

ECE/FAO Team of Specialists on Forest Communication (Forest Communicators' Network)

Reference to Integrated Work Programme: Work Area 3, "Communication and outreach"

A. Objectives

To improve the ability of the forest sector to communicate effectively within and outside the sector, by:

1. Providing a forum for international interaction and cooperation in forest related communications;
2. Strengthening the ability of the Committee, the Commission and the Working Party on Forest Statistics, Economics and Management to reach out to relevant constituencies, within and outside the forest sector, including through cooperation with other Teams of Specialists;
3. Developing the professionalism of forest communicators by introducing and encouraging state of the art and innovative communication approaches, strengthening networking and supporting capacities in the region.

B. Activities

The ToS provides advice in the communication field to benefit of the forest community by:

1. Supporting COFFI and EFC in reaching out to relevant constituencies, within and outside the forest sector;
2. Developing a revised version of the Strategic Framework for Forest Communication in Europe that addresses current trends and the latest developments in the forest scene;
3. Developing a fact sheet or leaflet on the role of forests and forests products in contributing to a green economy. These materials could be used to support future forest-related awareness campaigns (i.e. International Day of Forests, European Forest Week, and other related events);
4. Advising FAO on the establishment of forest communicators networks in other world regions as well as sharing information and experience with such networks;
5. Developing a set of recommendations for promoting the educational tool on the state of forests in Europe and relevant publications or material on forest pedagogics. Involving the Forest Pedagogics Group in disseminating the tool and identifying relevant stakeholders to further develop the tool and/or translate it into other languages;
6. Cooperating with the Forest Europe Liaison Unit and other relevant institutions, organisations, processes and initiatives, on matters relevant to forest communication;
7. Identifying other communication work of relevance to forests as well as information-sharing platforms developed by civil society;
8. Developing a concept and seeking funding for a possible second (follow-up) survey on the public perception of forests and the forest sector in Europe;
9. Contributing to capacity-building activities for forest communication.

C. Expected major outputs

1. Revised version of the Strategic Framework for Forest Communication in Europe by the end of 2015;
2. Fact sheet or leaflet with key messages on the role of forests, forest products and their role in a green economy by the end of 2014;
3. Information note on the development of other regional forest communicators networks – to be included in the annual team activities' annual report;
4. Draft set of recommendations for the promotion of forest education and pedagogics by the end of 2014.

D. Background

Established/Approved by:	The ECE Committee on Forests and the Forest Industry and the FAO European Forestry Commission, Rovaniemi, Finland, 2013
Duration:	The mandate of the team was renewed for the term 2016-2017.
Methods of work:	Networking, meetings, workshops, advice on forest communication related issues, including for awareness campaigns.
Reporting:	Annually, to the Joint ECE/FAO Working Party on Forest Statistics, Economics and Management.
Team leader:	To be elected at first Team meeting.