



# European Forest Week

9-13 December 2013

# OUTLINE

The origin of the European Forest Week

Rationale

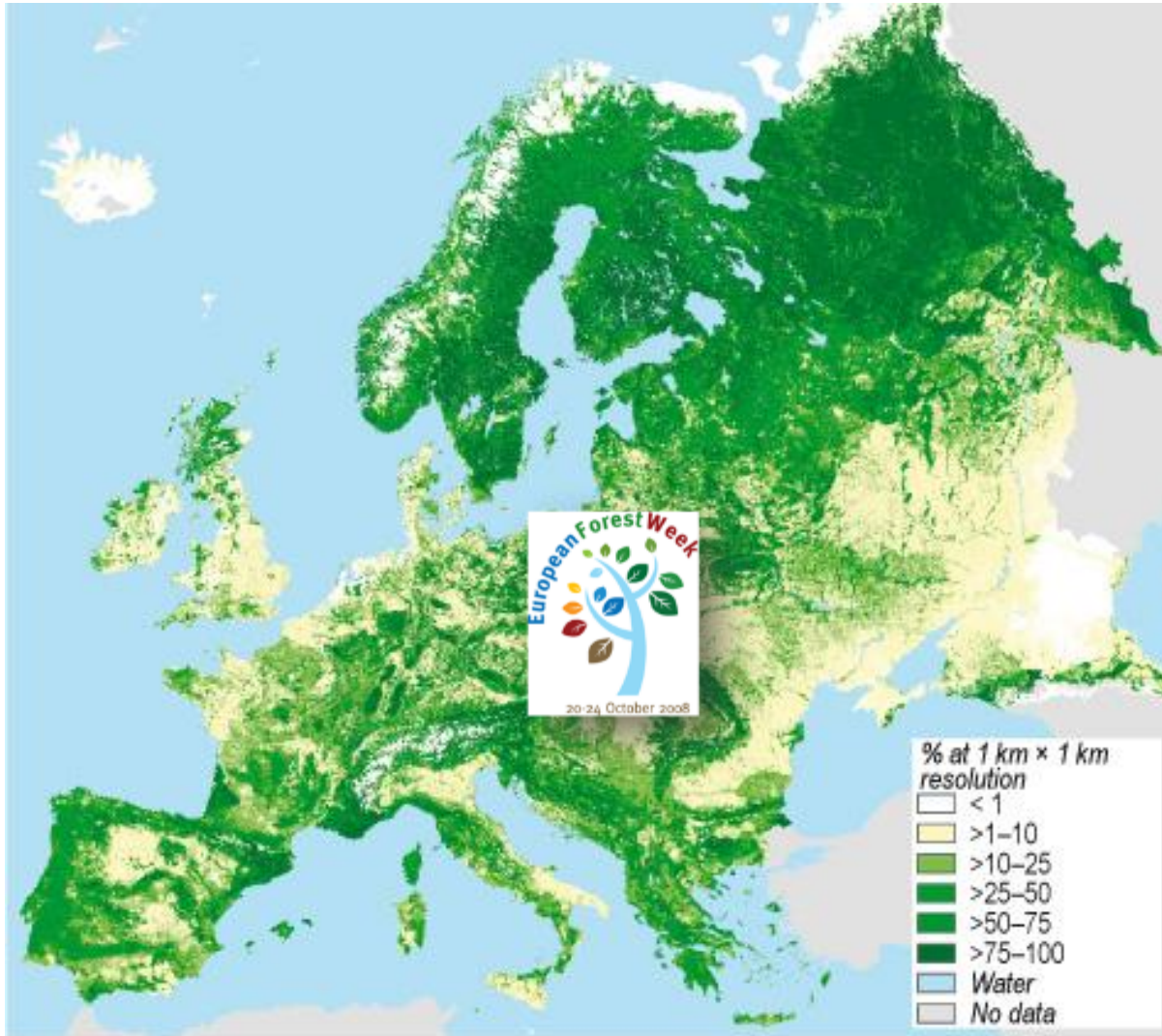
Objectives

Partners

Logistics

Promotional material

# EUROPEAN FOREST WEEK – THE ORIGIN



Forest cover in Europe, as percentage of land area

# EFW 2013- RATIONALE



# EFW 2013 - OBJECTIVES

## **Objectives:**

- To promote the role of the forest-based sector in “greening” the economy: improving human well-being and social equity, while reducing environmental risks and ecological scarcities;
- Forestry at the core of the sustainability concept;
- Raise awareness on the good health of forests in Europe;
- Increase the visibility of the forest-based sector and its current and potential contributions to a sustainable economy;
- Engage other sectors in a participatory dialogue on forest related issues.

# EFW 2013 SUPPORTING ORGANIZATIONS



# KEY MESSAGE

**EUROPE'S FORESTS ARE WELL TAKEN CARE OF AND THRIVING – MAKE THE SMART CHOICE, USE THEM RESPONSIBLY**

## SUPPORTING MESSAGES

1. Wood the smart choice in your daily life: the renewable way to build, heat and furnish your home
2. Forest Products, the smart choice to reduce our footprint
3. Healthy forests – safeguarding our future
4. Sustainable forests for a sustainable economy
5. Innovative Wood Products are the Future
6. Have you seen our factory?

Supporting messages and facts to back up the key message are available at:  
<http://www.unece.org/forests/efw2013.html>

# EFW 2013- LOGISTICS

## ROVANIEMI-BASED EVENTS

European Forest Week,  
including joint session of  
the UNECE Committee on  
Forest and Forest Industry  
and FAO European Forestry  
Commission

## IN-COUNTRY EVENTS

All over Europe



Events taking place all over Europe, using  
the logo and promoting the messages of  
the European Forest Week.



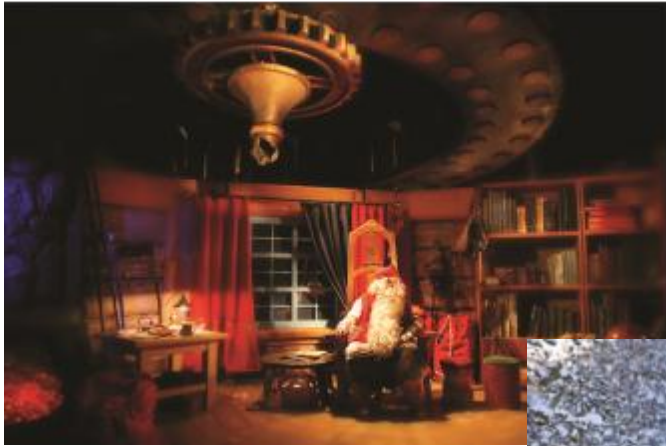


# ROVANIEMI: THE “CAPITAL OF THE EFW 2013”



# ROVANIEMI

Rovaniemi - official hometown  
of Santa Claus



Science Centre Pilke





# IN-COUNTRY ACTIVITIES



# WHAT YOU CAN DO TO CONTRIBUTE

## **National dimension**

- ✓ Ensure the State Forest Administration is aware of and involved in the EFW 2013
- ✓ Countries are invited to organize events to address forest issues of national relevance, sharing the objectives of the week and explicitly linked with it.
- ✓ Register your activities through the dedicated website provided by FAO – use the messages, logo and other relevant material to promote your event.

## **Engage other sectors in a participatory dialogue on the forest-based sector related issues**

- ✓ The European Forest Week will provide an umbrella for forest-related events organized by the public and private sectors as well as civil society throughout Europe.

## **Rovaniemi contributions (Metsä 2013 and EFW)**

- ✓ Stakeholders considering the organization of a side event or other contributions to Metsä 2013 in the margins of the European Forest Week are invited to contact [eve.charles@unece.org](mailto:eve.charles@unece.org)

# Recommendations

The Working Party is invited to take note of the activities mentioned and provide advice on:

- Promoting the EFW
- Identifying opportunities for reaching out to other sectors and improving cross-sectoral linkages and interactions

# CONTACT

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