



# Work Area 3: Communication and Outreach

---



**Paolo Cravero**  
**UNECE/FAO Forestry and Timber Section**

Working Party meeting - Geneva, 18 June, 2014





# Major Events



9-13 December 2013





# Forests for Fashion - Fashion for Forests

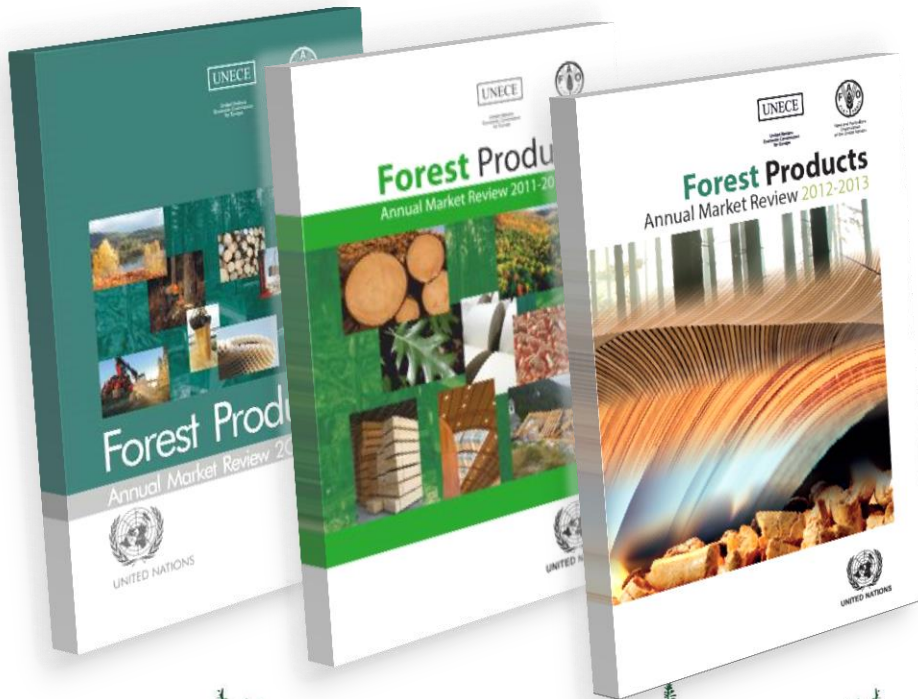






# Publications

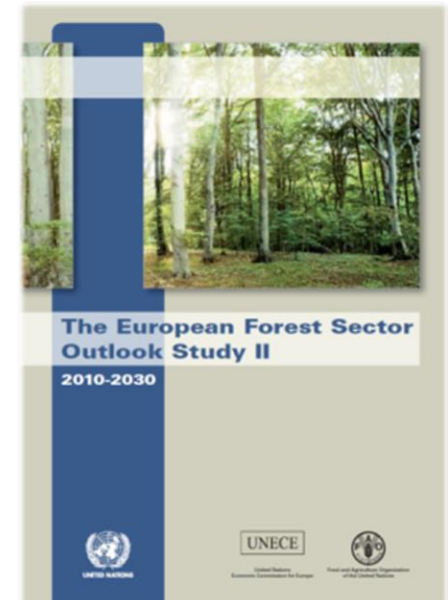
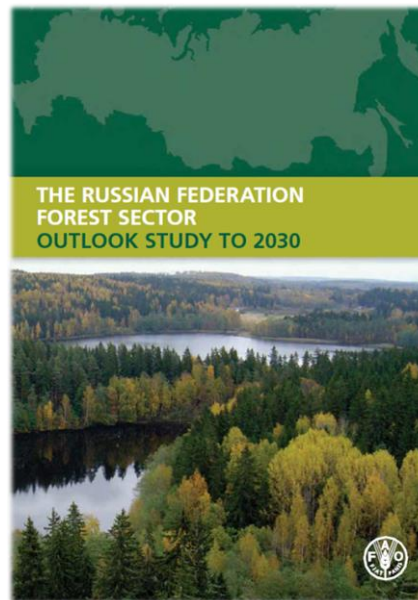
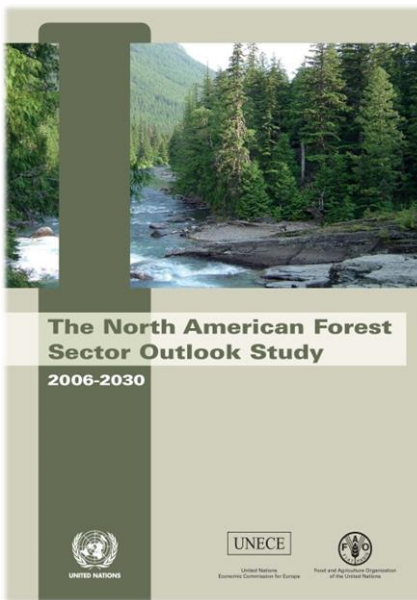
## Analysing the present





# Publications

## Looking at the future







# Press Releases, Expert Opinions and the Billboard

## List of Press Releases - 2014



### The Future of Forests –Planted, semi-natural and urban forests to prevail in 300 years (05 June 2014)

On 22 May, to celebrate the International Day of Biodiversity, the Acting Director General of UNOG and Acting Executive Secretary of UNECE, Mr. Michael Möller, buried a bottle containing a message to future generations under a tree, in the garden of the Palais. When the tree dies in 300 years, the ...



### Celebrating the International Day of Biodiversity with a forest message in a bottle (22 May 2014)

An old forester tradition is to bury a message for future generations underneath the roots when a tree is planted. The message will lie there for decades—maybe centuries—until a future generation finds it. The message becomes a time capsule for posterity that bears reflections, hopes, and ...



### We Are All Forest Dependent People (29 April 2014)

In 1958 Charles David Keeling began collecting carbon dioxide samples that became the basis for the first graph describing the build-up of carbon dioxide in the atmosphere, the Keeling Curve. This is the most known story. The less known story is that the Keeling Curve also shows the universal ...



### UNECE/FAO to help Kazakhstan develop an action plan for the forest sector in a green economy (24 April 2014)

The joint UNECE/FAO Forestry and Timber Section, has been requested by the Ministry of Environment and Water Resources of Kazakhstan to assist its Committee of Forestry and Hunting to support the elaboration of its forestry development programme and action plan, with a view to enhance its ...



### Forest Matters: from plan to action (24 April 2014)

At the invitation of the Government of the Russian Federation and with the support of the Russian Federal Forest Agency and the Ministry of Forestry of the Republic of Tatarstan, Kazan will host the 72nd Session of the UNECE Committee on Forests and the Forest Industry (COFI), from 18 to 21 ...



### Sustainable Forests for Sustainable Fashion at the UN in Geneva (24 March 2014)

Forests for fashion – Fashion for Forests, on 21 March, was an event held to celebrate and advocate the linkages between sustainable fashion and sustainable forest management, and was organized by UNECE/FAO on the occasion of the International Day of Forests. Forests and fashion are related in ...



### UNECE and FAO launch "Forests for Fashion-Fashion for Forests" initiative on International Day of Forests (11 March 2014)

Sustainable development is high on the United Nations agenda, but unfortunately, still a low priority in people's lives, and very often not a principle driving business. Promoting sustainable production and consumption patterns focus not only for political will and commitment, but also for ...



### Forests in the UNECE region: UN works as one (10 February 2014)

On 6 February, UNECE confirmed its commitment to its work on forests in partnership with FAO in the region, with the Executive Committee's decision to approve the UNECE-FAO Integrated Programme of Work on forests for the period 2014-17. The UNECE-FAO Integrated Programme of Work is a very ...

### Is wood the material of the future?

Wood should be considered the building material of the future for four reasons.

First, wood is a sustainable building material, as it is derived from a renewable source and has low embodied energy when compared with most other structural materials. The energy consumed in managing forests, harvesting trees, producing forest products and transporting lumber and other forest products to job sites is relatively small. In addition, the forest products sector is resource efficient. Any residual parts of the product can be burned to produce energy or used as a raw material in other sectors.

Second, wood is a versatile and efficient building material. According to a number of life cycle assessment comparisons, a timber-built house consumes fewer natural resources and causes less environmental impact than a similar house built from competing building materials. The wood commonly used in construction surpasses other building materials in energy efficiency through its excellent thermal performance, low heat conductivity and good insulation properties. In addition, wood, used appropriately in accordance with building standards, will usually far exceed a service life of 50 years. The wood products commonly in use in construction include sawn timber, wood-based panels and engineered wood products.

Third, wood is not only the most commonly used structural building material in the world, it is also the only carbon neutral construction material. The use of wood in construction minimizes the generation of solid waste, lessens the impact on air and water quality and reduces the generation of greenhouse gases. Growing trees extract carbon dioxide from the atmosphere, with the carbon being stored in forest products. By comparison, other competing building products all contribute to carbon emissions, thus contributing to climate change.

Fourth, wood is the only major building material that is both renewable and sustainable over the long term. Moreover, at the end of their life cycle, wood products can be used for wood energy or be disposed of without problems.

Please consider wood as the building product for your next construction or remodeling project.



Eoin O'Driscoll, BIo  
Chair

Team of Specialists on Sustainable  
Forest Product

### Forest Information Billboard

The purpose of the Forest Information Billboard is to share specific information on forest reporting including advances in reporting as well as related projects, publications and events.

March 2012, at the meeting of the Joint UNECE/FAO Working Party on Forest Statistics, Economics and Management, the need for a more frequent and regular communication on forest information relevant developments in the UNECE region was highlighted. The request was further discussed at the meeting of the Team of Specialists (ToS) on Monitoring Sustainable Forest Management in May 2012. The ToS recommended developing a regular, joint bulletin that shares existing forest related reporting initiatives among organizations and countries.

Read the full concept note and instructions for contributions [here](#).

Deadlines to provide contributions to the next issues are **15 June 2014**, **15 September 2014**, and **15 December 2014**.

Kindly send your text (max. 250 words) including links to the full source to Elna Warsta [elina\\_warsta@fao.org](mailto:elina_warsta@fao.org).

#### Forest Information Billboard

<a href="#">Issue 1</a> March 2013	<a href="#">Issue 1</a> March 2014
<a href="#">Issue 2</a> June 2013	<a href="#">Issue 2</a> June 2014
<a href="#">Issue 3</a> September 2013	<a href="#">Issue 3</a> September 2014
<a href="#">Issue 4</a> December 2013	<a href="#">Issue 4</a> December 2014





# UNECE/FAO on the media

VOGUE



Tribune  
de Genève



BBC

International  
Innovation

GFIS.net  
Global Forest Information Service

Routledge  
Taylor & Francis Group

TIMBER  
DESIGN & TECHNOLOGY

LE TEMPS

ANSAit

nature  
climate change

LA STAMPA







# Major External Meetings

- PhD Courses
- Global and Regional Workshops
- International Forums
- Scientific Conferences
- Summer Schools







# Forest Communicators Network

Annual Meeting – 23-25 April 2014 in Berlin, Germany

- The leadership of the Team of Specialists was confirmed:  
Team Leader: Mr Ingwald Gschwandtl  
Deputy Leaders: Mr Kai Lintunen, Ms Pille Rõivas, Mr Colin Morton, and Mr Tomass Kotovics.
- Communication that the 2015 European Forest Week will take place in Engelberg, Switzerland, on November 2-6.





# Forest Communicators Network

## Conclusions

- Decision to produce a two-pager to be shared with participants to SDGs meeting in Geneva on June 16.
- Creation of a Strategic Task Force around FCN leaders.
- Decision to establish a Google Group to ameliorate dialogue within the members of the FCN.
- Communication that the next meeting will take place in Barcelona in April 2015.





# Thank you for your attention



For more information visit: [unece.org/forests.html](http://unece.org/forests.html)  
Or contact: [paolo.cravero@unece.org](mailto:paolo.cravero@unece.org)







# Key questions for guidance and discussion

- *Please, provide suggestions on the possible focus and activities of the European Forest Week 2015 that will be held in Engelberg/Switzerland from 2 to 6 November 2015.*
- *Please, provide suggestions on the possible focus of the International Day of Forests 2015.*
- *Please, comment on major events and communication achievements in the past year, and provide guidance on how to further improve the activities in the work area.*
- *Please, comment on the reporting of the communication and outreach activities by the secretariat and advise on how to improve this work area.*

