



UN-ECE/FAO

Forest Communicators Network

Bilbao, 15 May, 2008

FCN mandate 2008 to 2013

**Proposal for approval by the
ECE Timber Committee and the
FAO European Forestry Commission**

1. JUSTIFICATION

1.1. FCN has over-fulfilled its mandate for 2004-2008

More PR related work has been requested than envisaged in 2004. The FCN took up work on request by the bureaus of TC and EFC, and the GCC of the MCPFE in addition to the tasks set out in its mandate (in particular on the European Forest Week 2008 and for the 5th MCPFE in Warsaw).

FCN has made remarkable impact on forestry in the region through its outputs and activities

➤ Enhanced PR-Capacity in TC/EFC member countries

Train the Trainers Workshops (Tools, Tips and Techniques for communicators) and technical meetings in Sofia/Bulgaria, Bialowiesa/Poland, Valsain/Spain, Bled/Slovenia: Between October 2005 and October 2007 all together 161 people from some 20 countries and 10 international Organisations and Institutions participated. More is to come till October 2008 (workshops and meetings are scheduled for Bilbao/Spain, Rambouillet/France, FAO Headquarters Rome).

➤ Improved knowledge base for forest related communications

- Report on public perception concerning wood and its uses published in January 2008 together with MCPFE, available at the Liaison Unit Oslo.
- Guide on Best Practice in Forest Communication to be published in May 2008.

➤ Strengthened forest communication at Pan-European level

- Strategic communication approach for the fifth MCPFE

FCN worked with the Liaison Unit Warsaw on the communication strategy for the fifth MCPFE, formulated the main messages and helped communicate to the national level.

- Enhanced communication component for the upcoming European Forest Week 2008
 - FCN advised and supported the Organising Committee in
 - defining the communication objectives
 - formulating the core messages
 - developing the logo and the graphic design
 - setting up a web site
 - elaborating a communications tool kit
 - encouraging national activities
- Communication advice for the TC/EFC secretariat
 - FCN members (Bob Burt, Colin Morton, Kai Lintunen) worked with the Secretariat in Geneva on ways to improve their PR activities

1.2. New issues and fresh demands suggest continued work and a new mandate

1. **New issues** of public concern (in particular the role of forests in climate change, bio-energy production and water cycles) create new communication challenges and opportunities for the forest based sectors;
2. There is **fresh demands** for strengthened regional cooperation in forest related communication from the MCPFE, the TC/EFC and the European Community
 - The Warsaw Declaration and Resolutions of the fifth MCPFE call specifically for increased communication efforts;
 - The European Forest Week concept and the International Year of Forests 2011 require strategic communication approaches;
 - The EU Forest Action Plan strives for increased forest related coordination and communication, the European Commission and the EU Member States have signalled interest in working closely with the FCN;
 - FCN activities are highly attractive to many:
 - Increasing number of participants in workshops and meetings
 - Positive responses from partners (e. g. TC and EFC bureaus and secretariat, MCPFE, European Commission, EFI, UNFF Secretariat)
 - Increasing number of countries offering to host workshops and meetings (e. g. Spain, France, Switzerland)
 - Increasing requests for advice and cooperation (e. g. European Community, Forest Based Industries)

The draft mandate attached responds to new issues and demands with concrete actions. An official mandate is necessary to allow countries and organisations to participate in and to support FCN's work. More administrative support by the TC/EFC Secretariat will be needed.

2. DRAFT MANDATE (as of May 15, 2008)

<p>UNECE / FAO TEAM OF SPECIALISTS</p> <p><i>FOREST COMMUNICATORS NETWORK</i></p>	
A. OBJECTIVES	
<p>To improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector, through</p> <ol style="list-style-type: none"> 1. Providing a forum for international interaction and cooperation in forest related communications 2. Developing professionalism of forest communicators by introducing and encouraging state of the art communication approaches 	
<p>EXPECTED MAJOR OUTPUTS:</p> <ul style="list-style-type: none"> • European forest communication strategy; • Gap analyses of existing opinion research and proposal for improving monitoring and regular analyses on public perception concerning forests, their management and related products; • European Forest Pedagogics Concept based on best practice examples, common principles and quality standards for forest related environmental education; • Follow up to the Pan-European Forest Week 2008 (follow up media work; evaluation of achievements and lessons learned; improved concept for future activities); • Preparations for the International Year of Forests 2011 (raising awareness in the region; developing a strategic outline for concerted activities of local, regional and global relevance); • Contributions to the EU Forest Action Plan, in particular on forest related environmental education and on a European forest communication strategy; • PR advice to TC/EFC bureaus and joint secretariat, to the Team of Specialists on Forest Products Markets and Marketing as well as to other Teams of Specialists on request; • PR advice to the MCPFE Liaison Unit Oslo upon request; • Building PR capacity in TC /EFC member countries through conducting workshops, sharing examples of best practice and holding topical meetings. 	
ESTABLISHED / APPROVED BY	Joint session of the UNECE Timber Committee and FAO European Forestry Commission, Rome, 21 to 24 October 2008
DURATION	From 2008 to 2013
METHODS OF WORK	Meetings, workshops and policy advice
REPORTING	To annual Bureaux meetings
TEAM LEADER	Mr. Ingwald Gschwandtl (Austria) and Deputy Leaders, Ms. Marta Gaworska (Poland), Mr. Colin Morton (United Kingdom), Mr. Kai Lintunen (Finland) and Mr. Tomass Kotovics (Latvia)
RESPONSIBLE SECRETARIAT MEMBER	