Investment Start:** Emphasize that AFoCO projects are initiated with Official Development Assistance (ODA) funding, providing a lower entry risk for co-investors and enabling stable, results-driven partnerships.

6. Key Message (핵심 메시지)

1. Asian forests matter—ecologically and economically.
2. AFoCO is an action-oriented intergovernmental organization.
3. Multisectoral cooperation—especially public-private partnerships (PPPs)—is essential.

7. Personality

- **Tone:** Grounded, authentic, and dynamic — expert yet approachable.
- **Vibes:** Think National Geographic's curiosity and Patagonia's activism meets Asian traditional performance art and puppetry. Environmental-scientific rigor meets cultural and emotional warmth.
- **Attitude:** "Boots on the ground." We are the doers, not just the talkers.

- **Visuals:**
 - **Tactile & Organic:** Emphasize textures like wood grain, soil, rattan, and woven leaves. Avoid sleek, artificial surfaces.
 - **Handcrafted:** Use aesthetics that suggest human touch and craftsmanship (e.g., traditional Asian patterns, hand-carved wood) to symbolize our hands-on approach.
 - **Kinetic & Lively:** Instead of static landscapes, capture the movement of life—the sway of trees, the work of foresters, or the rhythm of nature. Think of a dancer focused intensely on their craft without a flashy stage—pure, focused, and human.

8. Campaign Dos and Don'ts

✓ *DO:*

- Reflect the full scope of Sustainable Forest Management (SFM). SFM is the balanced stewardship and use of forests that sustains ecological health, economic use, and community livelihoods, ensuring forests regenerate and remain productive over time.
- Focus on people. Feature the communities that rely on and protect the forests—such as local residents sustaining their livelihoods through agroforestry.
- Highlight diversity. AFoCO's capacity-building programs primarily support local communities in Asia, especially women.
- Break stereotypes. Show the professionalism and diversity of people working with AFoCO. Many of our partners are forest scientists, firefighters, satellite technology specialists, and leaders.
- Dive into real stories. Visit the AFoCO website to find stories and articles about specific projects. Use these concrete details to build your narrative.
- Weave in local culture. Reflect the cultural richness of AFoCO's Member Countries.

- Capture the spirit of the foresters. Highlight their teamwork, spirit, and daily lives in the field.
- Draw inspiration from trees and forest ecosystems. Look at the details and capture the interconnectedness of life in the forest. What elements make up a tree? What roles do fungi play? What about birds or forest fruits?

⊘ DON'T:

- Don't show forests without people. Avoid empty landscape shots.
- Don't portray forests as conservation-only, hands-off spaces—static, untouched landscapes disconnected from people, livelihoods, and sustainable management and use.
- Don't feature white men as the protagonists. Remember, our organization is the *Asian* Forest Cooperation Organization.
- Don't resort to clichés. Avoid stereotypical or prejudiced depictions of Asians and women.
- Don't limit “Asian culture” to the usual suspects. Please look closely at our list of Member Countries (including Southeast and Central Asia) and represent them accurately.
- Don't use fear tactics. The audience is not illegal loggers. Focus on positive, empowering narratives.
- Don't rely on overly digital or AI-generated aesthetics. We support projects rooted in manual craftsmanship and tangible goods. Additionally, our target audience is often conscious of the environmental footprint associated with Generative AI.
- Don't create generic environmental messages. Avoid creating a campaign that could apply to any other environmental NGO or IO. The campaign should clearly convey AFoCO's unique identity and mission.
- Don't use an all-green or all-brown palette. Green or brown works well as a key visual, but it shouldn't be the sole color used.

9. Submission Requirements (제출 요구사항)

*파일명: YLC26_Marketer_제출자료명(예: Presentation/Presentation Image/Written Submission)_접수번호

*제출양식: 10-slide Presentation (16:9 PPT), Digital Presentation Image(A3 사이즈 jpg, jpeg), Written Submission(A4 세로방향 PDF)

*제출방법: 아래 제출자료의 파일명을 통일하여 하나의 폴더로(폴더명: 접수번호) 저장 > 압축> 업로드

*제출자료 및 파일명에 소속회사명, 본인 이름, 소속회사 CI 등 참가자 식별이 가능한 내용이 있는 경우 심사에서 제외될 수 있습니다. 업로드 전에 자료를 한번 더 확인해주세요.

1. **10-slide Presentation:** including images and English text. It should bring your idea and campaign to life in response to the brief. This will be presented to the Jury.
2. **Digital Presentation Image:** a visual overview of your work, including images and English text. It should concisely summarise the brief, execution and results. (A3 사이즈 케이스보드 스타일).
3. **Written Submission (각 150 단어 내외):**

a. **Interpretation (150-word limit)** – understanding of the competition partner's challenge/objective. The challenge the client was facing, interpretation of the client's needs and brand values, industry/target market and desired outcome.

b. Insight/breakthrough thinking (150-word limit) – explain the creative use of research, data or resources that led to an original and compelling strategy. Outline the strategic process used to tackle the problem, the breakthrough moment.

c. Creative idea (150-word limit) – explain the creative idea and how the creative strategy directly influenced the creative execution.

10. Appendix

1. [AFoCO project in Indonesia promotes mangrove restoration and silvofishery in Sumbawa](#)
2. [Reviving native Agarwood in Cambodia's Cardamom Mountains: A model for restoration and sustainable livelihoods | AFoCO](#)
3. [AFoCO and Timor-Leste's Green Vision: mangroves, sandalwood, and coffee projects take center stage](#)