



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

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ToS - Forest Communicators Network (FCN) - Activities 2011/2012

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<http://www.unece.org/forests/information/fcn.html>

Objectives

To improve the ability of the forest and forest products sector to communicate effectively, by

- *providing a forum for international interaction and cooperation in forest related communication*
- *introducing and encouraging state of the art communication approaches*



Mandate 2008 to 2013

Expected Outputs (among others):

- ***Contributions to the EU Forest Action Plan, in particular on forest related environmental education and on an EU forest communication strategy***
- ***Strategic Framework for Forest Communication in Europe***



Background to the Team

Set up as ToS, but has specific nature:

- timelimited mandates have been renewed always since the mid ninetieth, as communication is a continued long term effort, that cannot succeed through one time actions or single products only.
- members not only government nominated, but broad participation through open membership policy (open to all sharing the FCN objectives).
- involves some 130 experts from governmental, non governmental and private sector organizations from 36 countries and 21 multilateral organizations. Of this some 40 experts are most active.
- limiting factor for activities and representation, particularly in eastern Europe, is lack of funding.



How does it work

- *Sharing information and expertise*
 - *Meetings*
 - *Strategic Task Force*
 - *Subgroups for specific issues*
 - *Workshops (Train the Trainers)*
 - *Publications*
 - *No resources – but enthusiasm and personal engagement of individuals and*
 - *interest by institutions to learn and interconnect*
- *Next Meeting: 19 – 21 June 2012,
Antalya/Turkey*



Strategic Framework for Forest Communication in Europe

Achievements 2011:

- a milestone output of FCN work.
- finalised in September 2011 and launched at the Joint TC/EFC Session 'Orhan 2011' in October 2011 in Antalya/Turkey.
- aims at *better informed decision making on matters relevant to forests and forestry by closing the gap between perception and facts on forests and forestry in the wider European (UNECE) region.*
- offers communication objectives, common key messages and approaches, designed to be used by governments, public and private sector institutions and organisations and stakeholders at all levels, when formulating individual forest communication programs and strategies.

Outlook 2012:

- countries and organisations are encouraged to make use of the strategic framework.
- FCN will look into ways on how to promote and accelerate its implementation.



Forest Pedagogics



Achievements 2011:

- Sub-Group on Forest Pedagogics carried out a survey and conducted several meetings
- Contributions to the pedagogic component of State of Europe's Forests 2011
- improved common understanding of the concept

Outlook 2012:

- Sub-Group will present up-date report on its activities and achievements at the FCN meeting in Antalya, including the outline of a *Common European strategy on Forest Pedagogics*.
- Collaborate with State of Europe's Forests 2011 team to strengthen teaching component



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International Year of Forests 2011



Achievements 2011:

- upon request by the UNFF Secretariat the FCN assisted in setting up the UN strategy on the IYF.
- FCN produced a set of proposals for action, in view of helping national and European organisations as well as other institutions capitalise on the IYF.
- FCN meeting in Hungary in April 2011 was used for sharing information on communication plans and activities as well as on experiences made and lessons learnt.

Outlook 2012:

- FCN meeting in Antalya will analyse lessons learned and develop follow-up plans, also with a view on how to capitalise on the International Year of Sustainable Energy 2012.



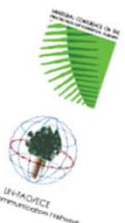
Shaping forest communication in the European Union: public perceptions of forests and forestry

Tender no. AGRI-2008-EVAL-10
Under the Framework Contract No. 30-CE-0101908/00-50

Final Report



Ewald Rametsteiner, Florian Kraxner
Europeans and Their Forests
What Do Europeans Think About Forests and Sustainable Forest Management?



Ewald Rametsteiner
Roland Oberwimmer
Ingwald Gschwandt

EUROPEANS AND WOOD
What Do Europeans Think About Wood and its Uses?
A Review of Consumer and Business Surveys in Europe



PUBLIC PERCEPTION

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Quality Control: Koen Rademackers, ECORYS

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working party on Forest Statistics, Economics and Management

Public Perception

Achievements 2011:

- FCN helped preparing and conducting the survey '**Shaping forest communication in the European Union: public perceptions of forests and forestry**' in 2009, which together with previous work by the FCN on perceptions regarding forests and wood still provides highly relevant background for identifying main components of strategic communication on forests and related products.

Outlook 2012:

- at present further work by the FCN on updating this knowledge base not possible due to lack of personal and financial resources.
- the *EU Forest Communication Strategy* suggests undertaking a regular analyses of perceptions on forests, their management and related products. FCN members will continue to call for the respective follow up.



European Forest Week

Achievements 2011:

- the FCN discussed its involvement in formulating the main messages and disseminating key findings of the European Forest Week 2008 and concluded it had been a major success in terms of a concerted communication effort. It was the first time ever that a multitude of events and activities carried out by different entities throughout the region was promoted through one central message.

Outlook 2012:

- the *Strategic Framework for Forest Communication in Europe* recommends to ‘consider establishing a regular collaborative communication campaign throughout Europe with time wise and message wise concerted actions at all levels’. The next joint meeting of the UNECE Timber Committee and the FAO European Forestry Commission, to be held in Finland in 2013, could be the driver for such an undertaking.



Building PR Capacity in Countries

Achievements and outlook:

- FCN expertise and concepts are sought after widely:
- the UNFF Secretariat seeks FCN advice frequently.
- FAO has started to multiply FCN concepts in other world regions. In fall 2011 a first workshop was carried out together with FCN experts for Latin America in Peru; in 2012 a workshop is scheduled for Africa in Tansania.
- FOREST EUROPE has been seeking FCN support regularly for setting up and implementing its communication strategy.
- FCN was invited to work with the European Union on setting up the EU Forest Communication Strategy.
- the joint TC/EFC Secretariat discusses communication issues frequently with FCN members and participates in FCN Meetings.
- the annual FCN meetings are set up for broad participation and vivid information exchange and usually have a topical in-session workshop, e. g. on green economy.
- a collection on Best Practices in Forest Communication is posted on the FCN web site.



Contact for Q&A

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Key Messages, Pan-European Forest Communication Strategy

1. Forests are vital to maintaining life on Earth. Action needs to be taken to halt global deforestation and contribute to forest restoration.
2. When managed wisely and sustainably, forests provide an endless renewable supply of materials and energy, as well as other environmental and social benefits.
3. Europe's forests are sustainably managed, growing in size and substance, are generally in good health, but need further help to counter increasing threats – largely from climate change, storms, fire, pests, and disease.
4. Europe's environmental footprint can be reduced by using sustainably produced wood and other forest derived products.



Dialogue Partners

- Decision makers from various sectors relevant to forests, like climate change, energy providers, agriculture, forest-based industries, construction industry, environment, tourism
- Opinion formers, like journalists, bloggers, teachers and celebrities
- Forest-related stakeholders
- Stakeholders from other sectors
- Young people
- Civil society organisations



How to deliver the messages?

Institutions and organisations should

- translate the strategic framework into different languages and cultural contexts
- build communication activities around the key messages
- seek strategic co-operations and partnerships
- form groups for adapting the framework and its implementation to sub-regional needs (such as the Mediterranean, Alpine, and Boreal sub-regions)
- capitalise on existing international days related to forests and support efforts to formally recognise a UN International Day of Forests
- seize the opportunity to create dialogue and reach diverse groups through different forms of media, such as facebook, twitter, blogs and other social media
- build communication capacities in the forest sector, including by integrating communication into forestry education curricula
- consider mechanisms for funding communication activities
- raise the profile of forests and forestry in school programs, including through forest pedagogic activities
- consider establishing a regular collaborative communication campaign throughout Europe with time wise and message wise concerted actions at all levels
- ensure coherent and complementary implementation of different forest-related communication strategies and programs, such as the forest communication strategies of Forest Europe and the EU



EU-wide Public Opinion Survey

June 2009

11.106 citizens

across all 27 EU-Member States
(CATI telephone interviews)

Gender:

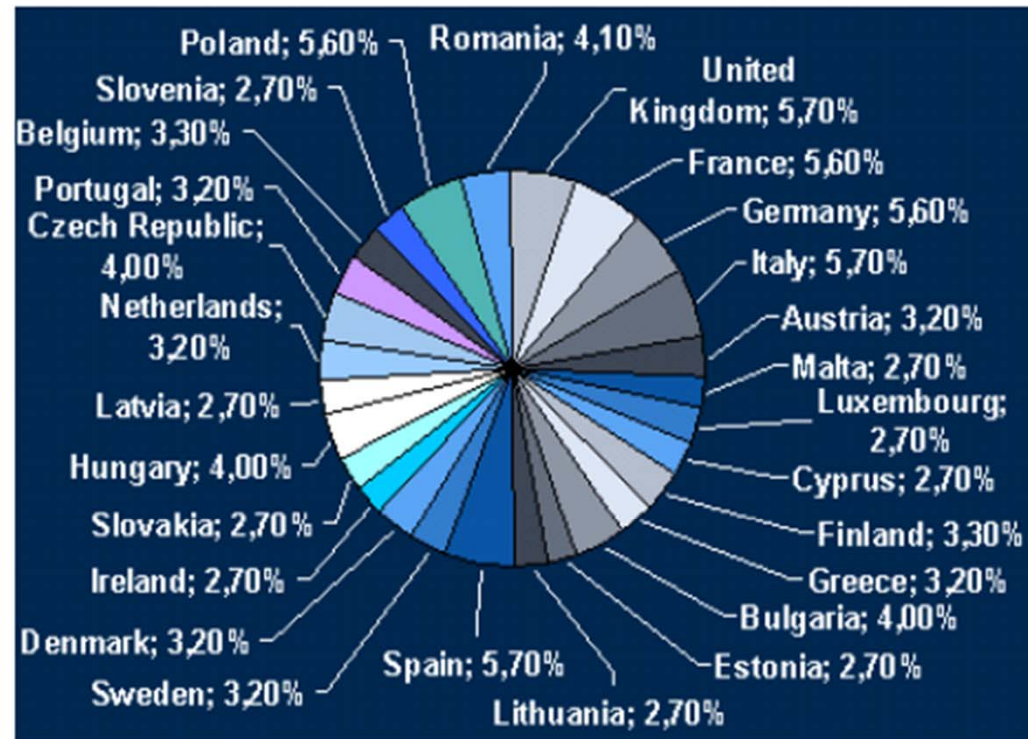
- 56,6% female and 43,4% male.

Age:

- 35,6% older than 55;
- 31,9% between 40-54;
- 23,1% between 25 and 39; and
- 9,4% between 18 and 24.

Rurality:

- 26,5% from rural areas;
- 51,1% from towns or small cities,
- 22,3% from large cities.



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Conservation and Protection

