



## 34th Session Joint FAO/UNECE Working Party on Forest Statistics, Economics and Management

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Presentation title: FCN ToS Self-evaluation

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## Strategic Review 2013: Results of Team of Specialists Internal Evaluation (Item 4)

### FOREST COMMUNICATORS NETWORK (FCN)



Working Party on Forest Statistics, Economics and Management



# The questionnaire

The image displays a grid of 10 pages from a questionnaire. The pages contain various questions and response options, some of which are marked with 'X' or 'Y' to indicate responses. The questions cover topics such as forest statistics, economics, and management. The layout is organized into columns and rows, with each page containing a unique set of questions and response options.

- consisting of 33 detailed questions
- to all FCN members (130 persons) + 1 reminder
- response rate: 4.6% (6 respondents)
  - Western Europe (1)
  - Central Europe (3)
  - Eastern Europe (1)
  - Southern Europe (0)
  - Private sector, anonymously (1)
- Not fully representative
- useful indications
- general positive picture
- detailed assessment in June 2012, Antalya FCN meeting





# The main findings

- Exchange of experiences and lessons learnt, building a professional network and access to tangible outputs are the main motivations mentioned for participating in the FCN. This is followed by the expectation to receive inputs and guidance for national and local implementation and for the policy dialogue. As important is also seen the regional input FCN provides at global level.
- In most cases FCN members interrelate FCN activities and outputs with the domestic agendas and institutional set up.
- Decreasing financial support is seen as a major concern with regard to FCN participation and activities.
- Keeping the issue of forest communication high on political agendas, organising attractive meetings and producing useful outputs is mentioned as response to resource constraints.



# The main findings

- Leadership and guidance for the Team are qualified fairly good.
- The mandate of the Team is quite clear, however, reporting requirements to UNECE/FAO seem to need more clarification and justification.
- All topics of the current mandate are seen as relevant, some are qualified as particularly successful and making impact, in particular the work done for the Strategic Framework, for the IYF and for the EU. Several mandate topics are seen relevant for continuation beyond the current mandate, but should be supplemented by specific projects and initiatives. This however, will also depend on availability of resources.
- Stronger involvement of some countries, including North America and Russia, is seen as desirable. As for Eastern Europe travel support for participants might solve the problem. As for North America, there seems to be a lack of interest in Europe centered communication issues.



# The main findings

- The mix of governmental, non-governmental and private sector participation is seen as balanced and fruitful.
- As for more interaction with other ToS, the possibilities seem to be limited due to the general resource constraints.
- The impact FCN work makes at different levels depends on circumstances and activities of individual members. In general FCN expertise and concepts are sought after by a number of institutions and organization, in particular the UNFF Secretariat, FAO, UNECE, the FOREST EUROPE Process and the European Union.



# Contact for questions and comments

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# FCN Mandate

**Established/ Approved by** Joint session of the UNECE Timber Committee and the FAO European Forestry Commission, Rome, 21 to 24 October 2008

**Duration** From 2010 to 2013, renewable thereafter

**Team Leader** Mr. Ingwald Gschwandtl (Austria)

**Deputy Leaders** Ms. Marta Gaworska (CEPF), Mr. Colin Morton (United Kingdom), Mr. Kai Lintunen (Finland), and Mr. Tomass Kotovics (Latvia)

**Responsible Secretariat Member** Ms. Eve Charles

## OBJECTIVE

- To improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector, through
- Providing a forum for international interaction and cooperation in forest related communications
- Developing professionalism of forest communicators by introducing and encouraging state of the art communication approaches.





## EXPECTED MAJOR OUTPUTS

- European forest communication strategy;
- Gap analyses of existing opinion research and proposal for improving monitoring and regular analyses on public perception concerning forests, their management and related products;
- European Forest Pedagogics Concept based on best practice examples, common principles and quality standards for forest related environmental education;
- Follow up to the Pan-European Forest Week 2008 (follow up media work; evaluation of achievements and lessons learned; improved concept for future activities);
- Preparations for the International Year of Forests 2011 (raising awareness in the region; developing a strategic outline for concerted activities of local, regional and global relevance); Contributions to the EU Forest Action Plan, in particular on forest related environmental education and on a European forest communication strategy;
- PR advice to TC/EFC bureaus and joint secretariat, to the Team of Specialists on Forest Products Markets and Marketing as well as to other Teams of Specialists on request;
- PR advice to the MCPFE Liaison Unit Oslo upon request;
- Building PR capacity in TC/EFC member countries through conducting workshops, sharing examples of best practice and holding topical meetings.