

**DRAFT TERMS OF REFERENCE OF  
UNECE/FAO TEAM OF SPECIALISTS ON  
  
FOREST COMMUNICATION  
(FOREST COMMUNICATORS' NETWORK)**

**Reference to Joint Programme: Work Area 3**

**Programme element: XXX**

**A. OBJECTIVES:**

To improve the ability of the forest sector to communicate effectively within and outside the sector, through

1. Providing a forum for international interaction and cooperation in forest related communications;
2. Strengthening the ability of the Committee and the Commission to reach out to relevant constituencies, within and outside the forest sector;
3. Developing professionalism of forest communicators by introducing and encouraging state of the art and innovative communication approaches.

**B. ACTIVITIES:**

The ToS provides advice in the communication field to the benefit of the forest community by:

1. Supporting the Committee and the Commission in reaching out to relevant constituencies, within and outside the forest sector;
2. Developing a revised version of the Strategic Framework for Forest Communication in Europe that addresses current trends and the latest changes that occurred in the forest scene;
3. Developing a fact sheet or leaflet on the role of forests and forests products as a contribution to a green economy (climate change mitigation; use of low carbon energy and materials over high-carbon/non-renewable alternatives, innovative wood products - solid, reconstituted, fibre, products of biorefineries etc.) – These materials could be used to support future forest-related campaigns (i.e. International Day of Forests, European Forest Week, and other related events);
4. Advising FAO in establishing forest communicators networks in other world regions and share information and experiences with such networks;
5. Developing a set of recommendations for promoting the educational tool on the state of forests in Europe and relevant publications or material on forest pedagogics. Involve the Forest Pedagogics Group in disseminating the tool and identifying relevant stakeholders to further develop the tool or translate it in other languages;
6. Cooperating with the FOREST EUROPE Liaison Unit and other relevant institutions, organisations, processes and initiatives, on matters relevant to forest communication;
7. Developing a concept and seek funding for a possible second (follow-up) survey on public perception of forests and the forest sector in Europe.

**C. EXPECTED MAJOR OUTPUTS:**

*Contribute to and support the communication activities of the ECE-FAO joint programme of work in particular:*

1. Revised version of the Strategic Framework for Forest Communication in Europe by end 2015;
2. Fact sheet or leaflet with key messages on the role of forests, forest products and their role in a green economy by end 2015;
3. Information note on development of other regional forest communicators networks – to be included in the annual team activities' annual report;
4. Draft set of recommendations for the promotion of forest education and pedagogics by end 2014

**D. BACKGROUND**

The UNECE/FAO ToS on Forest Communication (Forest Communicators' Network) was established in 1994 by the UNECE Timber Committee and the FAO European Forestry Commission (EFC) with the overall objective to improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector. Participation has been open to all sharing the common objectives and willing to contribute to fulfilling its tasks. Members are therefore either nominated by TC/EFC member countries or participate on invitation by the FCN Leaders. The strategic direction of future work on forest communication is based on the review 2008-2013. 2014 will mark the beginning of the Strategic Plan covering the period 2014-2017.

<b>ESTABLISHED / APPROVED BY</b>	The ECE Timber Committee on the [Forest and Forest Industry] and the FAO European Forestry Commission, Rovaniemi, Finland, 2013.
<b>DURATION</b>	<i>From January 2014 to December 2015. Renewable to cover the full period of the programme of work (2014-2017)</i>
<b>METHODS OF WORK</b>	<i>Meetings, workshops, advice on forest communication related issues, including for awareness campaigns.</i>
<b>REPORTING</b>	Annually, to the Joint UNECE/FAO Working Party on Forest Statistics, Economics and Management
<b>TEAM LEADER</b>	To be elected at first Team meeting
<b>RESPONSIBLE SECRETARIAT MEMBER</b>	Eve Charles