



UN Food and Agriculture Organization
European Forestry Commission

UN Economic Commission for Europe
Timber Committee



Forest Communicators Network

Lyss, 28 – 30 september, 2009



Why communicate?

Miscommunication can bring to grave mistakes



Mandate 2008-2013



- **The UNECE/FAO Team of Specialists Forest Communicators Network mandate was approved by the Timber Committee and the European Forestry Commission in Rome on 23-24 October 2008.**
- **A. OBJECTIVE**
- To improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector, through
- Providing a forum for international interaction and cooperation in forest related communications
- Developing professionalism of forest communicators by introducing and encouraging state of the art communication approaches.

Mandate 2008-2013



➤ **B. EXPECTED MAJOR OUTPUTS**

- European forest communication strategy;
- Gap analyses of existing opinion research and proposal for improving monitoring and regular analyses on public perception concerning forests, their management and related products;
- European Forest Pedagogics Concept based on best practice examples, common principles and quality standards for forest related environmental education;
- Follow up to the Pan-European Forest Week 2008 (follow up media work; evaluation of achievements and lessons learned; improved concept for future activities);
- Preparations for the International Year of Forests 2011 (raising awareness in the region; developing a strategic outline for concerted activities of local, regional and global relevance); Contributions to the EU Forest Action Plan, in particular on forest related environmental education and on a European forest communication strategy;
- PR advice to TC/EFC bureaus and joint secretariat, to the Team of Specialists on Forest Products Markets and Marketing as well as to other Teams of Specialists on request;
- PR advice to the MCPFE Liaison Unit Oslo upon request;
- Building PR capacity in TC/EFC member countries through conducting workshops, sharing examples of best practice and holding topical meetings.



The Lyss Meeting



Public perception of forests and forestry in Europe: Is the gap increasing?

- Facts and public perception
- Promoting wood

The Lyss Meeting



***New media – boon or bane?
Tools, tips, techniques...***

The Lyss Meeting



Current communication initiatives and strategies

- Forest communication strategy in Europe and ECE region
- Forest pedagogics

The Lyss Meeting



Best practices in forest communication

- European Forest Week
- New initiatives & approaches

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FCN business

- Strategy, activities
- International Year of Forest 2011
- Next meetings

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➤ ***mutual learning***

➤ ***joint activities***



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