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Committee on Forests and the Forest Industry European Forestry Commission

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

Geneva, 29-31 March 2017
Item 6 (c) of the provisional agenda

GUIDANCE OF WORK AREA 3: COMMUNICATION AND OUTREACH

AGENDA ITEM 6 (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, as well as 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

Organized by the Joint Section

1. The International Day of Forests 2016, under the theme “Forests and Water”, was celebrated on 21 March 2016 at the Palais des Nations, Geneva, Switzerland. The celebrations consisted of a half-day event aimed at promoting the multiple links between forests and water. Case studies that emphasized watershed protection provided by forest ecosystem services were presented by participating countries along with the role that forests play in protecting landscapes from water-related hazards. The event was followed by a reception. To mark the day, the UN Cafeteria served a forest-inspired menu during lunchtime. In addition, an exhibition of forest photos by Jean-Jacques Kissling was displayed in the Palais des Nations. The celebrations were supported by the Swiss Confederation, the Permanent Mission of Finland in Geneva and the Ramsar Convention.
2. The Joint Section organized side events during the 74th session of the ECE Committee on Forests and the Forest Industry, (October 2016, Geneva, Switzerland). These events comprised a poster exhibition on innovative wood construction and short visits to wooden constructions.

Co-organized with other organizations

3. The Joint Section participated in numerous meetings, workshops and conferences since the last Working Party session, delivering presentations and speeches. It is important for its outreach strategy to communicate and disseminate its work and expertise to different sectors. This increases access to a network of partners, and assists the Joint Section in staying abreast of trends and developments affecting the forest sector.
4. The Rovaniemi Action Plan was presented to a broader audience, outside the forest sector, at a side event “Towards a Green Economy in the Context of Sustainable Development: Practical Tools for the Forest Sector” during the “Environment for Europe” Ministerial Conference in Batumi, Georgia on 9 June 2016.
5. The Rovaniemi Action Plan was also presented at the International Conference on the Natural Capital for the Transition to a Green Economy in Bishkek, Kyrgyzstan on 1 July 2016. Contacts established there, such as those from the World Bank and the National Statistical Office of Kyrgyzstan, were useful in the preparation of a workshop on “Measuring the Value of Forests in a Green Economy” organised by the Joint Section in Geneva on 21 October 2016.
6. During the “Transition to the Green Economy” conference in Bratislava, Slovakia (September 2016), the Joint UNECE/FAO Forestry and Timber Section publicised the Rovaniemi Action Plan for the Forest Sector in a Green Economy and the forthcoming workshop on “Measuring the value of Forests in a Green Economy”. During the panel on policy actions and the role of governance in transition to a green economy, the Rovaniemi Action Plan was presented as a tool to promote implementation of a green economy in the forest sector. In addition, during that meeting, the Joint Section together with Forest Europe, organised an information booth in the Conference venue.

B. The Joint Section participated in the fourth meeting of the Inter-agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs) held in Geneva (November 2016). Publications

7. Publications are an important instrument for reaching out to more technical and specialized audiences. They are aimed at strengthening political and technical capacity in the forest sector and at contributing to sustainable development throughout the UNECE region. They are also an excellent communication tool to raise awareness of the work of the Joint Section, and work in collaboration with partners in the region.
8. Two study papers were published last year, and three discussion papers are in process (one in press and the other two in content editing). In addition to the Forest Products Annual Market Review (FPAMR) 2015-2016, “Promoting sustainable building materials” publication was published in September 2016.

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/publications>.

9. The delays in the French translation services at the UN has resulted in the French version of the FPAMR to be more than one year behind the release of the English version. The 2015 English FPAMR was available in the third quarter of 2015, while the French version was not available until the first quarter of 2017. At the 2016 Working Party meeting, delegates discussed the crucial importance of publications translated into French and Russian (normally available earlier), and the secretariat proposal to use the FPAMR translation quota for documents with a longer shelf life, instead. The 38th session of the Working Party ended without recommendations in this regard.

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

10. UNECE/FAO issued five press releases in 2016: wood as a source of renewable energy, forest and water, a harmonized assessment of forest availability for wood supply, forest certification and wood as a construction material.
11. The UNECE Communications Unit encourages the use of news releases (less weighty than press releases and intended more as a direct communication rather than through news media), which are issued every Thursday on the website. The Joint Section published five news releases on: green economy, ecosystem services, role of forests in achieving sustainable development, sustainable forest management in the Caucasus and Central Asia, and bioenergy.
12. A targeted op-ed article about valuation of forest ecosystem services was published in German in Sueddeutsche Zeitung and in English in the Huffington Post UK. In addition, the Executive Secretary of UNECE wrote twice about forest related topics on his Blog (<http://www.unece.org/info/media/blog>).
13. The Joint Section's press releases, news releases and op-eds have been picked up and shared by other international and regional organizations, and published worldwide (newspapers, reports, online news). The communication channel of the International Institute for Sustainable Development (IISD) was also regularly used to distribute outcomes and information. All press releases can be found on the Section's website <http://www.unece.org/forests/press-releases>; all news releases are accessible at the UNECE website <http://www.unece.org/info/media/news>.

D. Other media

14. An explanatory video on wood energy efficiency, illustrating good practices for cooking and heating with wood, was released in English with Russian subtitles during the 38th session of the Working Party. The English/Russian version of the video has more than 5,000 clicks on Youtube in the past year. It has been translated and broadcasted in:
 - a. Albanian (supported by the National Association of Communal Forest and Pastures, produced by Korca RTV).
 - b. Georgian (supported by the Caucasus Environmental NGO Network (CENN), European Neighborhood Policy Instrument – Forest Law Enforcement and Governance Program (ENPI FLEG), International Union for Conservation of Nature (IUCN), Austrian Development Cooperation).
 - c. Turkish (supported by the General Directorate of Forestry).
15. The UNECE Facebook (<https://www.facebook.com/UNECEpage>), Twitter account (<https://twitter.com/unece?lang=en>) and the UNECE/FAO Flickr account (www.flickr.com/photos/121632478@N08) were used to promote exhibitions, workshops, press/news releases and publications. Individual photographs from major forest-related events received about 200-300 views in Flickr.

E. Billboard

16. The Forest Information Billboard was first launched in 2013 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 projects, publications and events.

17. Four issues were published in 2016, following the quarterly schedule of previous years (March, June, September and December). The number of contributions varied between 16 and 33 short articles in each issue in 2016, with an average of 27, compared to an average of 25 in 2015, 16 in 2014 and 13 in 2013.

F. Articles and external publications

18. The Joint Section contributed to a Reuters article on high rise wooden buildings, “Wooden plyscrapers challenge concrete and steel”, published in February 2017: (<http://www.japantimes.co.jp/news/2017/02/23/business/wooden-plyscrapers-challenge-concrete-steel/#.WK6ge9fyuUk>).

G. Web statistics

19. The total views declined by 10% and downloads declined by 25%. Some of this decline can be attributed to the lack of a joint COFFI/EFC session in 2016. The area of “data and statistics” continued to attract the most attention in 2016 exceeding that of the welcome pages. The most viewed part of this area was the price statistics which includes short-term and long-term information the Joint Section provides using minimal resources.
20. The Section updated its part of the UNECE Statistical Database, which can be accessed at <http://w3.unece.org/PXWeb/en>. There were 26,040 downloads from this site in 2016, compared with 9,327 in 2015, reflecting the more recent data that was provided in 2016 and the availability of the information in Russian.

H. Team of Specialists on Forest Communication (Forest Communicators' Network - FCN)

21. The FCN held two task force meetings 11-12 April and 20-21 December 2016 in Vienna, Austria and the annual meeting 29 August -1 September 2016 in Portland, Oregon, USA. The annual meeting was jointly organized with the IUFRO Communications and Public Relations Working Party. The key issues discussed were strategic communication for policymaking, forest communication across continents, campaigns, new media and technology-based approaches for forest communication. The next annual meeting will be organized together with the IUCN on 30 May – 1 June 2017 in Malaga, Spain.

I. Key questions for guidance and discussion

22. The Working Party is invited to:
 - a. *Comment on activities related to communication, and share views and ideas on how to improve the work in the future (social media presence, including Facebook, Flickr and Twitter; Forest Information Billboard; news or press releases; presence at major international events).*
 - b. *Consider the website analysis of visits in determining future priorities of work.*

II. Annex

A. List of Publications (internal)

- *Forest Products Annual Market Review 2016-2017 (forthcoming)*
- *Industrial Roundwood Balance (forthcoming)*
- *Training manual for the UNDA project Sustainable Forest Management for Greener Economies in the Caucasus and Central Asia (in press)*
- *Forest Ownership in the UNECE region (forthcoming)*
- *Wood Energy in the UNECE region (forthcoming)*
- *Committee Forecast 2016 (forthcoming)*
- *Social aspects of the forest sector workforce: a review of research in support of the Rovaniemi Action Plan (in editing)*
- *Pilot project on the System for the Evaluation of the Management of Forests (SEMAFOR)(in print)*
- *Forest Products Annual Market Review 2015-2016 (October 2016)*
- *Promoting sustainable building materials (September 2016)*

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

Title: "3rd Environmental Performance Review of Georgia"
 Authors: UNECE
 Published in: 2016, Environmental Performance Reviews Series No. 43

Title: "3rd Environmental Performance Review of Belarus"
 Authors: UNECE
 Published in: 2016, Environmental Performance Reviews Series No. 44

C. Summary of web statistics (1 January 2015 – 31 December 2016)

	1 January 2015 – 31 December 2015	1 January 2016 – 31 December 2016
Page views*	124,028	111,408
Unique page views*	88,927	81,558
Share of ECE page views	1.48%	1.31%
Average time on site (min)	00:01:26	00:01:21
Top 5 pages viewed (% of total page views*)	Welcome (12.2%) Data and Statistics (11.6%) Silva2015 (6.7%) Meetings (4.7%) Annual Market Reviews (3.4%)	Online data (13.6%) Welcome (11.1%) Price Output Table (3.3%) COFFI 74 (3.2%) Forest Products Markets (2.9%)
Top 5 countries visiting (% of total visits) **	US (10.5%) Germany (7.7%) Switzerland (7%) United Kingdom (5.1%) India (4.7%)	US (11.1%) India (5.1%) United Kingdom (4.5%) Canada (4.2%) Italy (4.1%)
Top 5 downloads of total:	FPAMR 2014 (1555) FPAMR 2015 (1379) PriceOutputTable (913) Fpamr-tables-2014 (698) Market-Statement-2015 (612)	FPAMR 2015 (2325) Price Output Table (1113) FPAMR 2016 (566) Unit Price 1964-2014 (548) FPAMR tables 2015 (539)
	Total downloads: 28,759	Total downloads: 21,588

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	1 January 2015 – 31 December 2015	1 January 2016 – 31 December 2016
Top 5 meeting pages visited (% of total page views*)	Silva2015 (7.2%) IDF 2015 Forest for Food (1.7%) Working Party 2015 (1.6%) More heat with less wood (1.5%) COFFI/EFC Kazan 2014 (1.0%)	COFFI 74 (3.2%) Working Party 2016 (2.0%) IDF 2016 Forests for Water (1.8%) Silva 2015 (0.8%) Bioenergy Workshop 2016 (0.8%)
Other pages of interest (page views; % of total views*)	FPAMR 2015 Annex (1101; 0.9%) Documents by country (1586; 1.3%) JWEE (995; 0.8%) FPM market reports (975; 0.8%) MIS energy guide (817; 0.7%) Forest Fire Stats (675; 0.5%)	Secretariat (1503; 1.3%) FPAMR 2015 Annex (1166; 1.0%) JWEE (1005; 0.9%) FPAMR 2016 Annex (585; 0.5%) H3 database (96; 0.1%) FPAMR 1998 (32; 0.0%)
Summary by topic (sum of page views; % of total views*) ***	General (32063; 25.9%) Stats (22412; 18.1%) Markets (17096; 13.8%) Resources (7649; 6.2%) COFFI/EFC (7151; 5.8%) Communication (5434; 4.4%) Energy (3950; 3.2%) Policy (1681; 1.4%) Outlook (992; 0.8%) Fire (675; 0.5%)	General (26332; 24%) Stats (21356; 19%) Markets (19904; 18%) Communication (4635; 4%) Energy (4486; 4%) Resources (2657; 2%) Policy (2349; 2%) COFFI/EFC (2047; 2%) Capacity Building (1063; 1%) Outlook (1002; 1%)
Forest billboard (sum of page views)		
Sum of all 4 issues	<u>1120</u>	<u>1592</u>
1 st issue	95	705
2 nd issue	459	493
3 rd issue	236	220
4 th issue	330	174
FPAMR**** page visits by country**	United States 729 Sweden 621 Germany 216 Finland 192 United Kingdom 132 Russia 132 Poland 96 India 72 Ukraine 72 Italy 72 France 60 Australia 60 Austria 60 Kenya 36 Switzerland 24 Japan 24 Spain 24 China 24 Canada 12	United States 2835 Russia 239 Finland 214 Germany 153 Canada 114 Italy 113 United Kingdom 101 Netherlands 90 India 89 Slovakia 89 France 77 Spain 77 Belgium 76 Turkey 64 Japan 52 Ukraine 51 Switzerland 51 Belarus 50 Sweden 38 Poland 38 Australia 38 China 38 Austria 26

Notes: Visits from the United Nations Office at Geneva are excluded in all data given.
FPAMR: Forest Products Annual Market Review
JWEE: Joint Wood Energy Enquiry
* Excluding downloads
** This data derives from a limited sample base (8% of visits)
*** Includes only pages with more than 100 views
**** Includes publication, statistical annex, web page
Source: Google Analytics®

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

- *Plywood/Veneer Management Training Workshop, 29- 31 March 2016, World Forestry Center, Portland, Oregon, United States of America;*
- *Timber Measurement Society 2016, 6-8 April, Coeur d'Alene, Idaho, United States of America (www.timbermeasure.com);*
- *Institute of Chartered Foresters National Conference 2016 - The Timber Supply Chain – Dynamics and Opportunities, 27/28 April 2016 Newcastle, United Kingdom (www.charteredforesters.org/2015/11/conference2016);*
- *International expert workshop on strengthening collaboration on criteria and indicators (C&I) to promote and demonstrate sustainable forest management, 1-3 May 2016, Ottawa, Canada (www.fao.org/forestry/ci/91695/en);*
- *16th Montréal Process Technical Advisory Committee (TAC) Meeting, 4-6 May 2016, Ottawa, Canada (www.montrealprocess.org/The_Montreal_Process/Technical_Advisory_Committee/meetings.shtml);*
- *Rencontres Alpines, Gestion durable de La Forêt et filière bois, 16 Novembre 2016 (www.rencontresalpines.org);*
- *Erster Schweizer Roundtable: „Zukunft des Bauens“, Dienstag, 17. Januar 2017, Zürich, Switzerland;*