



Pro-Memoria

Forest Communicators Network European Forest Week Sub-group meeting

Rambouillet, France

10-11 July 2008

Present:

Meeting Chair

Ingwald Gschwandtl (MOA Austria)

Reporting for co-organizers

Maria Casa (FAO)

Christopher Prins (UNECE/TC, Geneva)

Kristin Dawes (MCPFE)

Alain Chaudron (MOA France) and Jean-Pierre Haber (EC) – reporting on Brussels events

FCN members

Bernard de Galembert (CEPI)

Borut Debevc (Slovenia Forest Service)

Gerda Wolfrum (IUFRO)

Ivar Legallais-Korsbakken (Norwegian Forest Owners' Association)

Kai Lintunen (Finnish Forest Association)

Katia Meunier-Caille (MOA France)

Thomas Baschny (MOA Austria)

Spas Todorov (State Forestry Agency, Bulgaria)

Claire Leblanc (Office National des Forêts, France)

Rapporteur: Maria Casa and Ingwald Gschwandtl

Purpose of the meeting: the Forest Communicators Network European Forest Week Sub-group and representatives from co-organizers of the European Forest Week met to update one another on preparations for the Week (20-21 October 2008) and discuss the next steps. The focus was on National events (also referred to as in-Country activities in this report).

The following reports were given:

- Kit Prins on the latest Organizing Committee meeting
- Jean-Pierre Haber and Alain Chaudron on Brussels events
- Kristin Dawes on MCPFE preparations
- Maria Casa on FAO preparations, with an emphasis on the EFW website
- Gerda Wolfrum on the analysis of the National Events Questionnaire
- All other FCN members – each reported on developments in their country for EFW

Brussels events

Jean-Pierre Haber reported on ECOSOC events and Alain Chaudron on Presidency event in Brussels.

Follow-up: Tiina Vahanen and Maria will contact Seppo Kallio for further information on Brussels events to post on the website. Alain will advise Maria when Presidency events information is on the web so that she may make the appropriate links from the EFW site.

Convenient Truth Climate change video

There was great interest in the Convenient Truth video and much discussion on ways to use it. Questions included:

- Can the text be made available to the FCN to translate into other languages?
- Can we make source files available to dub over?
- Can we present the DVD in Rome during EFW?
- Can we make it available through the EFW website?
- Can we cut it to make a 5 minute version? (intro/conclusion only?)
- Can we get European airlines to run it?
- Can we write up a pedagogical instruction sheet to go with it?

Follow-up: Maria will discuss these questions with Andrea Perlis (out of the office until 18 July) and report back to FCN subgroup.

Exhibits

Ideas for in-Country activity exhibits in Rome during EFW include posters, recordings of forest sounds, photos, a forest cinema, a banner on the FAO building and a giant chair!!!

Follow-up: FAO will not be able to cover the costs of exhibitions, but Maria will get price lists and report back to subgroup for further discussion.

FCN policy dialogue

The organization of a policy dialogue in Rome either by FCN members themselves or by journalists discussing forest coverage was talked about.

Follow up: FCN members with Tiina Vahanen to book an event. Jean-Pierre Haber for contacts with Journalists (slides on importance of communicating).

Leaflets

In an effort to provide as much material as possible to organizers of in-country activities as well as to the general public, it would be desirable to have as many leaflets as possible. FCN contributions to leaflets include:

- CEPI Forest facts
- State of Europe's Forests executive summary
- IUFRO fact sheets on forest and water and Forest and energy (began as info for media)

Logo use

- it was agreed that use of the EFW logo signifies adherence to the week's objectives and, where pertinent, to the main messages. There was consensus that the logo should be made available without a date for use in activities that do not fall during the week. In this case it would still signify the cooperative spirit of European forest-related operators. The question of whether the logo should be made available with no lettering at all was discussed. In this case, the logo (the tree alone) would not signify anything specific and completely depend on the context it was used in.
- it was agreed that there is no need for a log-on to download the logo

Follow-up: Maria will follow-up with Wulf, Tiina, Kit, and Kristin and confirm decisions to the group regarding the use of the logo without lettering.

in-Country activities (national events)

Each FCN member reported on the list of in-country activities that they were aware would be held in their country.

Follow-up: Maria will advise FCN subgroup members when the EFW webpage for posting of national events information is functioning (hopefully 16 July!) and they will in turn inform entities they have been in contact with that it is now possible to post information directly.

Press events

Representatives of EFW co-organizers discussed press-related functions including:

- Joint press releases of 4 sponsors: possible dates include the week before to raise awareness, at the launch and at the end of the week
- Press conference during the launch (noon Tuesday?), and possibly at the end of the week.
- Daily summaries of events made available to the press in the morning
- ENB coverage

Follow-up: Maria will discuss with FAO organizing members (Wulf Killman and Tiina Vahanen and the FAO Communications Department) and inform FCN members on FAO regulations relevant to press activities as well as media lists. She will check with Wulf Killman and Tiina Vahanen on their views, then coordinate with MCPFE, UNECE/TC and EC representatives on joint press releases. Kit will report on whether Geneva can offer funding for ENB coverage.

Publicity

The most original publicity ideas for EFW were:

Ingwald: a dedicated wine label

Thomas: swiss army knives with the EFW logo

Alain: Air time (literally!) for broadcasting A Convenient Truth on European flights

Questionnaire

Gerda and Katia presented results from the National events questionnaire that was circulated in early May and responded to by 10 countries.

Follow-up: Maria will incorporate some of their questions into the post in-Country (National) activities interface on the EFW site. Gerda will send an electronic version of results and e-mails of contacts to Maria so that she may inform them that they may post information on their activities directly on the site. Gerda will also send an electronic version of the results to Ingwald, who will take care they are posted for documentary purposes at the FCN web site.

Website changes and additions

Several changes and additions were suggested for the website. They include:

- change wording where appropriate to reflect the fact that national events may be local or international as well and need not be government sponsored. National refers to the fact that the events will be held in participating European countries and not in Brussels or Rome.
- interface for posting of information on in-country activities was approved with some adjustments. This will be made operational as soon as possible – in that event that translation time holds things up, first in English only; it was proposed that information in-country activities could be posted in any original language, however, basic characteristics to be provided in English. In-country activities will be categorized userfriendly.
- add press section to navigation bar including sub-sections:
 - Contact
 - Photos with captions
 - Summary of issues
 - Photos of people
 - Quotes
- change the Media Kit name to Communication Tools and add a sub-section “links to resources”

Follow-up: Maria will make these changes to the website

Other

- automatically adding the EFW logo with a link to the site from e-mails
- maintaining the website after

Follow-up: Maria will get back to the sub-group with information on this.