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Committee on Forests and the Forest Industry European Forestry Commission

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Forest Statistics, Economics and Management
Thirty-sixth session**

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Item 5 (c) of the provisional agenda

GUIDANCE OF WORK AREA 3: COMMUNICATION AND OUTREACH

AGENDA ITEM 5 (c)

Note by the Secretariat

Summary

According to its mandate, the Working Party is expected to provide guidance to work area 3: Communication and Outreach. This document provides information about activities in this work area since the Working Party's last session and plans for the future, drawing the Working Party's attention to any specific issues where guidance is needed.

Content:

I.	Implementation by the secretariat.....	2
A.	Major events.....	2
B.	Publications.....	2
C.	Press releases/expert opinions on the UNECE/FAO website.....	3
D.	Other media.....	3
E.	Billboard.....	3
F.	Work of UNECE/FAO on the media.....	4
G.	Articles in external publications.....	4
H.	Webs statistics.....	4
I.	Major external meetings.....	4
J.	Team of Specialists on Forest Communication (Forest Communicators' Network).....	5
K.	Key questions for guidance and discussion.....	5
II.	Annex.....	6
A.	List of Publications (internal).....	6
B.	Publications (external, partial list).....	6
C.	Summary of web statistics (1 May 2012 – 30 April 2014).....	7
D.	Major external meetings where UNECE/FAO staff provided input (Partial list).....	7

I. Implementation by the secretariat

A. Major events

1. The UNECE/FAO Forestry and Timber Section has engaged in outreach and communication activities for two major events in the past twelve months: Metsä2013 and the International Day of Forest 2014.
2. Metsä2013 saw the unfolding of the COFFI/EFC meeting alongside of the second European Forest Week from 9-13 December 2013 in Rovaniemi/Finland. This was organized to maximize the reach of the messages showing the role of the forest sector in the green economy. In addition to the COFFI/EFC meeting—which resulted in the adoption of the Rovaniemi Action Plan—high level roundtables, exhibitions, and over 35 between side and parallel events were organized. The latter focused on a wide range of topics, from the European cooperation in mountain development, to the advancing of sustainable forest products supply chains globally, to developing markets for forest ecosystems services. The wide spectrum of topic covered attracted a large number of interested stakeholders, which on top of participating to the activities in Rovaniemi, organized in-country events to celebrate the EFW2013, the forests and their contribution to a greener society throughout Europe. The COFFI/EFC meeting and of the second European Forest Week recorded over 120 news reports and articles on national and international media. In addition, the overall outreach initiative was also supported by FAO Rome that produced a promotional video on the EFW2013, which was broadcasted at set times before and during the meeting on Euronews—a 24hrs channel reaching 155 countries worldwide.
3. The International Day of Forests (IDF) 2014 was celebrated with a day-long event focusing on the contribution that the sustainable forest sector can bring to the fashion sector and vice-versa on 21 March 2014 in Geneva/Switzerland. This event, titled “*Forests for Fashion – Fashion for Forests*”, gathered artists, designers and representatives of the private, business, fashion, and forestry sector. The day was geared around various activities: a conference—where the fashion and the forestry sector had the possibility to share ideas, reflections and get to understand each other perspectives on the issues related to forests, wood fibres, markets, and fashion supply chain—a press conference and an evening talk. The latter had brought together personalities such as, Mr Michelangelo Pistoletto, the most important representative of Italian Arte Povera, Mr Mario Boselli, head of the National Chamber of Italian Fashion, Ms Xenya Scanlon, Special Adviser to the Director General at IUCN and blogger, and Ms Rossella Ravagli, Head of Corporate Sustainability and Responsibility at GUCCI. The Fashion Show, which concluded the “*Forests for Fashion – Fashion for Forests*” event, saw the convergence of young designers, choreographers, dancers, artists promoting, in practice, the sustainable fashion concept. This program, which allowed for both substance-based and lighter moments, attracted a large public at the Palais and achieved great international exposure across new and old media, with over 100 among articles, blog posts and news reports.
4. The outreach and communication activities for the IDF2014 were not confined to the day of the event, but continued with an exhibition of the sustainable dresses designed for the fashion show, a follow up publication and a video, which are currently being developed. The focus of these will be the rationale behind the “*Forests for Fashion – Fashion for Forests*” event, and will highlight the relation between sustainable forests and sustainable fashion by combining the contribution of key stakeholders from different sectors.

B. Publications

5. Publications have been one of the primary tools of the UNECE/FAO Forestry and Timber Section for knowledge sharing and for reaching out to a more technical and specialized audiences. These publications key in strengthening the forest sector and in contributing to sustainable development throughout the UNECE region and also promote the work of the UNECE/FAO Forestry and Timber Section.

6. Numerous study papers and discussion papers were published last year and more are in the pipeline for the next twelve months. For a complete list of past and forthcoming publications, please see Annex A. All publications are available on the UNECE/FAO website at: <http://www.unece.org/forests-welcome/publications>.

C. Press releases/expert opinions on the UNECE/FAO website

7. To raise awareness and attract the attention of the media, press releases have been developed for each event organized by the UNECE/FAO Forestry and Timber Section. The total number of press releases produced in 2013 was 13, while 7 were drafted in the first five months of 2014. Press releases are distributed in most cases through the UNECE website after an event to highlight its importance and to communicate the Section's take on a specific theme. Press release-like texts are sometimes distributed through the appropriate channels before a meeting in order to promote and advertise it.
8. The UNECE/FAO Forestry and Timber Section press releases have been picked up and shared by other international and regional organizations and have been used as base for web- and paper-based news report. All UNECE/FAO Forestry and Timber Section press releases can be found on our website at: <http://www.unece.org/forests-welcome/press-releases.html>
9. Expert Opinions are another instrument that has been used to share knowledge and sensitize larger audiences towards forestry themes and issues. Touching upon different topics, such as the future of paper, the role of Russian forests to greening the world, and the importance of wood as a material in the future, these contributions give an expert insight into questions that have a real and relevant impact on our lives. All the Expert Opinions can be found at: <http://www.unece.org/unece-main/info-resources/expert-opinions/opinions.html>.

D. Other media

10. In collaboration with FAO Rome, a promotional video on the occasion of the 2013 European Forest Week (EFW) was produced. This was a key element in the outreach strategy of the EFW 2013 and of the Metsä2013 meeting. This video was distributed through satellite television, social media, and the FAO and UNECE websites. This capillary distribution contributed to reaching new and larger audiences, demonstrating the importance of continuing to invest time and resources in pursuing the new communication tools and formats. Strong of this success, the UNECE/FAO Forestry and Timber Section is working on developing a concept video on the rationale behind the Forests for Fashion event that took place in occasion of the IDF 2014. This will focus primarily on raising awareness of relation between the sustainable forest sector and sustainable fashion, and on the potential impact of the two combined on the green economy.

E. Billboard

11. In March 2012, the Joint Working Party discussed the need for a more frequent and regular communication on forest information relevant developments in the UNECE region. The request was further discussed at the meeting of the Team of Specialists (ToS) on Monitoring Sustainable Forest Management in May 2012. The ToS recommended developing a regular, joint bulletin that shares existing forest related reporting initiatives among organizations and countries. As a result, Forest Information Billboard was initiated, which is an open forum to share developments on forest information (data and statistics) and forest reporting, including advances in reporting as well as related projects, publications and events.
12. The first issue of Forest Information Billboard was published at the UNECE/FAO website in March 2013, and other issues in June 2013, September 2013, and December 2013. Similar schedule continues in 2014 (March, June, September, and December). The number of contributions has varied from 8 up to 20 short articles in each issue, and several contributors have expressed their satisfaction for the service.

F. Work of UNECE/FAO on the media

13. The UNECE/FAO Forestry and Timber Section's presence on the media in the past year has been a regular one, with peaks concomitant to the issuing of publications and the organization of events. In November 2013, following the release of the flagship publication, *Forest Product, Annual Market Review* (FPAMR) for the year 2012 – 2013, a large number of specialized website, trade journals, academic publications, news outlets and social media cited the statistics of this report and in many occasions also provided a direct link to it. This increased both the visibility of the publication and the traffic on the Section's website, and promoted of the overall work of the UNECE/FAO Forestry and Timber Section.
14. In December 2013, the celebration of the second European Forest Week organized alongside to the COFFI/EFC meeting in Rovaniemi/Finland, was an event that gathered a lot of interest from international media. The presence of stakeholders from forest and non-forest sectors allowed for side events, exhibitions celebrating the EFW that attracted media attention. The extension of these celebrations beyond Rovaniemi into Europe raised the event above the media-awareness threshold throughout the continent.
15. Since the beginning of 2014, the biggest achievement in terms of media exposure of the UNECE/FAO Forestry and Timber Section has been the International Day of Forests. The Section has gained a solid presence in national and international media with approximately 100 news outlets reporting on the *Forests for Fashion – Fashion for Forests* event. Reports, articles and interviews were published in web- and paper-based magazines, newspaper and news outlets. Reports came out on, among others: *Le Temps* and *La Tribune de Genève* (Switzerland), *La Stampa*, *ANSA* and *Vogue* (Italy), *Vogue* (UK), and *International Innovation* (UK).

G. Articles in external publications

16. The UNECE/FAO Forestry and Timber section has been proactive in sharing knowledge by contributing to external publications. These ranged from contributions in edited books (e.g. the Foreword of 'Wood Energy in Developed Economies - Resource Management, Economics and Policy', Routledge, 2014) and articles in journals, such as 'Grow more trees, use more wood', in *Timbertrade Journal*, December 2013 or 'First signs of carbon sink saturation in European forest biomass', in *Nature Climate Change*, August 2013—the latter was picked up and commented extensively by the BBC (see: <http://www.bbc.co.uk/news/science-environment-23712464>). For a more comprehensive list of journal articles and book chapters, please see Annex B.

H. Webs statistics

17. Data provided by Google Analytics show that there is a positive trend in online traffic on the UNECE Forestry and Timber website: from the 108,957 page views in the period 1 May 2012 – 30 April 2013 (hereafter, first period), to the 139,438 in the period 1 May 2013 – 30 April 2014 (hereafter, second period).
18. This upward trend is also observed in the data collected on the number of new users, from 46,423 of the first period to the 62,000 of the second period. It is similarly interesting to note that overall, the Data and Statistic page has increased its total share of views—from 7.58% to 9.20%—and that the *Metsä2013* page scored a 10.41% out of the total views in the second period. These increase in views and new users, as well as the shift of the overall share of views, demonstrates that the outreach strategy bears positive results in reaching to both specialized and general audiences. For a more detailed breakdown of these data, please see Annex C.

I. Major external meetings

19. The UNECE/FAO Forestry and Timber Section has taken part, in the past twelve months, in numerous meetings, workshops and conferences, delivering presentations and key note speeches. This is considered an important element of the Section's outreach strategy as it contributes to explaining and advertising its work and expertise to stakeholders of different sectors. Furthermore,

it gives the possibility to in-house experts to further develop their network, liaise with other experts, and keep abreast of the latest development in their sector.

20. For a partial list of external meetings at which members of the UNECE/FAO Forestry and Timber Section participated and gave a presentation, please see Annex D.

J. Team of Specialists on Forest Communication (Forest Communicators' Network)

21. More information on the composition, the structure and the work of the Team will be made available as report from the ToS (background document 5(c) 1).

K. Key questions for guidance and discussion

22. The Working Party is invited to:

- a. Please, provide suggestions on the possible focus and activities of the European Forest Week 2015 that will be held in Engelberg/Switzerland from 2 to 6 November 2015.*
- b. Please, provide suggestions on the possible focus of the International Day of Forests 2015.*
- c. Please, comment on major events and communication achievements in the past year, and provide guidance on how to further improve the activities in the work area.*
- d. Please, comment on the reporting of the communication and outreach activities by the secretariat and advise on how to improve this work area.*

II. Annex

A. List of Publications (internal)

- *Committee Forecast 2014 (January 2013)*
- *Forest and Economic Development (March 2013)*
- *Lviv Forum (March 2013)*
- *Forest Products Annual Market Review 2012-2013 (November 2013)*
- *The Value of Forests: Payments for Ecosystem Services in a Green Economy (May 2014)*
- *Rovaniemi Action Plan for the Forest Sector in a Green Economy (July 2014) ECE/TIM/SP/35 (Currently printing)*
- *Industrial Roundwood Balance (Forthcoming)*
- *EFSOS II Wood Energy Data Check (Forthcoming)*
- *Classifying the Amount of Wood for Energy-Use Based on the NREAP Progress Reports 2013 (Forthcoming)*
- *Public Policies for Wood Buildings (Forthcoming)*
- *Forest Products Annual Market Review 2013-2014 (Forthcoming)*

B. Publications (external, partial list)

Title: *“First signs of carbon sink saturation in European forest biomass”*
Authors: Gert-Jan Nabuurs, Marcus Lindner, Pieter J. Verkerk, Katja Gunia, Paola Deda, Roman Michalak, Giacomo Grassi
Published in: Nature Climate Change, August 2013 (commented on the BBC portal: <http://www.bbc.co.uk/news/science-environment-23712464>)

Title: *“International Reporting and National Forest Inventories: hand in hand for forest monitoring in Europe”*
Authors: Roman Michalak, Arnaud Brizay
Published in: The French forestry journal "L'iF" (L'information forestière), No 32, September 2013

Title: *“Forest and Economic Development”*
Author: Florian Steierer
Published in: Timber Design and Technology Middle East, October 2013

Title: *“The UNECE/FAO Joint Wood Energy Enquiry”*
Author: Florian Steierer
Published in: Wood Energy in Developed Economies; Resource Management, Economics and Policy Routledge – 2014; Edited by Francisco X. Aguilar

Title: *“Grow more trees, use more wood”*
Author: Paola Deda
Published in: Timber Design and Technology Middle East, April 2014

Title: *“Joint UNECE/FAO Forestry and Timber Section”*
Author: Paola Deda
Published in: International Innovation, May 2014

Title: *“Forest Sector in a Bio-Economy”*
Author: Paola Deda

Published in: EFI News, February 2012

C. Summary of web statistics (1 May 2012 – 30 April 2014)

	1 May 2012 – 30 April 2013	1 May 2013 – 30 April 2014
Unique page views	77380	100933
Page views	108957	139438
New users*	46423	62000
Share of ECE page views	1,19%	1.46%
Average time on site (min)	01:13	01:28
Top 5 pages viewed (% of total page views)	Welcome page (15.09%) Data and Statistics (7.58%) Timber Committee 70 th Session (5.68%) Meetings (3.45%) Publications (3.11%)	Welcome page (13.91%) Metsa2013 (10.41%) Data and Statistics (9.20%) European Forest Week (4.49%) Meetings (3.17%)
Top 5 countries visiting (% of total visits)	Not available	United States (9.16%) Finland (6.60%) Switzerland (6.17%) Germany (4.95%) France /India (4.80%)

D. Major external meetings where UNECE/FAO staff provided input (Partial list)

- *FAO Global Meeting in Preparation for the Forest Resources Assessment 2015 and the Collaborative Forest Resources Questionnaire, 6-10 May 2013, Chiang Mai, Thailand*
- *Regional workshop and the meeting of the Advisory Group of the EFI project 'Implementing criteria and indicators for sustainable forest management', 20-22 May, 2013, Lisbon, Portugal*
- *Joensuu Forestry Networking Week (summer school), 27-29 May, 2013, Joensuu, Finland*
- *Advisory Group meeting on High Nature Value Forest, 12 June 2013, European Environment Agency, Copenhagen, Denmark,*
- *Meeting of the Integrated environmental and economic accounting for forests (IEEAF) Task Force: 'Review of the existing tables on forest area and wood stocks', 13-14 November, Luxembourg*
- *Pan-European Forum and the meeting of the Advisory Group of the EFI project 'Implementing criteria and indicators for sustainable forest management', 8-10 October 2013, Vienna, Austria*
- *Technical meeting on reporting organized by the UNFF Secretariat, 14-15 January, New York, United States*
- *Meeting of the Advisory Group on the preparation of the State of Europe's Forests report, 11 March 2014, Madrid, Spain*

* Note that visits from the United Nations Office at Geneva are excluded.

- *COST Action meeting 'Forest Land Ownership Changes in Europe: Significance for Management And Policy (FACESMAP)', 16-18 October 2013, Solsona, Spain*
- *Meeting of Eurostat's Working Group on Forestry Statistics and Accounting, 22 January 2014, Luxembourg.*
- *The Alpine Convention Workshop 'A green infrastructure for growth: the potential role of the Alpine forests in a European Green Economy', 7 March 2014, Galbiate, Italy*
- *The Forum Forestier Lémanique Workshop 'Can the forest sector escape globalisation?', 15 May 2014, St-Gervais les Bains, France*
- *'Flightpath 2020 - workshop on energy feedstock availability and ILUC', 12-13 November 2013, Brussels, Belgium*
- *'European Timber Market 2013', 26-27 September 2013, Helsinki, Finland*
- *EEA-JRC Joint Expert Workshop on 'Carbon Accounting for Forests, Forest Products, and Bioenergy', 4 December 2013, Copenhagen, Denmark*
- *S2Biom Policy and Industry Advisory Committee (PIAC), 13 February 2014, Brussels, Belgium*
- *Third International Scientific Conference 'Innovations and Technologies in Forestry 2013', 22-24 May 2013, St. Petersburg, Russian Federation*
- *International Conference of the French Ministry of Agriculture, 29 August 2013, Paris, France*
- *Global South-South Development Expo 2013, 28 October -1 November 2013, Nairobi, Kenya*
- *Liaison Committee of the Observatory of European Forests, European Forest Institute, 8 November 2013, Nancy, France*
- *FOREST EUROPE Workshop on 'Green Economy and Social Issues', 29-30 April 2014, Santander, Spain*
- *PhD Course on International Forestry and Global Issues, 19-23 May 2014, Nancy, France*
- *United Nations Forum on Forests (UNFF10), 8 April - 12 April 2013, Istanbul, Turkey*