21 March
International Day of Forests

High Level Policy Talk in Geneva
The high level policy dialogue illustrated how maintaining the health and productivity of forests in different regions of the world have contributed and will continue to contribute to sustainable development.

To know more visit the UNECE/FAO Forestry and Timber Section website: http://www.unece.org/forests.html or contact nina.peeva@unece.org
EFW 2013- RATIONALE

Why?

How?

Who?

Where?

When?
• Raise awareness on the good health of forests in Europe, which are sustainably managed and growing in area and volume

• Promote the role of the forest sector in “greening” the economy by improving human well-being and social equity, while reducing environmental risks and ecological scarcities

• Raise awareness that forestry is at the core of the sustainability concept

• 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
EUROPE’S FORESTS ARE THRIVING – MAKE THE SMART CHOICE, USE THEM RESPONSIBLY

SUPPORTING MESSAGES

• Wood— the smart choice in your daily life and the renewable way to build, heat and furnish your home
• Healthy forests safeguard Europe's future
• Sustainable forests contribute to a sustainable economy
• Using forest products, the smart choice, will reduce our environmental footprint
• Innovative wood products are the future
• Have you seen your green factory?

Supporting messages and facts to back up the key message are available at: http://www.fao.org/forestry/efw2013/84302/en/
COMMUNICATION TOOLS

Available here:
“The future of our planet is in the hands of the children of today”

“It is very important that they fully understand the value of our forests because so much of their well-being and prosperity will depend on healthy forests they can use wisely and pass on to their own children.”

“So I am very happy to play my small part in helping them to understand that forests really are special gifts that can keep on giving forever.”
Available here:
EFW 2013 Events

ROVANIEMI-BASED EVENTS
European Forest Week, including joint session of the UNECE COFFI and FAO EFC

NATIONAL EVENTS
All over Europe

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

Side and Parallel events
City Celebrations
**JOINT SESSION OF THE UNECE COFFI & THE FAO EFC**

**3 ROUNDTABLES:**
market discussions, private sector, green economy

**NUMEROUS SOCIAL EVENTS**
receptions, expositions, reindeer herding and snow games

**VARIOUS FIELD TRIPS AND EXCURSIONS**
winter safari, factory visits

**MORE THAN 40 SIDE/PARALLEL EVENTS**
Side & Parallel Events

FULL LIST IS AVAILABLE AT:
http://www.unece.org/forests/metsa2013.html
City Celebrations
NATIONAL ACTIVITIES
Be informed! Get involved!

- Check the full list of events taking place in Rovaniemi

- Benefit from the numerous EFW communication tools, such as videos, facts, key messages, and more at

- Advertise and share your events widely, including their **results**, on the EFW dedicated platform at
WE LOOK FORWARD TO THE NEXT EUROPEAN FOREST WEEK!
For more information:

Please visit our website at:
http://www.unece.org/forests/efw2013.html

or contact

efw-see@unece.org