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Forest Statistics, Economics and Management  
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Item 5 (c) of the provisional agenda

**GUIDANCE OF WORK AREA 3: COMMUNICATION AND OUTREACH**

AGENDA ITEM 5 (c)

Note by the Secretariat

*Summary*

According to its mandate, the Working Party is expected to provide guidance to work area 3: Communication and Outreach. This document provides information about activities in this work area since the last session, and plans for the future, drawing attention to any specific issues where guidance is needed.

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## **I. Implementation by the secretariat**

### **A. Major events**

1. The International Day of Forests 2015 celebration, organized jointly with the United Nations Office in Geneva (UNOG), was held on 20 March 2015 at the Palais des Nations, with the theme “Forests for Food - Food for Forests”. It consisted of a series of events, including a press conference, the “Forests for Food – Food for Forests” conference, featuring two round tables, food tastings from the Italian San Francesco Woodland, the opening of the “Learning from Forests” exhibition organized by the Polish State Forests Holding, and the Forest Gala Reception with forest food and refreshments from Finland, Germany, Poland, the Russian Federation, the United States of America, and Switzerland. The UNOG cafeteria served forest-related and forest-inspired food at lunchtime.
2. Silva2015 and the European Forest Week, 2-6 November 2015, in Engelberg, Switzerland, were the largest events for communication and outreach activities for the ECE/FAO Forestry and Timber Section during the year. The latter included over 25 side events that covered a huge range of forest-related topics, including the most recent innovative applications of wood, Canadian and Central African indigenous community forest management, green jobs in the forest sector, forest biodiversity, and wildlife management. A news release and two press releases were issued during the Week by the UNECE, and these were repeated as news by the FAO and the International Institute for Sustainable Development (IISD). The host country, Switzerland, also prepared press releases. In addition, the UNECE/FAO published event photographs in Flickr (130-240 views of individual photographs by the end of January 2016) and an announcement in the UNECE Facebook account to cover social media.
3. UNECE/FAO side events at the United Nations Forum on Forests (UNFF11) in May 2015 in New York, United States, and at the FAO World Forestry Congress in September 2015 in Durban, South Africa, were excellent opportunities to share information on activities with a global audience. The UNECE/FAO study, “Forests in the ECE Region: Trends and Challenges in Achieving the Global Objectives on Forests”, was launched at the UNFF11, and an infographic based on the data collected for the study was published on Youtube through the UNECE account, reaching about 500 views by the end of January 2016. UNECE/FAO side events in Durban covered topics on forest governance, including the UNECE/FAO UNDA project on Sustainable Forest Management for Greener Economies in Central Asia and the Caucasus, as well as the forest sector workforce.

### **B. Publications**

4. Publications are a major method for reaching out to more technical and specialized audiences. They are aimed at strengthening political and technical capacity in the forest sector and at contributing to sustainable development throughout the UNECE region. They also promote the work of the Section.
5. Two study papers and one discussion paper were published last year, and more are in the pipeline for the next 12 months. In addition to the Forest Products Market Annual Review 2014-2015, “Forests in the ECE Region: Trends and Challenges in Achieving the Global Objectives on Forests” was launched during the International Day of Forests, and presented at UNFF11. For a complete list of past and forthcoming publications, please see Annex A. All publications are available on the UNECE/FAO website at: <http://www.unece.org/forests/publications>.
6. The Section has increasingly faced issues regarding a reduction in translation capacity for its publications. The allotment for translation was reduced during the 2014/2015 biennium, and the functioning of the French pool (where the workload is the highest) is such that it often takes a year or more between submitting a publication in English and its availability in French. As a result, the ability to reach francophone readers has been reduced. Due to this delay, member States may consider discussing this issue. The secretariat proposes using the translation quota for documents with a longer shelf life, rather than for the annually recurrent publication of the Forest Products Annual Market Review.

**C. Press and news releases on the UNECE/FAO website**

7. In addition to the press release at Silva2015, four more press releases were issued since the last Working Party: two of them on forest products markets in the UNECE region, and two analysing trends of forest cover and forest wildfires and their consequential challenges in the region. Most of the releases were based on, or supported by, data collected and analysed by the Section. The UNECE communication group took a strategic decision to reduce the number of press releases issued. This is the main reason why the Section issued significantly fewer press releases compared to previous years.
8. Instead of press releases, the UNECE now encourages the compilation of weekly news releases, which are issued every Thursday. The Section contributed with five news releases to the UNECE website: two of them on wood energy efficiency, and one each on illegal logging in the Western Balkans, the European Forest Week and the International Day of Forests.
9. The Section press and news releases have been picked up and shared by other international and regional organizations, and published by worldwide media in news, reports and online, as well as paper-based releases. The communication channel of the IISD was also regularly used to distribute outcomes and information. All press releases can be found on the Section's website <http://www.unece.org/forests/press-releases.html>; all news releases are accessible at the UNECE website <http://www.unece.org/info/media/news.html>.

**D. Other media**

10. On the topic of wood energy efficiency, an explanatory video is being produced to illustrate good practices in wood use for heating. The video is expected to be finalized and released in March 2016.
11. The UNECE Facebook account ([www.facebook.com/UNECEpage/timeline](http://www.facebook.com/UNECEpage/timeline)) and the UNECE/FAO Flickr account ([www.flickr.com/photos/121632478@N08](http://www.flickr.com/photos/121632478@N08)) were used to promote exhibitions, workshops and publications. Individual photographs from major events received about 100-200 views in Flickr, demonstrating a decent outreach. The Section is planning to use the UNECE Twitter account for the announcement of events in the future.

**E. Billboard**

12. The Forest Information Billboard was first launched in 2013, as an open forum to share developments on forest information (data and statistics) and forest reporting (global, regional and national processes), including advances in reporting as well as forest-related projects, publications and events.
13. Four issues were published during 2015, following the schedule of previous years (March, June, September/October and December). The number of contributions varied between 18 and 31 short articles in each issue in 2015, with an average of 25, compared to an average of 16 in 2014 and 13 in 2013. The number of contributions is growing every year. 2015 was an internationally active year (UNFF11, Forest Europe's Ministerial Conference, Silva2015), and this is clearly reflected in the high number of contributions for the year.

**F. Articles and external publications**

14. The Section has been active in sharing knowledge by contributing to external publications. This ranged from refereeing publications, to contributions to publications as contributing authors. For a comprehensive list of journal articles and contributions to books, please see Annex B.

**G. Web statistics**

15. Page views of the website remained relatively constant between 2014 and 2015.
16. The Data and Statistics page remains the most visited one, with 11.6%, after the home page. More detailed information is available in Annex C, including website visits by country, frequently downloaded files, a summary of page views by topic, and page views of the Forest Information Billboard.

17. The Section continued to contribute to the UNECE Statistical Database, which can be accessed at <http://w3.unece.org/PXWeb/en>. There were 9,327 downloads from this site in 2015, compared with 9,945 in 2014.

#### **H. Major external meetings**

18. The Section participated in numerous meetings, workshops and conferences since the last Working Party meeting, delivering presentations and speeches. It is important for its outreach strategy to communicate and disseminate its work and expertise to different sectors. This increases access to a network of partners, and assists the Section in staying abreast of trends and developments affecting the forest sector.
19. For a list of notable external meetings at which staff participated and gave presentations, please see Annex D.

#### **I. Team of Specialists on Forest Communication (Forest Communicators' Network - FCN)**

20. The FCN held a team meeting in Barcelona, Spain, on 20-22 May 2015, jointly with the International Union of Forest Research Organizations (IUFRO) Communication and Public Relations Working Party. It included a technical seminar on "Communicating the Vital Role of Forests in the Bioeconomy". Almost 50 participants gathered to share best practices, with recent examples of communication campaigns at national level related to, for example, biofuels, forests, food and forest certification, and Expo 2015; and to discuss the experiences and challenges of disseminating information on the bioeconomy to the public. The next taskforce meeting of the FCN is planned to take place on 11-12 April 2016 in Vienna, Austria, and the next team meeting will be held on 29 August–1 September 2016 in Portland, Oregon, US.

#### **J. Key questions for guidance and discussion**

21. The Working Party is invited to:
- a. *Comment on activities related to communication, and share views and ideas on how to improve the work in the future (social media presence, including Facebook, Flickr and Twitter; Forest Information Billboard; news or press releases; presence at major international events);*
  - b. *Consider the arrangements for Forestry and Timber Section publications, with a view to giving priority to the translation of publications which have a longer shelf life.*

## II. Annex

### A. List of publications (internal)

- *Forests in the ECE Region: Trends and Challenges in Achieving the Global Objectives on Forests (April 2015)*
- *Forest Products Annual Market Review 2014-2015 (September 2015)*
- *Committee Forecast 2016 (December 2015)*
- *Promoting sustainable building materials and the implications on the use of wood in buildings (March 2016)*
- *Forest Products Annual Market Review 2015-2016 (forthcoming)*
- *Forests and Water: Valuation and Payments for Forest Ecosystem Services (forthcoming)*
- *Wood Energy in the UNECE Region: Analysis of JWEE Results (forthcoming)*
- *Sustainable Forest Management for Greener Economies in Central Asia and the Caucasus (forthcoming)*
- *Forest sector workforce and future green jobs (forthcoming)*

### B. Publications (external, as contributing authors, formal reviewers, referees or data providers)

Title: *“2013 Revised Supplementary Methods and Good Practice Guidance Arising from the Kyoto Protocol”*

Authors: IPCC, edited by T. Hiraishi, T. Krug, K. Tanabe, N. Srivastava, B. Jamsranjav, M. Fukuda and T. Troxler

Year: 2014

Title: *“State of Europe’s Forests 2015”*

Authors: Forest Europe

Year: 2015

Title: *“Global Forest Resources Assessment 2015”*

Authors: FAO

Year: 2015

Title: *“Global progress toward sustainable forest management”*

Authors: K.G. MacDicken, P. Sola, J.E. Hall, C. Sabogal, M. Tadoum and C. de Wasseige

Year: 2015

Title: *“3rd Environmental Performance Review of Georgia”*

Authors: UNECE

Year: Forthcoming

Title: *“3rd Environmental Performance Review of Belarus”*

Authors: UNECE

Year: Forthcoming

Title: *“International Recommendations for Energy Statistics”*

Authors: United Nations

Year: Forthcoming

C. Summary of web statistics (1 Jan 2014–31 Dec 2015)

	1 Jan 2014–11 Feb 2015	1 Jan 2015–31 Dec 2015
Unique page views	90,415	88,927*
Page views	125,601	124,028*
Share of UNECE page views	1.30%	1.48%
Average time on site (min)	01:24	01:26
Top 5 pages viewed (% of total page views*)	Welcome page (15.8%) Data and Statistics (11.0%) COFFI 2014 (5.2%) Meetings (3.6%) Forests for Fashion event (3.5%)	Welcome (12.2%) Data and Statistics (11.6%) Silva2015 (6.7%) Meetings (4.7%) Annual Market Reviews (3.4%)
Top 5 countries visiting (% of total visits)**	Switzerland (20.8%) Russian Federation (12.7%) United States of America (9.7%) France (6.1%) Germany (5.6%)	United States (10.5%) Germany (7.7%) Switzerland (7.0%) United Kingdom (5.1%) India (4.7%)
Top 5 downloads (2015 total: 28,759)	FPAMR 2013 (2,327) FP Statistics 2007-2011 (991) Price Table (707) FPAMR 2014 (538) Statistical Annex to FPAMR 2014 (484)	FPAMR 2014 (1,555) FPAMR 2015 (1,379) Price Table (913) FPAMR tables 2014 (698) Market Statement 2015 (612)
Top 5 meeting pages visited (% of total page views*)	Not available	Silva2015 (7.2%) IDF 2015 Forest for Food (1.7%) Working Party 2015 (1.6%) More heat with less wood (1.5%) COFFI/EFC Kazan 2014 (1.0%)
Other pages of interest (page views; % of total views*)	Not available	FPAMR 2015 Annex (0.9%) Documents by country (1.3%) JWEE (0.8%) FPM market reports (0.8%) MIS energy guide (0.7%)
Summary by topic (sum of page views; % of total views*)***		General (32,063; 25.9%) Stats (22,412; 18.1%) Markets (17,096; 13.8%) Resources (7,649; 6.2%) COFFI/EFC (7,151; 5.8%) Communication (5,434; 4.4%) Energy (3,950; 3.2%) Policy (1,681; 1.4%) Outlook (992; 0.8%) Fire (675; 0.5%)
Forest Information Billboard (sum of page views)		
<u>Sum of all 4 issues</u>	<u>803</u>	<u>1,120</u>
1st issue	341	95
2nd issue	125	459
3rd issue	46	236
4th issue	291	330

FPAMR**** page visits by country**	Not available	United States 729 Sweden 621 Germany 216 Finland 192 United Kingdom 132 Russia 132 Poland 96 India 72 Ukraine 72 Italy 72 France 60 Australia 60 Austria 60 Kenya 36 Switzerland 24 Japan 24 Spain 24 China 24 Canada 12
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Notes: Visits from the United Nations Office at Geneva are excluded in all data given.

FPAMR: Forest Products Annual Market Review

JWEE: Joint Wood Energy Enquiry

\* Excluding downloads

\*\* This data derives from a limited sample base (8% of visits)

\*\*\* Includes only pages with more than 100 views

\*\*\*\* Includes publication, statistical annex, web page

Source: Google Analytics®

#### D. Major external meetings where UNECE/FAO staff provided input (Partial list)

- *Forest Europe Expert Level Meeting, 20-22 January 2015, Santiago de Compostela, Spain;*
- *Forest Europe Advisory Groups on the preparation of the State of Europe's Forests 2015 report and the review of the pan-European indicators for SFM, 11-12 February 2015, Madrid, Spain;*
- *Timber Measurement Society 2015, 8-10 April, Coeur d'Alene, Idaho, United States of America;*
- *16th Session of the UNECE Working Group on Environmental Monitoring and Assessment, 16-17 April 2015, Istanbul, Turkey;*
- *Forest Europe workshop "Updating of the Pan-European Indicators for Sustainable Forest Management", 27-29 April 2015, Madrid, Spain;*
- *Expert Consultation on Best Practices in Bioenergy Data Collection and Estimation, 28-30 April 2015, International Renewable Energy Agency (IRENA) Headquarters, Masdar City, Abu Dhabi, United Arab Emirates;*
- *UNFF11 Assessment, 4-15 May 2015, UN Headquarters, New York, United States;*
- *2nd Advisory Group Meeting, EEA report on European Forest Ecosystems, 27-28 May 2015, European Environment Agency, Copenhagen, Denmark;*
- *A Round Table promoted in the framework of EXPO 2015: Feeding the Planet, Energy for Life, 3 June 2015, Milan, Italy;*
- *43rd Annual Spring Symposium sponsored by the School of Forest Resources and Conservation, the Society of American Foresters, the Association of Consulting Foresters, and the Southern Region Council on Forest Engineering, 13-14 May 2015, "Innovations in Timber Harvesting and Utilization", Gainesville, Florida, United States of America;*
- *Forum Forestier Lémanique "Augmentation de la demande en bois-énergie - quelles conséquences pour la gestion forestière?", 21 May 2015, Trélex, Switzerland;*
- *High Level meeting on the International Boreal Forest Initiative, 29 May 2015, Rovaniemi, Finland;*

- *XIV World Forestry Congress, 6-9 September 2015, Durban, South Africa;*
- *InterEnerStat (6<sup>th</sup> meeting), International Energy Agency (IEA), 14–15 September 2015, Paris, France;*
- *International Junior Forest Contest, 28 September-1 October 2015, Moscow and Suzdal, Russian Federation;*
- *7<sup>th</sup> and Extraordinary Forest Europe Ministerial Conferences, 20-21 October 2015, Madrid, Spain;*
- *Strengthening the Contribution of Forests and Forest Certification to the Green Economy, 28 October 2015, Geneva, Switzerland;*
- *The Optimised Cascading Use of Wood workshop, 19 November 2015, Brussels, Belgium.*