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Economic Commission for Europe Food and Agriculture Organization
Committee on Forests and the Forest Industry European Forestry Commission

**Joint FAO/UNECE Working Party on
Forest Statistics, Economics and Management
Thirty-sixth session**

Geneva, 18-20 March 2015
Item 4 (c) of the provisional agenda

GUIDANCE OF WORK AREA 3: COMMUNICATION AND OUTREACH

AGENDA ITEM 4 (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.

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I. Implementation by the secretariat

A. Major events

1. The work area on communication and outreach has encountered some challenges given that the related responsibilities were assigned to three different contract staff members in the past year, two of whom have left the UNECE. Nevertheless, there are substantial accomplishments which can be reported.
2. The UNECE/FAO Forestry and Timber Section (Joint Section) conducted outreach and communication for one major event since the last Working Party meeting: the 72nd Session of the Committee on Forests and the Forest Industry which took place in Kazan, Russian Federation in November, 2014.
3. The communication and outreach activities of the Kazan event focused on: the role of forests in mitigating climate change; the current status of forest products markets in the ECE region; and unfolding developments in the areas of wood energy, trade in forest products and the current growth of wood-based fabrics markets. Press releases covering these three items were released during the meeting in Kazan.
4. The next major event will be the celebration of the International Day of Forests 2015 (on 20 March), which will focus on the theme: Food for Forests - Forests for Food. As the outreach and communication activities are ongoing, the results will be reported fully next year. The theme of the International Day of Forests in Geneva highlights one aspect of forests and their products in our daily life. The Joint Section is planning on the contribution of forests to health and wellbeing as a theme for the 2016 International Day of Forests.
5. Following the International Day of Forests 2015 event in March, the next major event requiring outreach and communication activities is the joint session of the UNECE Committee on Forests and the Forest Industry and the FAO European Forestry Commission called Silva2015. European Forest Week will be celebrated during Silva2015 with the theme "*The Value of Forests*". As the outreach and communication activities are ongoing, the results will be reported fully next year.

B. Publications

6. Publications have been one of the primary tools of the Joint Section for knowledge sharing on a variety of forest related topics and for reaching out to a more technical and specialized audiences. These publications are useful for strengthening political and technical capacity in the forest sector and in contributing to sustainable development throughout the UNECE region. Publications also promote the work of the Joint Section.
7. Numerous study papers and discussion papers were published last year and more are in the pipeline for the next twelve months. One important publication to note is the UNECE/FAO publication entitled "Forests in the ECE Region: Trends and Challenges in Achieving the Global Objectives on Forests". It will be launched during the International Day of Forests and presented at the 11th Session of the United Nations Forum on Forests. 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>.
8. The Joint Section also produced the Rovaniemi Action Plan as a publication. A publication format makes the Action Plan more visible and user friendly than the meeting document ECE/TIM/2013/2-FO:EFC/2013/2.
9. The theme of the international day of forests 2014 was "Forests for Fashion, Fashion for Forests - When sustainable forest management meets sustainable fashion trends". The Joint Section, in collaboration with Cittadellarte - Fondazione Pistoletto, will soon publish a short information brochure about the event.

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

10. In addition to the press releases leading up to and during the Committee meeting in Kazan, Russian Federation, two press releases were issued since the last Working Party: one on forests in the Green Economy, with the title “The Green Economy: a real goal or just an excuse to promote forests?” the other on the continued increase of the forest area in the ECE Region; however, it highlighted the threat that urban sprawl poses towards slowing or stopping this trend.
11. The Joint Section press releases have been picked up and shared by other international and regional organizations and have been used as the basis of web- and paper-based news reports. All Joint Section press releases can be found on our website at: <http://www.unece.org/forests-welcome/press-releases.html>

D. Other media

12. The Joint Section is producing an infographic to display some of the findings of the UNECE/FAO report entitled Forests in the ECE region: Trends and Challenges in Achieving the Global Objectives on Forests. The infographic is expected to be launched at the International Day of Forests 2015 celebrations and shared through the Section’s and other relevant networks.

E. Billboard

13. The Forest Information Billboard was launched in 2014, as an open forum to share developments on forest information (data and statistics) and forest reporting (global, regional and national processes), including advances in reporting as well as forest related or forest relevant projects, publications and events.
14. Four issues of the Forest Information Billboard were published at the UNECE/FAO website in 2014, and a similar schedule will continue throughout 2015 (March, June, September, and December). The number of contributions varied between 11 to 22 short articles in each issue in 2014 with an average of 16, compared to 8-17 short articles and an average of 13 in 2013. Articles in external publications

F. Articles and external publications

15. The Joint section has been active in sharing knowledge by contributing to external publications. This ranged from refereeing publications to contributions to publications as contributing authors. For a more comprehensive list of journal articles and contributions to books, please see Annex B.

G. Web statistics

16. The ECE website was redesigned in late 2014 to make it more attractive and user-friendly. A section on country-specific documents was also added.
17. Page views declined in 2014 to approximately 115,000. This was higher than the 2012 level but lower than the 2013 level. Overall, there seems to be an absolute decline as well as a decline relative to the rest of the ECE, as the share of total UNECE page views declined by 1.5% in 2013 and 1.3% in 2014.
18. The Data and Statistics page again increased its share of the Timber and Forestry programme’s page views to 11% and is now the most visited page after our home page. More detailed information is available in annex C, including for the first time the leading files downloaded.

H. Major external meetings

19. The Joint Section participated in numerous meetings, workshops and conferences since the last Working Party meeting, delivering presentations and key note speeches. This is important for the Section's outreach strategy - to communicate and disseminate its work and expertise to different sectors. This increases access to a network of partners and assists the section in staying abreast of trends and developments affecting the forest sector.
20. For a partial list of external meetings at which members of the Joint Section participated and gave a presentation, please see Annex D.

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

21. There were no formal meetings on the ToS since the last Working Party meeting. However, a core group will provide communications related input to the secretariat for the preparations of the joint session of the COFFI and the EFC - Silva 2015. The core group met for this purpose for the first time from 26-27 February 2015 in Engelberg, Switzerland. The objective of the meeting was to discuss the communications needs for Silva2015 and the engagement of partners and sponsors in European Forest Week. More information will be provided at the Working Party meeting as this paper was finalized before the outcome of the meeting was available.

J. Key questions for guidance and discussion

22. The Working Party is invited to:
 - a. *Consider providing suggestions for the activities of the European Forest Week 2015 that will be held in Engelberg/Switzerland from 2 to 6 November 2015.*
 - b. *Provide feedback to the suggestion of "Forests for health and wellbeing" as theme for the International Day of Forests 2016.*
 - c. *Consider commenting on major events and communication achievements in the past year, and provide guidance on how to further improve the activities in this work area.*

II. Annex

A. List of Publications (internal)

- *EFSOS II Wood Energy Data Check (Forthcoming)*
- *Forest Products Annual Market Review 2014-2015 (Forthcoming)*
- *Industrial Roundwood Balance (Forthcoming)*
- *Forests in the UNECE Region (in press)*
- *Public Policies for Wood Buildings (in press)*
- *Committee Forecast 2015 (December 2014)*
- *Competitiveness of the European Forest Sector (December 2014)*
- *Forest Products Annual Market Review 2013-2014 (October 2014)*
- *The Value of Forests: Payments for Ecosystem Services in a Green Economy (Russian and French version second half of 2014)*
- *Rovaniemi Action Plan for the Forest Sector in a Green Economy (July 2014) ECE/TIM/SP/35*

B. Publications (external, as contributing authors, formal reviewers or referees)

Title: "Case Study on the Plywood Industry in China"
Authors: FAO, ITTO
Published in: Forthcoming

Title: "U.S. Timber Production, Trade, Consumption and Price Statistics 1965-2013"
Authors: James L. Howard, Kwameka C. Jones
Published in: forthcoming, United States Department of Agriculture, Forest Service

Title: "Practical log scaling guide"
Authors: John Ellis, David Crawley
Published in: C3 publication, October 2014

Title: "An Examination of Worldwide Hardwood Lumber Production, Trade, and Apparent Consumption - 1995 to 2012"
Author: William G. Luppold, Matthew S. Bumgardner
Published in: forthcoming, United States Department of Agriculture, Forest Service

C. Summary of web statistics (1 May 2013 – 11 February 2015)

	1 May 2013 – 30 April 2014	1 January 2014 – 11 February 2015
Unique page views	100,933	90,415
Page views	139,438	125,601
New users*	62,000	Not available
Share of ECE page views	1.46%	1.30%
Average time on site (min)	01:28	01:24
Top 5 pages viewed (% of total page views)	Welcome page (13.9%) Metsa2013 (10.4%) Data and Statistics (9.2%) European Forest Week (4.5%) Meetings (3.2%)	Welcome page (15.8%) Data and Statistics (11.0%) COFFI 2014 (5.2%) Meetings (3.6%) Forests for Fashion event (3.5%)
Top 5 countries visiting (% of total visits)**	United States of America (9.2%) Finland (6.6%) Switzerland (6.2%) Germany (5.0%) France /India (4.8%)	Switzerland (20.8%) Russian Federation (12.7%) United States of America (9.7%) France (6.1%) Germany (5.6%)
Top 5 files viewed	Not available	FP Annual Market Review 2013 (2,327) Forest Product Statistics 2007-2011 (991) Price Table (707) FP Annual Market Review 2014 (538) Statistical Annex to FPAMR 2014 (484)

Notes: * visits from the United Nations Office at Geneva are excluded.

** This reflects a limited sample base (8% of visits in 2014)

Source: Google Analytics®

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

- *2015 Wood Design Awards, 2 March 2015, Vancouver, Canada;*
- *Meeting of Eurostat's Working Group on Forestry Statistics and Accounting, 26-27 February 2015, Luxembourg, Luxembourg;*
- *Interlaken +10, Governing forest landscapes: Lessons learnt from ten years of experience and the way forward post-2015", a country-led initiative in support of the United Nations Forum on Forests, 3-6 February 2015, Interlaken, Switzerland;*
- *FOREST EUROPE Advisory Group on the preparation of the State of Europe's Forests report, 12 February 2015, Madrid, Spain;*
- *FOREST EUROPE Advisory Group on the updating of the pan-European Indicators for Sustainable Forest Management, 11 February 2015, Madrid, Spain;*
- *FOREST EUROPE Expert Level Meeting for the preparations of the 7th Ministerial Conference, 20-22 January, 2015, Santiago de Compostela, Spain;*
- *Open-Ended Intergovernmental Ad Hoc Expert Group on the International Arrangement on Forests (AHEG2), 12-16 January 2015, New York, United States of America;*
- *3rd meeting of the Integrated environmental and economic accounting for forests (IEEAF) Task Force 11-12 December 2014, Luxembourg, Luxembourg;*
- *Expert Level Meeting for the preparations of the FOREST EUROPE Extraordinary Ministerial Conference, Cuenca, Spain, 3-7 November 2014;*
- *Advisory Group on Global Forest Resources Assessment - Technical Meeting held in Salt Lake City, 2-5 October 2014, Utah, USA;*
- *"USEWOOD - Improving Data and Information on the Potential Supply of Wood Resources - A European Approach from Multisource National Forest Inventories", 23-24 September 2014, Paris, France;*
- *Working Group of the Montréal Process Criteria and Indicators for the Conservation and Sustainable Management of Temperate and Boreal Forests, 17-22 August 2014, Krasnoyarsk, Russian Federation;*
- *World Conference on Timber Engineering, 10-14 August, Quebec City, Canada;*
- *Timber Measurements Society, Coeur d'Alene, Idaho, United States, April 2014 (not mentioned last year).*