

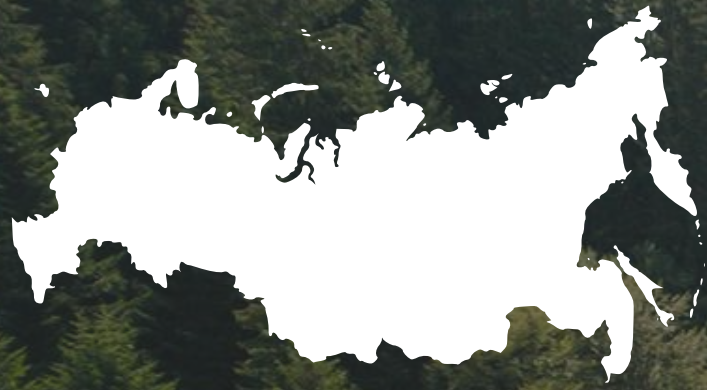
A man's face is shown from the nose up, looking slightly to the right. A vertical black bar obscures the right side of his face. The background is a dark, out-of-focus forest.

Art Against Fire

Joint PR campaign by

 **segezha**
group & Victor Kaplun

Background and Statistics



Russia has the largest forest area in the world

49,8%

of its territory is covered with woods

Background and Statistics

Every year the country faces the wildfires problem

Up to 35.000
fires are registred in
the country each year

2,51 mln hectares
of forest cover is lost in Russia
due to forest fires annually

The situation got worse in 2021 and hit an all-time record

18 million hectares
of woods burned in Russia in 2021. This
is twice as big as the size of Portugal

Sources: Russian Ministry of Civil Defence, Emergencies and Disaster Relief, University of Maryland Global Land Analysis and Discovery

Background and Statistics

Wildfires have a detrimental effect on the environment and economy

\$335.000.000

is the estimated yearly damage to the economy of the Russian Federation

13.000

is the estimated number of forest animals that died in 2019 wildfires, according to Greenpeace (no official annual data available)

Sources: Accounts Chamber of the Russian Federation, Greenpeace

Background and Statistics

Forest fires are closely linked with people's actions

90%

of wildfires are
caused by humans

- Unattended campfires
- Burning of debris
- Equipment use and malfunctions
- Negligently discarded cigarettes
- Intentional arson

Therefore, one of the best things we can do to prevent forest fires is **talk about the issue** and **highlight** the problem and its importance through various campaigns

Why Segezha Group?

One of the largest forestry companies in the world

16,1 mln hectares total leased forest area

One of Segezha Group's main focuses remaining an environmentally and socially aware company:

88% of forest plots certified for compliance with the international voluntary forest certification standards

UN Global Compact Member since 2021

What Was The Plan

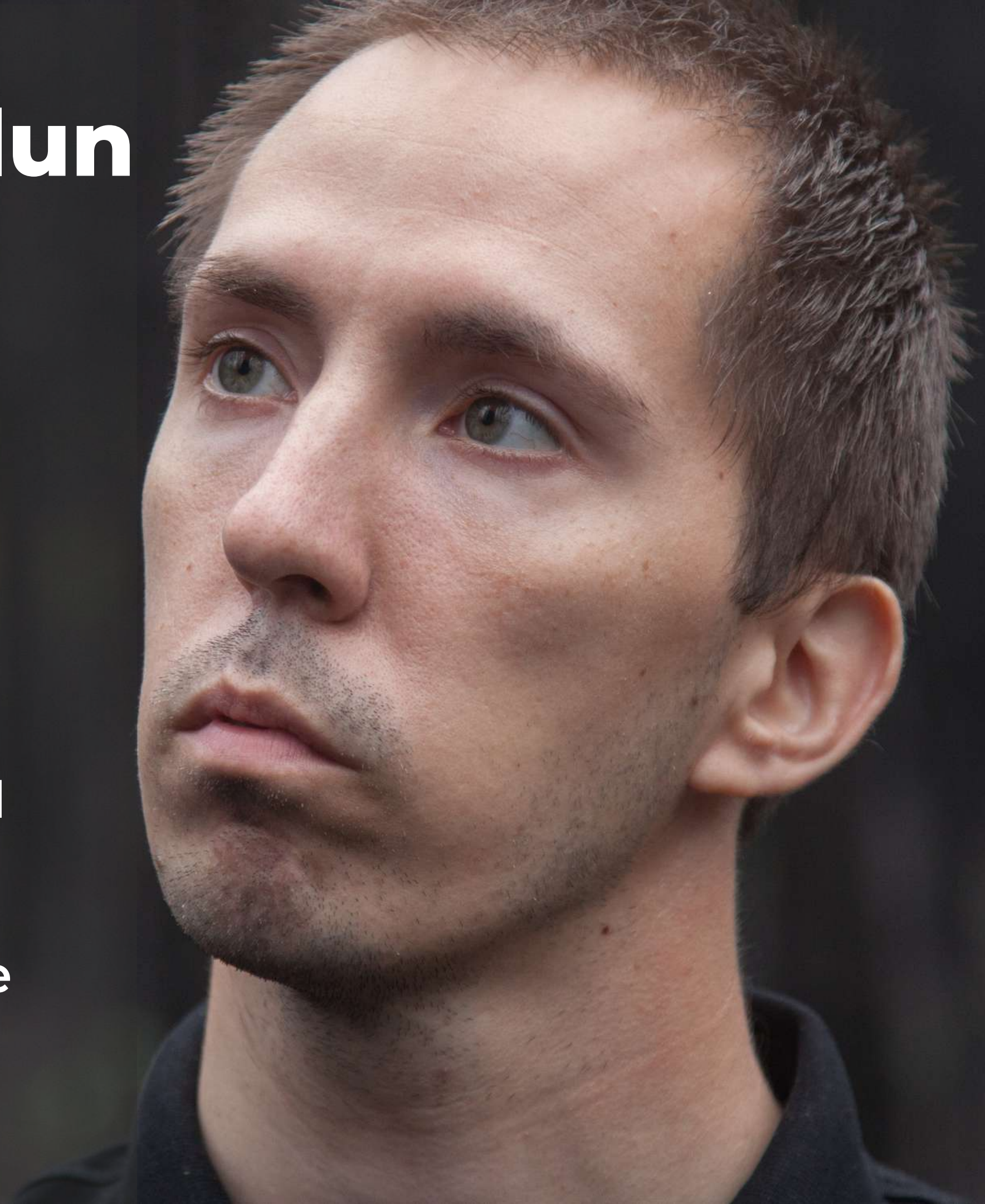
- Develop a **PR campaign** that would target a broad audience through various media (traditional, social, outdoor)
- Highlight the wildfire issue with a **compelling story** that would communicate a clear message and affect people emotionally
- Choose a region with a **severe wildfire problem**.
 - Krasnoyarsk region was chosen because it had one of the largest forest areas in Russia (1/7 of the territory). In 2022, it also had one of the largest burned areas in the country
- To achieve that, find a **local influencer** passionate about change and someone people would trust

Who is Victor Kaplun

Famous Siberian artist

Victor is renowned for his distinct style and works that often reflect his reaction to **important social issues** (environment, Orthodox Church etc.)

Unfortunately, fire also means a tragedy for Victor. His mother died in a fire when he was a child. His father did not survive the tragedy, and Victor and his siblings became orphans

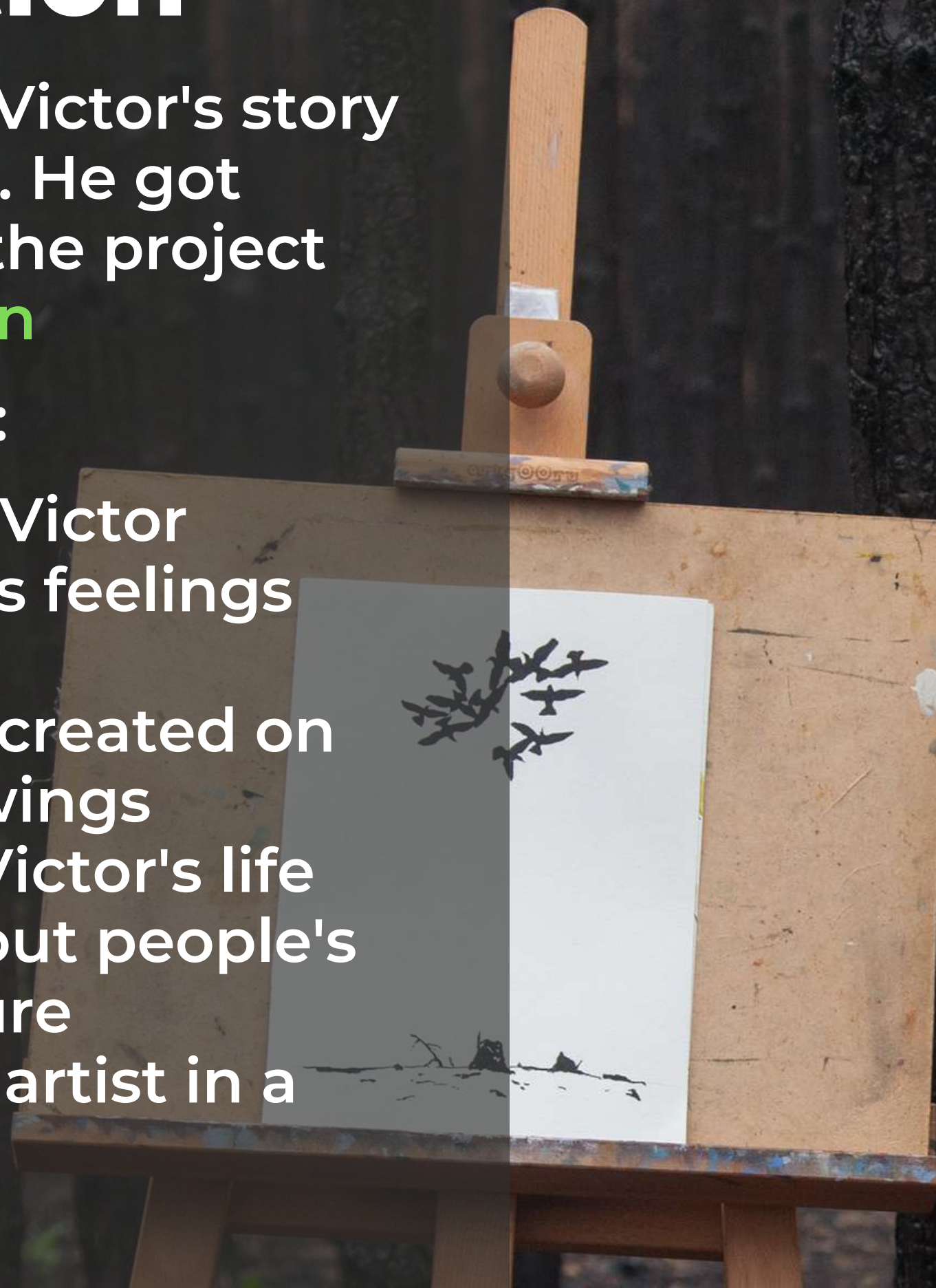


Implementation

Segezha Group learned Victor's story and contacted the artist. He got inspired by the idea, so the project **Art Against Fire was born**

It included several parts:

- **Three paintings** that Victor created, reflecting his feelings about forest fires
- **Billboards** that were created on the basis of the drawings
- A **video story** about Victor's life and his thoughts about people's responsibility to nature
- A **photo shoot** of the artist in a burned forest



The Works



Home

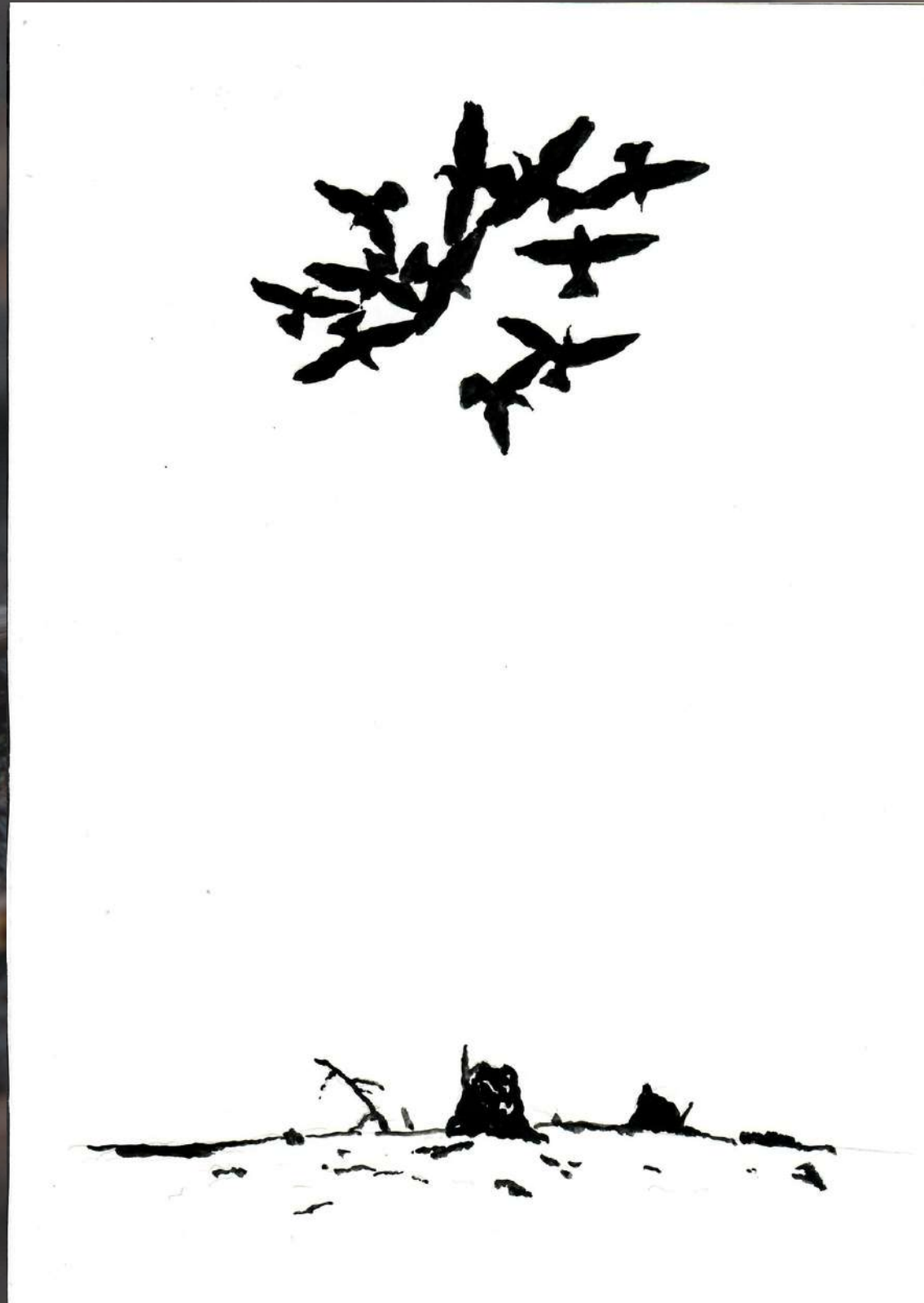


Master



Tourists

The Works



'The birds came home. And there's none. They have to put a lot of effort to find a new home. Many birds die... no one wants to lose their home. But if you don't want to lose it, why take it away from the birds?'

Victor Kaplun

The Works



'At one point a lighter become the forest's master. A fire burns everything while so many people try hard to stop it. So the lighter is the master.'

Victor Kaplun

The Works



'While a campfire is about to burn the forest, the tourists just turn their backs on it and leave, chatting. And like the smoke is an unpleasant, caustic, so are such tourists.'

Victor Kaplun

Video Story and Photoshoot



English version
Clickable icon and image



Art Against Fire. Forest Fire Prevention Campaign
by Segezha Group and Siberian Artist Victor Kaplun



Results

Outdoor media

Regional and national reaction

Victor's paintings were **turned into billboards** and placed around his home town Lesosibirsk, Krasnoyarsk region. It's the **8th largest town** in the region

Later on, two **national outdoor media outlets** wrote about the case, calling it 'Three Billboards in Lesosibirsk'

One of Victor's portraits was selected to be **displayed at exhibitions** on the streets of Russian cities



Results

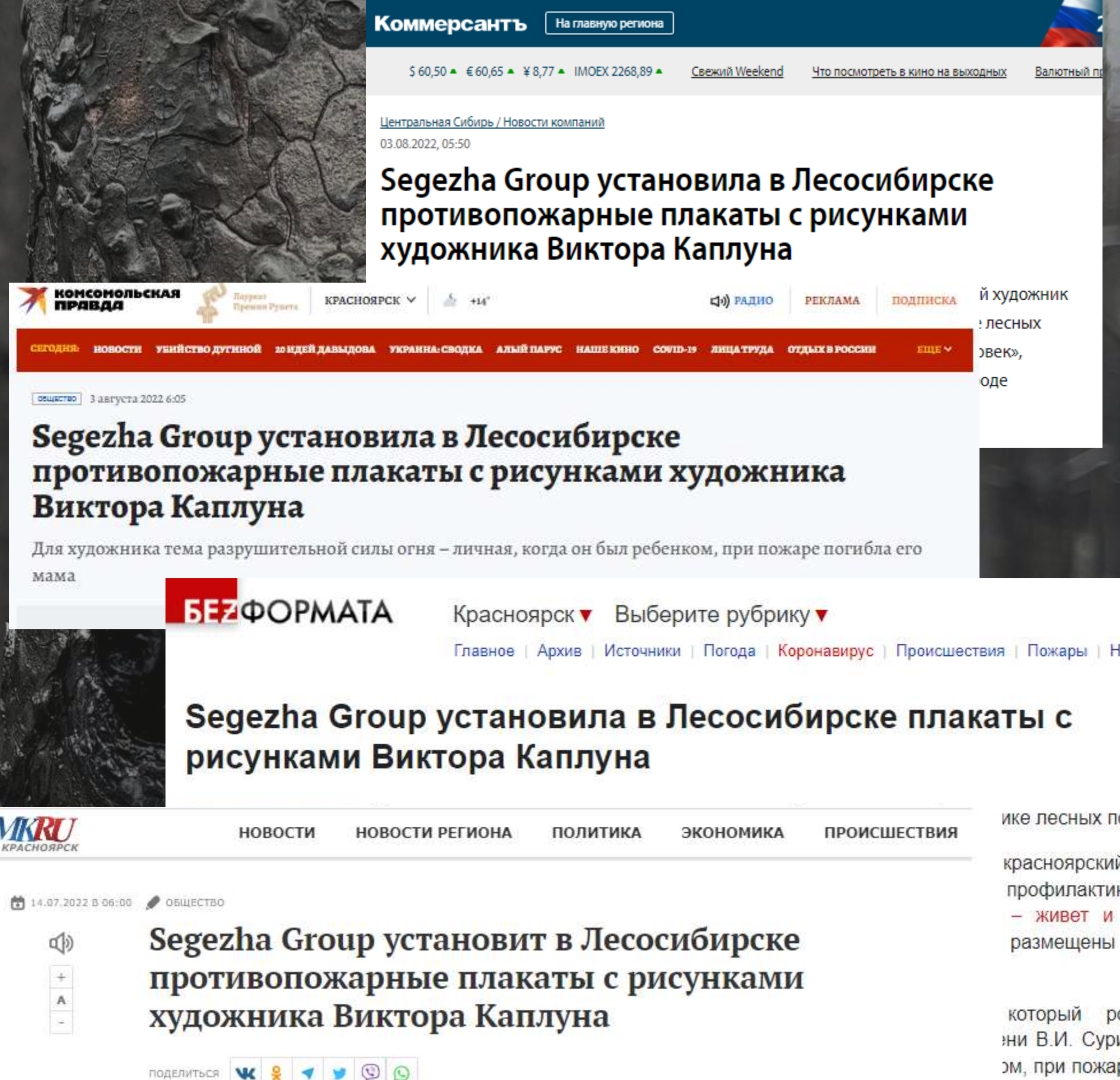
Traditional media

National and regional reaction

The case caught attention of Russia's **top national media** platforms:

- Kommersant (60 mln visits per month)
- KP.RU (90-100 mln visits per month)
- MK.RU (over 80 mln visits per month)

Also, **five local news media** outlets reported on the case



The image shows three overlapping screenshots of news websites reporting on the same event. The top screenshot is from **Коммерсантъ** (Kommersant), dated 03.08.2022, 05:50. The middle screenshot is from **Комсомольская правда** (KP.RU), dated 3 августа 2022 6:05. The bottom screenshot is from **МКRU КРАСНОЯРСК** (MK.RU), dated 14.07.2022 в 06:00. All three articles feature the headline: "Segezha Group установила в Лесосибирске противопожарные плакаты с рисунками художника Виктора Каплуна" (Segezha Group has installed fire safety posters in Lesosibirsk with drawings by artist Viktor Kaplun).

Results

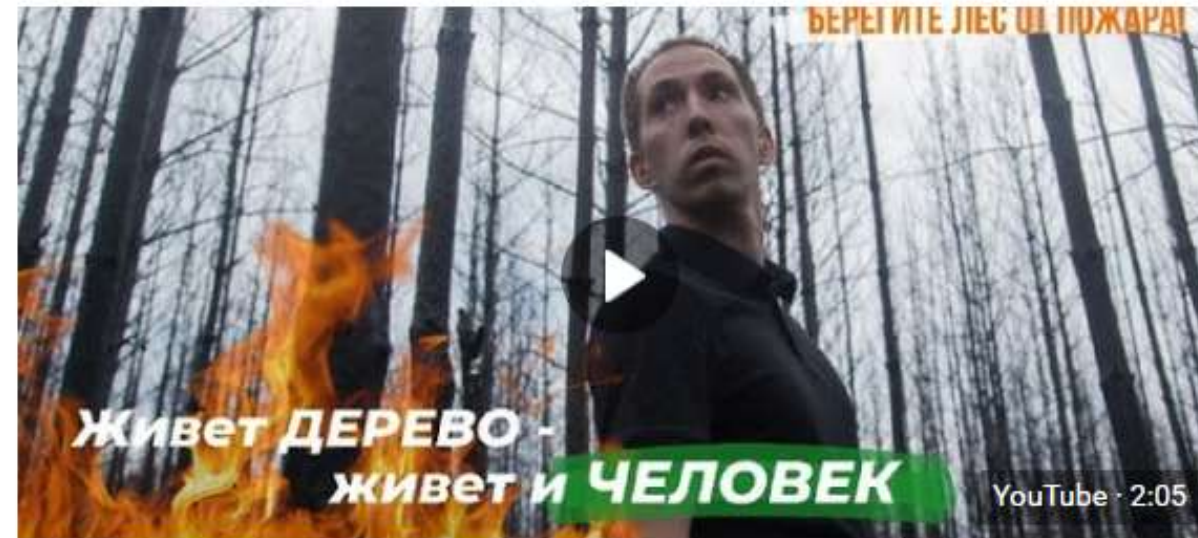
Social media Regional reaction

Over **200.000 total views** on VK, Yandex Zen, Telegram

Four **top regional Telegram channels** (30-50.000 subscribers) and several regional VK channels (the top one with 70.000 subscribers) wrote about the case

Для проекта Виктор создал три рисунка, которые посвящены причинам и ужасным последствиям лесных пожаров от рук человека. Из этих работ сделают плакаты и разместят на улицах Лесосибирска. Художник лишь надеется, что люди поймут, как же лесу нужна наша любовь и забота.

Видео про совместный проект Segezha Group и художника Виктора Каплуна смотрите ниже!



180

2

20

90K



ЧП Лесосибирск
14 Jul at 8:06 am

Виктор Каплун (художник, родом из Лесосибирска) и Segezha Group создали творческий проект по защите леса

Именно человек становится главной причиной лесных пожаров – по данным МЧС, это происходит в 90% случаев. Конечно, мало кто специально поджигает лес. Чаще всего к этому приводят просто необдуманные действия. Например, оставленная стеклянная бутылка, через которую преломляется солнечный луч и поджигает сухую траву.

Именно поэтому холдинг Segezha Group старается привлечь к проблеме как можно больше внимания. Совместно с красноярским художником Виктором Каплуном компания создала творческий проект, который должен задеть как можно больше людей за живое и остановить их от бездумных поступков.



Борус

51 675 subscribers

Pinned Message

Прислать новость: @borus_bbot. P...



Лесосибирский художник выразил в картинах чувства от горящих лесов

Виктор Каплун – художник, для которого очень важна связь человека с лесом. Лес окружал детский дом, в который Виктор попал после гибели его матери в пожаре.

С детства художник любил проводить в лесу много времени, что отразилось в его творчестве и стало основной темой его работ.



Kras Mash

31 060 subscribers



Pinned Message

Всем-всем-всем! Теперь у н...



Вместе с приходом весны и лета в Сибири начинаются пожары. Лесосибирский художник написал три картины, в которых выразил свои чувства от полыхающих лесов.