



# COMMUNICATION AND OUTREACH

Results of the Forest Communicators Network (FCN) Task Force Meeting 26 – 27 February, 2015 Engelberg, Switzerland in preparation of the 3<sup>rd</sup> European Forest Week/SILVA2015



**Presentation by: Anastasia Dogaeva**

**3rd European Forest Week Coordinator, UNECE**

37<sup>th</sup> Joint Working Party on Forest Statistics, Economics and Management 18-20 March 2015, Geneva, Switzerland



# RECOMMENDATIONS: VIDEO



- Featuring protective functions of forests in Engelberg
- Disaster risk management like avalanche, landslide and rockslide protection
- Excellent opportunity for highlighting the need for forests to provide very important functions to protect humans against natural hazards



# RECOMMENDATIONS: EUROPEAN FOREST WEEK AMBASSADOR

- To reach out to the general public at the event and for other outreach and communication activities
- To increase visibility of the theme “The Value of Forests”
- To help highlight protective functions of forest



- One of the proposed personalities for the role of the EFW Ambassador:  
**Dominique Gisin**, an Engelberg born World Cup alpine ski racer and Olympic gold medalist from Switzerland.



# More recommendations and communication strategy elements



- **LOGO adjustment**
- **EFW webpage** (created and hosted by UNECE and FAO, highlighting main messages and theme “The Value of Forests”, aiming to launch by early April 2015)
- **Potential new data** extracted from the background paper to be written for the meeting (also for use in press and video news releases for EFW/Silva2015)
  - **“Save the Date”** with programme, registration details, parallel/side events details, rooms availability
- **Reminder announcement**
- **Press Release** (to launch a video, a background document or important new data, or at the opening)
- **Press conference** (at the opening) if possible with the EFW Ambassador and the Minister of the Environment of Switzerland



# INCREASED OUTREACH ON MULTIPLE LEVELS



- **Develop communication strategy on local, cantonal, national and international levels**
- **Invite media to excursions to highlight protective functions of forests**
- **Attract main forest partners and private sector partners to participate and support the EFW/Silva2015 and parallel/side events**



# SUPPORT OF THE LOCAL COMMUNITY AND INVOLVEMENT OF THE VILLAGE OF ENGELEBERG

- A plan to develop a cultural events programme in the village of Engelberg
- Great resources, support of the Canton Obwalden, the Mayor, municipality and tourism office
- Many forest related events during 200<sup>th</sup> anniversary of Engelberg joining the Canton Obwalden throughout 2015
- Great venue for events – park outside the Congress Centre





# **Annual meeting of the UNECE/FAO Forest Communicators' Network (FCN) (in parallel with the IUFRO Communications and Public Relations Working Party)**

**Location: European Forest Institute (EFI) Barcelona offices  
Dates: 20-22 May, 2015.**

**20 May**

**All day: FCN annual meeting and IUFRO Communications  
and Public Relations Working Party (in parallel sessions)**

**21 May**

**All day: Joint seminar on “Communicating the vital role of forests  
in the Bio-economy” (co-organised by EFI-IUFRO-FCN)**

**22 May**

**Morning: FCN annual meeting and IUFRO Communications  
and Public Relations Working Party (in parallel sessions)  
Afternoon: Field trip**





# THANK YOU!



For more information please contact:  
**Anastasia DOGAEVA**  
[anastasia.dogaeva@unece.org](mailto:anastasia.dogaeva@unece.org)

