



European Forestry Commission
Food and Agriculture Organization



FAO/ECE
Forest Communicators
Network



Timber Committee
Economic Commission for Europe

Meeting of the
Forest Communicators Network

October 9 – 11, 2007, Bled/Slovenia

Invitation

Dear colleague,

I have the pleasure to invite you cordially to the meeting of the FAO-ECE Forest Communicators Network (FCN), held from 9 – 11 October 2007 in Bled/Slovenia. The meeting is kindly hosted by the Slovenian Ministry of Agriculture, Forestry and Food, and organised in cooperation with the Slovenian Forestry Service.

Bled is located in the north-western part of Slovenia, at the foot of the Julian Alps. Transportation between the meeting venue and the nearest International Airport at Ljubljana/Brnik will be provided on 8 October and 12 October 2007. A registration form and further information concerning travel arrangements and the meeting logistics will be provided soon.

The working language of the meeting will be English. Please find attached some background information on the FCN as well as on the objectives and the preliminary agenda of the upcoming meeting. A detailed agenda will be sent out soon.

As this network is not a closed group, but based on open and broad interaction, I encourage you to pass this invitation also to other colleagues dealing with or interested in public relations and communications with regard to forests, forest management and forest based products.

With best regards

Ingwald Gschwandtl
Leader of the Forest Communicators Network

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Objectives of the Meeting and Preliminary Agenda

The meeting will bring together forest communicators from the whole ECE region (Europe and North America) to discuss issues and to develop solutions in the context of the networks mandate. The meeting provides a unique forum to

- share information and views on topical forest related issues,
- identify communication opportunities and challenges for the forest and forest industries sector,
- develop strategic approaches for effective forest related communications,
- present success stories and lessons learned,
- build contacts and alliances throughout the ECE region.

The meeting will deal in particular with the following topics:

- Tools, tips and techniques for communicators
(a full day Train the Trainers Workshop)
- Communication opportunities, challenges and strategies
Among other issues and events
 - 5th Ministerial Conference on the Protection of Forests in Europe)
 - Forest related environmental education
- New FCN outputs
 - Guide on Best Practices in Forest Sector Communication
 - Report on Consumer Attitudes towards Forest Based Products
- Success stories and lessons learned
 - Various examples presented by participants

About the Forest Communicators Network

The Forest Communicators Network (FCN) was established by the UN ECE Timber Committee (TC) and the FAO European Forestry Commission (EFC) with the overall goal to improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector, and to raise the awareness of sector policy makers of the potential of effective communication strategies and tools.

The FCN is expected to carry out the following tasks till 2008:

- Elaborate a guide on best practices in forest sector communication;
- Conduct an international conference on communication in forest sector policy;
- Publish a report on consumer attitudes towards forest products;
- Provide assistance to the joint Secretariat of the UN-ECE Timber Committee (TC) and the FAO European Forestry Commission (EFC) in improving communication.

Participation in the FCN is open to all sharing the concern about its common objectives and tasks. Currently the contact data base of the network contains more than 120 persons from 30 countries representing both, government and private sector organisations.

The network has formed subgroups to deal with specific issues, produced a number of publications, held meetings and conducted Train the Trainers Seminars in different countries of the ECE region.

So far the FCN has to build its activities entirely on voluntary contributions and inputs of individuals, countries and organisations in terms of expertise, man power and finances. These inputs together with synergies created through co-operations with other actors, such as the Ministerial Conference on the Protection of Forests in Europe, The European Forest Institute and the Team of Specialists on Public Participation have generated a climate of remarkable productivity.

The Secretariat of the EFC/TC in Geneva hosts the internet website, and supports the networks activities through maintaining the contact data base and providing the link to the EFC, the TC and other committees and teams.

More information on the network may be found at

<http://www.unece.org/trade/timber/pr/pr.htm>

and

www.mcpfe.com
