

**16<sup>th</sup> FCN Team-Meeting**  
**in Lyss/Switzerland, September 28 – 30, 2009**  
**AGENDA**  
(as of September 22, 2009)

**Sunday, 27 September 2009, after 4 PM**

Arrival of participants at the Lyss Forestry Training Centre; 19.00: Welcome Aperitif

**Monday, 28 September 2009**

***Opening (9:15 h)***

Welcome addresses:

**Mr. Andreas Götz**, MSc (Civil Engineer), Vice Director of the Federal Office of the Environment FOEN (Federal Ministry, Berne)

**Ms. Annina Sorg**, MSc (Forestry Engineer), Assistant to the Chief Forester, Canton of Berne

**Mr. Hermann Moser**, Mayor of Lyss

Introduction by **Mr. Tomass Kotovics**, Chairman, acting Leader of the FCN

**The understanding gap - public perception of forests and forestry in Europe**

Results of the new ground-breaking European Commission survey 'Shaping Forest Communication in the European Union: public perceptions of forests and forestry'.  
What do people really think?

**Mr. Tamas Szedlak**

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

*A session focussed on sharing techniques, theory and some real examples of using new media. There will be a general discussion on the topic at the end of the session.*

**Facilitator: Mr. Bob Burt**, Canada

**Dr. Patrick Seifried**, MSc Business Informatics, New and Social Media Specialist, a special presentation on “Communicating through social media”.

**Mr. Charlton Clark**, (UK): A presentation on the Forestry Commission's use of a Director-General's blog; and a look at how the FC uses an on-line feedback tool on its website.

**Mr. Tomass Kotovics**, (Latvia): Presentation and discussion on the successful use of a new media portal for Latvia's State Forests.

**Mr. Tarun Bathija**, IUFRO, (Austria): Communications activities at IUFRO introducing blogs, Twitter and podcasts to promote initiatives.

Evening: Barbecue in the forest nearby

**Tuesday, 29 September 2009 (9:00 to about 23:30 h)**

## **Current communication initiatives and strategies**

- **A Forest Communication Strategy for Europe and the ECE region**
  - Background and current state of play – activities of the FCN Task Force  
**Mr. Colin Morton**
  - Outcomes of the Pardubice Workshop ‘Taking us out of the Woods’  
**Mr. Colin Morton**
  - The EU Director Generals Declaration on Communication on Forests and Forestry  
**Ms. Lada Prylova**
  - Maintaining the momentum – how to take the initiative forward  
**Mr. Colin Morton**
- **European concept for Forest Pedagogics**
  - Update on Sub Group activities, accomplishments and future plans  
**Mr. Thomas Baschny**

## **Best practices in forest communications**

- Low-cost communications strategies and campaigns that connect – some presentations by countries and organisations

European Forest Week – **Ms. Andrea Perlis**, UN/FAO

Seeds for Schools – **Mr. Paul Nicholas**, Deputy Managing Editor, News of the World, UK

“Workshop nature” and “Waldzeit” – **Mr. Roman Bunyai**, Austria

“waldwissen.net” – **Dr. Reinhard Lässig**, Swiss Federal Institute for Forest, Snow and Landscape Research

and many others (please also see “Invitation”).

## **FCN business**

Strategy, activities, next steps, next meeting in 2010, any other business  
(Mr. Tomass Kotovics and co-leaders of the FCN)

Boat tour with dinner, sponsored by the Federal Office of the Environment

**Wednesday, 30 September 2009, 08:15 to 19:00 h (arrival at Lyss)**

### ***Study Tour to Entlebuch mountains, Canton of Lucerne: Changing perceptions through practical engagement***

*(Departure: 8:15 h in Lyss)*

### **“The Mountain Forest Project: Corporate Volunteering with the Credit Suisse Group Bank”**

To help protect the mountain forest, “The Mountain Forest Project” organizes work initiatives. The first such initiatives date back to 1987 and were held under the auspices of Greenpeace Switzerland. Thanks to financial support from WWF Switzerland, the project was rapidly expanded to other communities in Grisons.

In 1990 an independent non-profit Swiss foundation, “Stiftung Bergwaldprojekt”, was set up. From the beginning the focus of the organization has been to sensitize public opinion and the government to issues concerning the (mountain) forest. On that basis the Mountain Forest Project committed itself to adult environmental education through project weeks which have registrants participate in volunteer work, slide shows, excursions and discussions. The projects target the over 18-year olds, as there are already sufficient initiatives aimed at children and teenagers, both at school and through organizations.

- Through their involvement in a work project the participants experience the forest with all their senses.
- The projects provide a communication and meeting place for the most diverse groups and individuals.
- The projects are designed to provide as many people as possible with the opportunity to participate in a work project for a week and actively do something for the environment.
- We make sure that all the activities are environment friendly, that is, that they are carried out with the greatest respect for the environment.

**Please note: Bring your appropriate forest gear for steep territory (good, sturdy shoes with profile, sweater, jacket, sun lotion and rain gear)**

**End of the Team meeting at about 16:00, return via Olten train station (about 17:30) to Lyss (arrival at about 19:00)**

*Closure by Mr. Tomass Kotovics*

**For more details please ask: [info@bzwlyss.ch](mailto:info@bzwlyss.ch) or [kocher@bzwlyss.ch](mailto:kocher@bzwlyss.ch)**

**Please also see “Invitation” and “Registration form”**