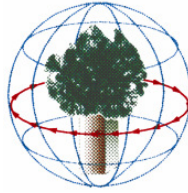




European Forestry Commission  
Food and Agriculture Organization



FAO/ECE  
Forest Communicators  
Network



Timber Committee  
Economic Commission for Europe

**Meeting of the  
Forest Communicators Network**

**September 6 – 8, 2006, Valsain/Spain**

**Preliminary  
AGENDA**

**Tuesday, 5 September**

Arrival of participants. Transfer from Madrid to Valsain.

**Wednesday, 6 September**

***Tools, Tips, Techniques for Communicators***

The full day is dedicated to a Train the Trainers Workshop conducted by Mr. Bob Burt from Natural Resources Canada and Mr. Colin Morton from the UK Forestry Commission in co-operation with other FCN members. It will help participants to improve their knowledge and skills concerning forest related communications and should enable them to teach others in this field. The Workshop will put a special focus on Strategic Communication Planning and Issue Management.

**Thursday, 7 September**

## ***Communication Opportunities, Challenges and Strategies***

The meeting will analyse and discuss communication opportunities, challenges and strategies on the following issues based on respective presentations:

➤ **Forest Fires**

Presentations by Spain, Canada e. a.

➤ **Wood Supply, Bioenergy and Climate Change**

Presentations by experts and interest groups.

➤ **Forests and Water**

The meeting is expected to formulate specific recommendations for the up-coming 5<sup>th</sup> Ministerial Conference on the Protection of Forests in Europe scheduled for fall 2007 in Warsaw/Poland.

➤ **The forest Science/Policy/Communication interface**

The meeting will explore the potential for linkages and cooperation with ongoing initiatives and processes.

➤ **Forest Certification**

Presentation by Spain

## ***International Conference on Forest Policy Communication***

The FCN Working Group will present the concept for an international conference on forest policy communication for discussion. According to the FCN mandate this conference is to be conducted for decision makers, policy experts and communications specialists by 2008. The main objective of this conference is to improve the forest and forest industries sectors effectiveness in communicating internally as well as cross-sectorally.

## ***Success Stories***

Participants will have opportunity to share success stories and lessons learned regarding forest communication activities, such as

- PR development for the Ministerial Conference on the Protection of Forests in Europe (presented by Poland)
- PR course for foresters (presented by Switzerland)
- Forest communication and EU-Presidency (presented by Finland)
- Evaluation of communication campaign against illegal dumping of waste in forests (presented by Latvia)
- New ways of business reporting by the state forest enterprise (presented by Austria)
- e. a.

**Friday, 8 September**

***Study Tour***

Practical examples of forest related communication activities around Valsain will be demonstrated and discussed.

**Saturday 9 September**

Departure of participants. Transfer back to Madrid.

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