



UN-ECE/FAO

Forest Communicators Network

Meeting

in Bilbao/Spain, May 13 – 15, 2008,

AGENDA

Monday, 12 May

Arrival of participants.

Tuesday, 13 May

Opening

- Welcome addresses:
 - Mr. Martin Ascacibar, Director of Innovation and Technology, Department of Agriculture, Basque Government
 - Mr. Peli Manterola, Forestry Director of Bizkaia
 - Mr. Inazio Martínez de Arano, Executive President of the USSE
- Introduction by Mr. Ingwald Gschwandtl, Leader of the FCN
- Key note presentation by Colin Morton from the UK Forestry Commission
‘Forests and Climate Change - a Convenient Truth’

Communicating Climate Change

- **What people think, what they should know
and what we don't know**

Ewald Rametsteiner

- **Promoting wood**

Alan Kocher	Switzerland
Kurt Zweifel	PROHOLZ Austria
Ana Noriega	PEFC Spain

European Forest Week-08

- **Objectives, message, events**

Update by Ingwald Gschwandtl

- **Getting national actors on board**

Workshop conducted by Katia Meunier-Caille and Gerda Wolfrum

- Sharing information on what is planned
- Generating ideas on what could be done
- Establishing a useful information base on national activities

Wednesday, 14 May

Tools, Tips and Techniques for Communicators

Training course on

- **News release writing**
Trainer: Charlton Clark
- **Organising visitors tours**
Trainer: Kai Lintunen
- **Big event planning**
Trainer: Marta Gaworska

Communication Opportunities, Challenges and Strategies

Contributing to the EU Forest Action Plan

- Forest Pedagogics - Best practice in forest related environmental education
Thomas Baschny
- Strategic aspects of forest communication in Europe
Tamas Szedlak and Ingwald Gschwandtl

Communicating the Ministerial Conference on the Protection of Forests in Europe

- Kristin Dawes, Liaison Unit Oslo

Best Practice in Forest Related Communication

- Gerben Janse, European Forest Owners Association, Brussels

Success Stories and Lessons Learned

Representatives of countries and institutions share communication experiences.

- "Communication for a variety of target groups"
Joana Bateira, Forest Association of Portugal FORESTIS
- Training courses for active foresters "Tips for better communication with the public"
Alan Kocher, Switzerland
- "Communicating from the forest" – how to communicate with forest owners
The Forest Owners Association of Navarra
- Forest Communication in Castilla y León
Silvia Fernández, Communication Department FAFCYLE-PROFOR
- Presentation of videos that show life, work and ideas of forest owners in various regions of Portugal, France and Spain
USSE/EUROSILVASUR
- Sustainable procurement of wood and paper products
James Griffiths, World Business Council for Sustainable Development
- PR activities of CNDB
Béatrice TEXIER, Comité National pour le Développement du Bois
- SLovak Forestry Days
Ludmila Marusakova, National Forest Centre, Slovakia

FCN business

- New mandate, including FCN officers
- Next meetings
- Any other business

19:00 Conclusion

Thursday, 15 May

Study Tour

Practical examples of forest management and forest related communication activities

Welcome in the Town Hall of Amurrio.

Presentation of the Municipality of Amurrio on their Approach to Sustainable Forest Management.

Visit to the Educational Forest Area of Kuskumendi:

Walk on forest trail with explanations and discussions of different points of interest, special focus on:

- public participation
- communication

Visit of forest sites with explanations on forest management, silviculture, road management, landscape, cattle management in the forest, and other forest goods and services.
