



European Forestry Commission  
Food and Agriculture  
Organization



FAO/ECE  
Forest Communicators  
Network



Timber Committee  
Economic Commission for  
Europe

**13th Meeting of the**

## **FAO-ECE Forest Communicators Network**

**October 3 - 6 2005, Bialowieza, Poland**

**INVITATION**

The 13<sup>th</sup> meeting of the FAO-ECE Forest Communicators Network is hosted by the Ministry of the Environment of Poland and will be organized by the Polish State Forests National Holding in co-operation with the State Forests Information Centre.

You are cordially invited to participate in the meeting and/or to pass this invitation to other colleagues dealing with or being interested in public relations and communications regarding forests and forest based products.

### About the FAO-ECE Forest Communicators Network

The FAO-ECE Forest Communicators Network (FCN) was established by the UN ECE Timber Committee (TC) and the FAO European Forestry Commission (EFC) in support of 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 current mandate of the FCN is given till 2008 to carry out the following tasks:

- Elaborate a guide on best practices in forest sector communication (2005);
- Conduct a seminar on communication in forest sector policy (based on earlier outputs by FCN, including studies of public perceptions, “train the trainers”

- workshops, best practices guide, etc.), with participation of sector policy makers and analysts;
- Provide assistance to the UNECE/FAO secretariat in improving communication about integrated programme, and to team of specialists on gender in forestry and other teams, as requested;
  - Publish a report on consumer attitudes towards forest products.

Participation in the FCN is open to all, sharing the common objectives and the concern about the above mentioned tasks. The team has established a communication network throughout the ECE region, formed subgroups to deal with specific issues and produced a number of publications. The team conducted meetings in different countries of the ECE region, to exchange information on selected topics, to develop concepts, to take stock on achievements and to decide on further activities.

Concerning resources the FCN builds completely on voluntary contributions by 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 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.

Currently the contact data base of the network contains over 120 persons from 30 countries out of the ECE region (Europe and North America) representing both, governmental and private sector organisations. More information on the network may be found under <http://www.unece.org/trade/timber/pr/pr.htm>

### Objectives of the Meeting

The meeting will bring together forest communicators from the whole ECE region with the task to discuss and develop solutions in the context of the networks mandate.

The meeting provides a unique forum for

- exchange of information and views on topical issues and strategic approaches concerning public relations in the forest and forest industries sector,
- presenting success stories and lessons learned, and
- building contacts and alliances with regard to forest related communications throughout the ECE region (Europe and North America).

Programm
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**October 3, 2005**

- **Registration, welcome and opening**
- **Train the Trainers Workshop on forest related communications:**  
Conducted by Mr. Bob Burt from Natural Resources Canada and Colin Morton from the UK Forestry Commission in co-operation with other FCN members. The workshop will introduce basic concepts and practical examples of strategic communications planning, issue management and crisis management with relevance to forest and forest industries issues. It aims towards enabling participants to act as instructors for forest communications.

**October 4, 2005**

- **Train the Trainers Workshop on forest related communications:**  
Continuation

**October 5, 2005**

- **Study Tour to the Bialowieza Promotional Forest Complex and the Bialowieza National Park:**  
Demonstration of practical examples of activities carried out by the Forest Service within the Bialowieza Promotional Forest Complex will provide an opportunity to discuss many aspects of public relations in forestry. This will be followed by a visit to Bialowieza National Park, the largest and best-preserved pristine European forest, which is on the lists of the World Biosphere Reserves (since 1977) and UNESCO World Heritage (since 1979).

**October 6, 2005**

- **FCN SESSION focussing e. g. on the following issues:**
  - Consumer attitudes towards forest based industries and their products  
(Findings of a study carried out by Ewald Rametsteiner – Austria)
  - European Co-operation and Networking in Forest Communication  
(Analyses carried out by Gerben Janse – European Forest Institute)
  - Communication challenges concerning paper industries and products  
(Presentations by WWF and CEPI)

- Preparations for an International Seminar regarding Communication in Forest Sector Policy  
(dealing among other issues with adequate communications means for cross-sectoral co-operation, best practices in forest related communications, consumer attitudes, communications skills and tools for effect and efficiency)
- Activities of countries and organisations  
(Presentations by participants on specific communications activities of general interest)

A detailed agenda will be sent out in due time before the meeting.

For any questions concerning the agenda please contact the leader of the FCN:

*Mr. Ingwald Gschwandtl*  
*Federal Ministry of Agriculture, Forestry,*  
*Environment and Water Management*  
*Marxergasse 2*  
*A-1030 Vienna, Austria*  
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*Fax: +43 (0)1 711 007399*  
*e-mail: [ingwald.gschwandtl@lebensministerium.at](mailto:ingwald.gschwandtl@lebensministerium.at)*

Logistics
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**Working language**

The working language of the meeting will be English.

**Travelling arrangements**

Participants will be welcomed at the **Warsaw Airport**. Transportation will be provided from Warsaw Airport to Białowieża on 2 October 2005 and from Białowieża to Warsaw Airport on 6 October, 2005. Leaving for Białowieża is planned for October 2 at 17:30 and the trip will take approximately 3.5 hours. The participants will be transported back to the Warsaw Airport on 6 October 2005 (arrival time planned for 17:00).

**Meeting Venue and Accommodation**

The meeting will take place at

*Best Western - Żubrówka Hotel*  
*ul. Olgi Gabiec 6*  
*17-230 Białowieża*  
*Tel. + 48 85 68 12 303*  
*Fax. +48 85 68 12 570*  
*e-mail: [repcja@hotel-zubrowka.pl](mailto:repcja@hotel-zubrowka.pl)*  
*<http://hotel-zubrowka.pl/>*

Participants are responsible for booking their own accommodation. Organizers recommend the venue place – the Hotel Żubrówka, which offers the following special accommodation rates and where to transportation will be provided:

**Rates:**

Single 200 PLN – about 50 EURO  
Double 220 PLN – about 55 EURO

Breakfast and VAT are included.

Please kindly note that the Hotel Reservation Form (attached) should be sent by fax (+48 85 681 25 70) by 5<sup>th</sup> September 2005 at the latest.

Additional information on a possibility of future assistance for travelling arrangements will be provided in due time before the meeting.

**Costs**

Costs of accommodation and evening meals are to be covered by participants (except for one reception).

Registration fee is 130.00 EURO and includes transportation, study tour, lunch and coffee, conference room, and should be paid not later than 10<sup>th</sup> of September, 2005. The bank account number is:

Bank Ochrony Srodowiska SA II Oddzial/Warszawa  
Al.Solidarnosci 104  
00-958 Warszawa  
swift code: EBOSPLPW157  
account number: 42 1540 1157 2001 6612 0610 0005

Participants not attending all meeting days are kindly requested to contact the organisers to clarify their rate.

### **Registration**

A registration form is attached. Please return it by fax or e-mail to the indicated addresses.

### **Deadlines**

Deadline for registration and booking of the accommodation is **September 5, 2005**.

For further questions concerning logistics and participation please contact

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