

Agenda Item 5c

Work Area 3: Communication and Outreach

38th session of the Joint ECE/FAO Working Party on Forest Statistics, Economics and Management

Elina Warsta, March 24, 2016



Food and Agriculture
Organization of the
United Nations



UNECE

Major events

UNECE Committee on Forests and the Forest Industry (COFFI) and FAO European Forestry Commission (EFC) – Silva 2015

European Forest Week – November 2015, Engelberg, Switzerland

- Over 25 side events
- Event websites by UNECE/FAO Forestry and Timber Section, host country and FAO
- Two press releases, UNECE news release, IISD short article
- UNECE Facebook
- UNECE-FAO Forests Flickr: 130-250 views per picture (Silva2015 – EFW)



Other major events

- UNFF New York – May 2015: launch of publication

Forests in the ECE Region:

Trends and Challenges in Achieving the Global Objectives on Forests

Infographic video in YouTube – over 500 views

- World Forestry Congress, Durban, South Africa, September 2015, two side events:

Forest Governance - together with UNFF, Finland, Switzerland

Forest Sector Workforce - together with PEFC and Building and Woodworkers International

- International Day of Forests 2016 in Geneva





International Day of Forests

21 March 2016 – Forests and Water

- Photo exhibition at Palais des Nations 14-24 March 2016 by Jean-Jacques Kissling
- Workshop on Forests and Water (with 85 participants) 21 March 2016
- Press release, UNECE news release, blog by the UNECE Executive Secretary, published also as op-ed in Huffington Post
- UNECE Facebook & Twitter
- UNECE-FAO Forests Flickr
- Visit the event website for details



INTERNATIONAL DAY OF FORESTS
FORESTS AND WATER
21 MARCH 2016



WORKSHOP
 21 MARCH
 10:00 - 1:00 ROOM VII
 PALAIS DES NATIONS

EXHIBITION
 14 - 24 MARCH
 LA PASSERELLE PALAIS
 DES NATIONS

Workshop on Forests and Water
 21 March
 International Day of Forests

FOR MORE INFORMATION AND REGISTRATION VISIT WWW.UNECE.ORG/FORESTS












Forest Information Billboard

- Established 2013
- Four issues were published during 2015, following the schedule of previous years (March, June, September/October and December)
- The number of contributions was 18-31 short articles in each issue in 2015, average of 25
- 95-450 views per issue
- Average of 16 in 2014 and 13 in 2013
- Regular contributors from governments (national forest inventories), NGOs, international organizations and academia





Forest Communicators' Network

- 26 - 27 February 2015, Engelberg/Switzerland: Forest Communicators Network - Task Force meeting for Silva 2015 preparation
- 31 March – 01 April 2015, Vienna/Austria: Global Forest Communicators coordination meeting
- 20-22 May 2015, Barcelona/Spain: UNECE/FAO Forest Communicators' Network annual meeting held at the European Forest Institute (EFI) Barcelona Office
- 08 – 09 July 2015, Vienna/Austria: Forest Communicators Network - Task Force meeting





Forest Communicators' Network

- Communication advice for the European Forest Week 2015, the World Forestry Congress 2015 and the International Day of Forests 2016
- Best practice examples in forest communication (see Barcelona 2015 Meeting report)
- Advice to FAO for establishing FCNs in other regions - Enhanced co-operation with other regional FCNs
- Input to WFC2015
- Next meetings: FCN taskforce 11-12 April 2016 in Vienna; FCN annual meeting 29 August – 1 September 2016 in Portland, Oregon, US





Thank you

The Working Party is invited to:

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

