

UNECE/FAO Project “Sustainable Forest Management for Green Economy in Central Asia and Caucasus”

Report on awareness raising campaign

Globally governments have increased the pace of change towards more sustainable development through policies for greener economies. According to the United Nations Environment Programme (UNEP), a green economy is low carbon, resource efficient, and socially inclusive. Unlocking the full potential of sustainable forestry can deliver a range of economic, social and ecological functions that play a key role in greening the economy. There are many opportunities from forestry related to increasing sources of renewable materials and energy, environmental services, more green jobs and improved livelihoods whilst enhancing biodiversity, water and soil. To fully realize the potential of forestry requires a responsive and inclusive forest sector, enabling policies and supportive institutions to help broaden opportunities related to forest management, products and services.

In October 2013, United Nations Economic Commission of Europe (UNECE) and the Food and Agricultural Organization (FAO) launched a capacity development project which aims through training and policy advisory services to assist countries in the region develop context specific strategies to more fully harness the potential of sustainable forest management for greener economies.

One of the Project components in Kazakhstan was awareness raising campaign. It was designed to raise public awareness of sustainable forest management for greener economy of Kazakhstan. The following activities were implemented under the component.

1. Child Drawing Competition was held on 12 August 2014 in Aktau among pupils of the Children's Village of Mangistau Oblast. The purpose of competition was to increase children's interest in conservation of forests and increase environmental friendliness. Total 30 children of 6 years and upward took part in the competition. The participants showed a great interest in the competition and prepared original drawings. Competition winners and all other participants received prizes and recognition gifts.



2. Round table “Sustainable forest management for green economy” was held on 18 December 2014 in Astana at the Seifullin Kazakh Agro Technical University. Teachers of the Forestry Department, postgraduates and students of the Agronomic faculty, as well as the national experts, in total 35 participants took part in the round table. Sustainable forest management for green economy, potential of natural capital for greening the economy, ecosystem services and their value, and other relevant topics were considered and discussed at the round table. The round table gave an opportunity to its participants to increase their awareness of sustainable forest management for green economy.



3. Production and dissemination of promotional items, media coverage. To increase public awareness of sustainable forest management for greener economy, as well as the main priorities and perspectives of forest sector of Kazakhstan a set of promotional items, including booklets, calendars and notepads, was produced and disseminated among the stakeholders in forest sector, including local akimats, leskhozes, students and etc. The results of workshops and trainings were covered in media through placing the press-releases and information at the official websites of project partners.

