



UN-ECE/FAO

Forest Communicators Network

Summary Report on FCN activities and achievements in the years 2004 to 2008

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, Bialowiesza/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

New issues and fresh demands require continued work

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 advise and cooperation (e. g. European Community, Forest Based Industries)

The new mandate approved for the period 2008 to 2013 by the UNECE Timber Committee and the FAO European Forestry Commission at the European Forest Week, 21 to 24 October 2008 in Rome responds to new issues and demands with concrete actions.
