



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**

### **REPORT**

#### **MAIN OUTCOMES**

The 13<sup>th</sup> meeting of the FAO-ECE Forest Communicators Network was hosted by the Ministry of the Environment of Poland and organized by the Polish State Forests National Holding in co-operation with the State Forests Information Centre. 41 people from 15 countries participated. The meeting was chaired by Mr. Ingwald Gschwandtl from Austria, Leader of the FCN.

The meeting elaborated a first outline for an international event on communication in forest sector policy, which according to the FCN's mandate is to be conducted by 2008. First views concerning objectives, participation, strategy, content and outputs of such an event were presented. A steering team was formed (Brita Pajari – EFI, Marta Gaworska – MCPFE, Alan Kocher – Switzerland, Kai Lintunen – Finland, Bob Burt – Canada, Colin Morton - UK and Tomas Kotovics – Latvia and Ingwald Gschwandtl – Austria), to develop further the concept and to consult with potential actors and sponsors. This team will present a concept for further deliberations to the FCN at the next meeting.

A subgroup was established, led by Mr. Gerben Janse (EFI), to start preparations for a guide on best practices in forest communications. The group will capitalize on existing material, such as examples already collected by Mr. Bob Burt (Canada) and will build on lessons learned and success stories of FCN participants. The outcome will be fed into the above mentioned international event.

Mr. Ewald Rametsteiner outlined the procedure for elaborating the second part of a study on consumer attitudes, which will specifically focus on the public perceptions concerning forest products and the forest industry. A questionnaire was sent out

recently to the FCN in order to collect results of as many as possible available opinion surveys, carried out by different institutions in the ECE region. Response is coming in already. The meeting participants identified several additional information sources. The material will be aggregated to a concise report, which will also provide substance for the above mentioned international event.

Spain offered to host the next FCN meeting in 2006, date and location to be specified. Ireland and Slovenia expressed interest in hosting a future meeting.

## **AGENDA**

### **October 3, 2005**

- **Introduction**
  - Objectives of the meeting  
Mr. Ingwald Gschwandtl - Austria  
Leader of the FCN
  - Reports about most recent FCN activities
    - FCN meeting at the Forest and Paper Summit in June 2005 in Vancouver/BC/Canada  
Mr. Kai Lintunen - Finland
    - Meeting of FCN experts with the Secretariate of the Timber Committee in Geneva  
Mr. Colin Morton – UK
- **Poland's State Forests – the promoter of sustainable forest management**  
Mr. Janusz Zalewski  
Deputy Director General of the Polish State Forests National Holding
- **PR structure and activities of the Polish State Forests National Holding**  
Mr. Przemysław Przybylski  
Spokesperson of the Polish State Forests National Holding
- **European Co-operation and Networking in Forest Communication**  
Presentation and discussion of an analyses carried out by  
Mr. Gerben Janse – European Forest Institute
- **European Forest Academy**  
Views and ideas on a new european communications concept presented for discussion by  
Mr. Kai Lintunen – Finland
- **European Consumers and their Attitudes towards Wood, Substitution Materials and the image of Forest Industries**  
State of preparation for a report, presented by

Mr. Ewald Rametsteiner – Austria

➤ **International workshop/seminar**

**Communication in Forest Sector Policy**

Brain storming session to start preparations for an international event dealing among other issues with adequate communications means and strategies for cross-sectoral co-operation, best practices in forest related communications, consumer attitudes on forests and forest based products, communication skills and tools for more effect and efficiency. The FCN is requested by its mandate to conduct such a workshop by 2008.

**October 4, 2005**

➤ **Train the Trainers Workshop on forest related communications  
Special Focus: Handling Media**

Conducted by Mr. Bob Burt from Natural Resources Canada, Mr. Kai Lintunen from the Finish Forest Association, Mr. Colin Morton and Mr. Charlton Clark from the UK Forestry Commission in co-operation with other FCN members. Train the Trainers workshops are conducted by the FCN to introduce basic communications concepts and tools with relevance to forest and forest industries issues. They aim towards enabling participants to act as instructors for forest communications. This year's focus is on how to work with print and electronic media to gain better access and get messages out better.

**October 5, 2005**

➤ **Study Tour to the Bialowieza Promotional Forest Complex  
and the Bialowieza National Park:**

Demonstration of activities carried out by the Forest Service within the Bialowieza Promotional Forest Complex providing an opportunity to discuss various aspects of public relations in forestry, followed by a visit to the Bialowieza National Park, the largest preserved pristine European forest, which is on the list of the World Biosphere Reserves (since 1977) and UNESCO World Heritage (since 1979).

**October 6, 2005**

➤ **Forest communication challenges from an NGO's perspective**

(e. g. Illegal logging and related trade, forest certification, paper industries and products)

Ms. Helma Brandlmaier - WWF

➤ **Best practices in Forest Communications**

- ‘Training, networking and partnerships’  
First International Forestry Training Centres Conference  
La Bastide des Jourdans/France, February 2005  
Mr. Alan Kocher - Switzerland
  - PR and advertizing campain ‘Clean Forest’  
Mr. Tomass Kotovics - Latvia
  - Using the issue of wildfire as a communications tool  
Mr. Bob Burt – Canada
  - Forest visitors Information campagne
    - dangers in storm damaged forests
    - forest access for disabled visitors
    - visitor studiesMs. Katarina Ekberg - Sweden
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