



## **16th Meeting of the UNECE/FAO FCN Team of Specialists**

### **FOREST COMMUNICATORS NETWORK**

**September 28 - 30, 2009, Lyss, Switzerland**

#### **Invitation** (second announcement, August 2009)

Dear colleague

These are challenging times for “Forest communicators”:

- *Global economic crisis*
- *Rising demands from society*
- *Multiple threats to our forests and their products*
- *Climate change and threats to biodiversity*
- *Growing demand for sustainable energy and raw materials*
- *Proliferation of new communication channels*

- 1. How can we cope with these challenges?**
- 2. How do we adopt cost-effective communication strategies and campaigns?**
- 3. How do we reach younger people?**

The Forest Communicators Network (FCN) is a Team of Specialists in the ECE region working under a mandate from the UNECE/FAO Timber Committee. It is an open group that is engaged in improving the communication of forestry and the use of forest and forest related products.

The next annual meeting of the Network will try to provide answers and encourage debate and discussion around the issues. It will look at real life examples and case studies of initiatives already under way or projects soon to emerge. The main goals will be to gather information, to learn about best practices and to share first-hand-experience of new media and their potential use in forestry.

Participants will also hear the results of ground-breaking pan-European research into public opinion of forests and forestry, and will be able to contribute to work on developing a European Forest communication strategy that has recently won the support of the Directors General of Forestry within the EU.

The meeting is kindly hosted by the Swiss Ministry "Federal Department of the Environment, Transport, Energy and Communications", Federal Office for the Environment (Directorate General of Forests) and the Lyss Forestry Training Centre. Lyss is located in Western Switzerland and can easily be reached by public transportation. The working language of the meeting will be English. Please find attached the preliminary agenda as well as some information and the registration form.

This is also a **call for contributions**: We are looking for volunteers to bring along their experiences with **new media** and share them at the meeting. These might be personal or business-related examples. All we need is a short presentation explaining why you got involved, how it worked, what lessons you learned along the way and what advice you would give to the novice. So, if you have experience using any of the following we want to hear from you: **Wikis, Blogs, Online forums, Content sharing – Digg, Reddit, Bebo, Facebook, Myspace or other social networks, Microblogging – Twitter, PLurk, Pownce, Opinion sharing – Epinions, Yelp. Video sharing – Youtube, Google videos, Podcasting or Livecasting**

Please contact **Mr. Bob Burt**: [bburt3@cogeco.ca](mailto:bburt3@cogeco.ca)

Also, If you have a recent example of an **effective low-cost communication strategy or campaign** then please volunteer to present a summary of it in the session on **Cost-Effective Communications in an Economic Crisis** or if you can share an example of "**Best practices in forestry and forest related communications**", please contact **Alan Kocher** at: [kocher@bzwlyss.ch](mailto:kocher@bzwlyss.ch)

The FCN network is based on open and broad interaction. I encourage you to pass the invitation on to other colleagues dealing with or interested in public relations and communications with regard to forests, forest management and forest based products.

The FCN meeting will be followed by the 4<sup>th</sup> meeting of the **Forest Pedagogics Network** (1-2 October, 2009, see separate documents: [www.silviva.ch](http://www.silviva.ch)).

Welcome to Switzerland - with best regards!

*Ingwald Gschwandtl, Leader of the FCN, Federal Ministry of Agriculture, Forestry, Environment and Water Management, Vienna, Austria*  
*Alan E. Kocher, Organizing Committee, The Forestry Training Centre, Lyss, Switzerland*

## How to get to Lyss, Switzerland - transportation

**By airplane:** to following Airports: Geneva, Zurich or Berne; then by bus or train to Biel/Bienne or Berne, from these cities regional trains run on a regular schedule to Lyss: [www.sbb.ch](http://www.sbb.ch)

**By train:** The town of Lyss can be reached easily via Biel/Bienne or Berne with trains from Geneva to Zurich or vice versa: [www.sbb.ch](http://www.sbb.ch)

**By car:** Lyss is centrally located in Western Switzerland and easily accessible from Geneva (150 km, 2 hrs); Berne (30 km, 30 min), Basle (90 km, 70 min), Zurich (115 km, 90 min.).

The Forestry Training Centre is located in the east of the town of Lyss (pop. 11'000), directions are to be found on our Website [www.bzwlyss.ch](http://www.bzwlyss.ch)

