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TIMBER COMMITTEE
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28 September - 1 October 1998

PROGRAMME OF WORK: ACTIVITIES ON PUBLIC RELATIONS

(Item 6 of the Provisional Agenda)

Note by the secretariat

This document briefly presents the activities of the team of specialists on public relations, and proposals for a renewed mandate. The Committee and the Commission are invited to review these activities and decide whether the mandate should be renewed and, if so, what should be included.

Introduction

1. In the interests of legibility and concision, the document on the programme of work has been kept very short and focussed on the main issues for the attention of the Committee and the Commission. The price of this is that it has not been possible to provide full reports on all activities. This is particularly the case with activities carried out informally, notably the work of teams of specialists. This document presents information on the activities of one such team, and draws the attention of the Committee and the Commission to points for decision.

FAO/ECE team of public relations specialists in the forest and forest industries sector (leader Mr. I Gschwandtl)

2. The team met in Sesimbra (Portugal) in May 1998 (report available from the secretariat) and discussed the following topics:

- potential markets for certified forest products and consequences for PR activities;
- the environmental promotion of competitors to wood paper and paperboard;
- PR activities for the Lisbon Ministerial Conference (including evaluation of the field trip from a PR perspective);
- future work.

3. As regards future work, the team is requesting an extension of its mandate, with the following specific outputs proposed in the next 18 months:

- a report on PR campaigns for wood and for substitute materials;
- assistance on PR matters for Timber Committee and EFC outputs, e.g. contribution to Lisbon conference, recommendations of workshops, report of team of specialists on recycling, energy and market interactions;
- an international forestry communicators forum in 2000
- expansion of the international network of PR specialists in the ECE region (e.g. in countries in transition)
- A PR team website within the Timber Committee site.

A proposed mandate is attached to the main programme of work document.

4. The Committee and Commission are invited to review and comment on the team's activities, and to consider whether the mandate should be extended. If so, they should review and approve the mandate in detail.