

16th FCN Team Meeting MCPFE Communications

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Kristin Dawes, MCPFE Liaison Unit Oslo



Who is the MCPFE?

- Ministerial Conference on the Protection of Forests in Europe
- Pan-European forest policy process for the sustainable forest management of the continent's forests
- Develops common strategies for its 46 signatory countries and EU on how to protect and sustainably manage forests
- Ministerial commitments and follow-up actions; voluntary
- Achievements such as the guidelines and criteria for sustainable forest management
- 19 years of cooperation
- 41 observers – organisations and countries
- 5 ministerial conferences; the most recent in Warsaw, Poland 2007
- Norway currently holding chairmanship
- Secretariat MCPFE Liaison Unit Oslo





High-priority Topics

- Strengthen role of forests in mitigating climate change
- Secure the supply of good-quality fresh water
- Enhance and preserve forest biodiversity
- Provide forest products

Other important tasks:

- Develop a framework for future forest collaboration
- Explore the possibilities for a legally binding agreement on forests in Europe



Our Communications Strategy

Why a Communications Strategy?

- Policy makers in relevant sectors (environment, energy etc.) and the wider public lacking knowledge about MCPFE work and tools related to sustainable forest management

Objective and Function:

- Support MCPFE in achieving strategic goals
- Contribute at national level
- Provide inputs to the MCPFE participants
- Serve MCPFE Liaison Unit Oslo
- Realisation requires coordinated communications actions from the MCPFE countries



The Communications Objectives

- Strengthen the political position of sustainable forest management
- Strengthen the position of MCPFE



Our Dialogue Groups

- Policy makers at national, EU and international level in forestry and relevant sectors
- Decision makers in other sectors in MCPFE signatory countries: climate, energy, water, biodiversity, agriculture
- Media
- The Public



The Strategic Roadmap and Measures

- Create basis: visual identity, press kit, information material etc.
- Build pan-European communications network
- Build network with relevant players
- Position MCPFE: website, media
- Focus on key issues
- Cooperation with partners



Current and Future Communications Activities

- Launched new website www.mcpfe.org last week
- Content service for dialogue groups
- Focussing on key working areas

- MCPFE Expert Level Meeting, Oslo, Norway, November 2009:
Legally Binding Agreement
MCPFE Review
Upcoming Ministerial Conference (topics, date)
- International Year of Forests 2011



A close-up photograph of several autumn leaves. The leaves are in various stages of decay, showing vibrant orange, yellow, and brown hues. The texture of the leaves is detailed, with visible veins and some dark spots. The background is softly blurred, showing more leaves and a hint of green. The text "Welcome to www.mcpfe.org" is overlaid in the center in a white, serif font.

Welcome to www.mcpfe.org