

Policy brief on C&I and forest-related communication

Policy Brief



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**WORKSHOP ON FOREST MONITORING AND RESTORATION
IN THE CAUCASUS AND CENTRAL ASIA**

9 DECEMBER 2020, ONLINE



The purpose of forest-related communication

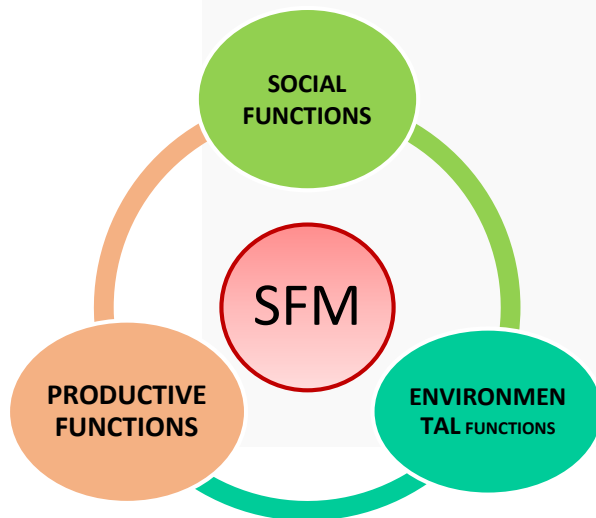
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Why do we communicate?

- to achieve better informed society and decision makers on matters relevant to forests and forestry.
- to help close the gap between perception and the facts regarding forests and forestry.

What are the main objectives?



- to increase understanding within key target audiences that forests are vital to life on Earth
- to help people understand that sustainably managed forests provide a range of values
- to raise awareness of the positive contribution of forest sector to bioeconomy
- to influence decision on planned development concerning road construction in forests



<https://www.slideshare.net/RajSingh150/communication-34937696>



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Your Target Audience

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Successful forest-related communication, which incorporates all three dimensions of sustainable forest management such as the economic, environmental and social aspects of forests and forestry requires carefully identified target audiences.

- Questions that help to identify target audiences:
 - Who needs to hear your message?
 - Who must be moved to action?
 - Who are the influencers?
- Questions that help to clarify the involvement of target audiences:
 - Whose attitudes and behaviours are we trying to influence?
 - Does the target audience need to change their attitude?
 - Does the target audience need to change their behaviour?

Your target audience

The most relevant target group to be considered for forest-related communication

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Who they are?	Why they can be important?
<ul style="list-style-type: none">– relevant civil organizations: NGO's from various sectors relevant to forestry– policy makers: national, regional and local politicians, ministers and policy leaders– institutional and market decision makers within related sectors and industries: climate change and renewable energy sector, agriculture; construction etc.– key media people, journalists and other commentators at national and regional or local level– Education system – teachers and children– General public	<ul style="list-style-type: none">– participate in many legislative processes, including consultations and lobby activities, some of them view their role as a watchdog organization and critically monitoring the activities of governments, industry– play central role when it comes to creating forest policy, legislative regulations, governance and supervision of the forest sector development– influence cross-sectoral aspects decisions that may results in long term direction for developments and trades-off between different sectors– hold views and form other people's views, serving as channels for transmitting information and influence the image of an organisation– Partners in forest education activities– very important for gathering support for the forest sector activities and maintaining a social licence to operate;

Developing communication strategy

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A six-step process for developing a communication strategy

Step	Action	Activities
Step 1	Situation analysis	
Step 2	Investigate audiences	
Step 3	Message Development	
Step 4	Choosing options	
Step 5	Planning Communications	
Step 6	Monitoring and Evaluation	

- **SWOT Analysis** - involves listing the forest sector's Strengths, Weaknesses, Opportunities, and Threats.
- **PEST Analysis** - involves listing the Political, Economic, Social and Technological factors that could affect the forest sector or a forest organisation's work .

SWOT analysis on forest communication in Europe

Strengths <ul style="list-style-type: none"> ➢ Forestry in Europe has a good story to tell ➢ There is good evidence to back it up (C&I) ➢ There is increasing political attention on forests 	Weaknesses <ul style="list-style-type: none"> ➢ The forest sector is not homogeneous ➢ There is no communications strategy, no common forestry voice ➢ Forest issues are complex
Opportunities <ul style="list-style-type: none"> ➢ The forest resource as such can be used for communicating (C&I) ➢ There is increasing interest in climate change, biodiversity and environment and the role of forests (C&I, SDGs) ➢ People are emotionally attached to forests 	Threats <ul style="list-style-type: none"> ➢ People like forests and wood, but dislike timber harvesting ➢ Other sectors compete for the market, funds and attention ➢ The financial crisis creates additional burdens for new initiatives

Guidelines and tools for developing communication strategies for joint UN teams on AIDS
https://www.unaids.org/sites/default/files/media_asset/jc1582_guidelines_tools_en_3.pdf



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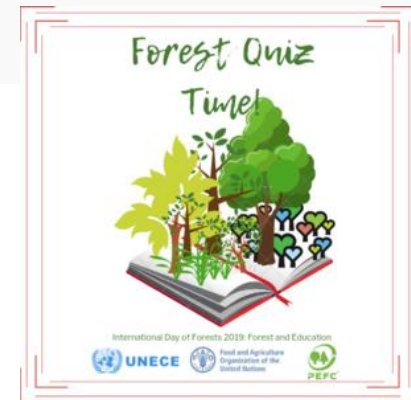
Ways and tools to communicate on forest-related issues



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C&I can be a convenient framework to develop a communication strategy with clear **messages that allows the public and the policy makers to make connections** with relevant issues and challenges, including information on the state of forests, forest management and the forest sector.

- Press briefings
- Factsheets
- Calendars
- Advertising
- Exhibitions
- Posters or postcards
- Photography contests
- Engaging with members of Parliament and research communities
- Social media (Facebook, Twitter, Instagram, Apps)



Ways and tools to communicate on forest-related issues

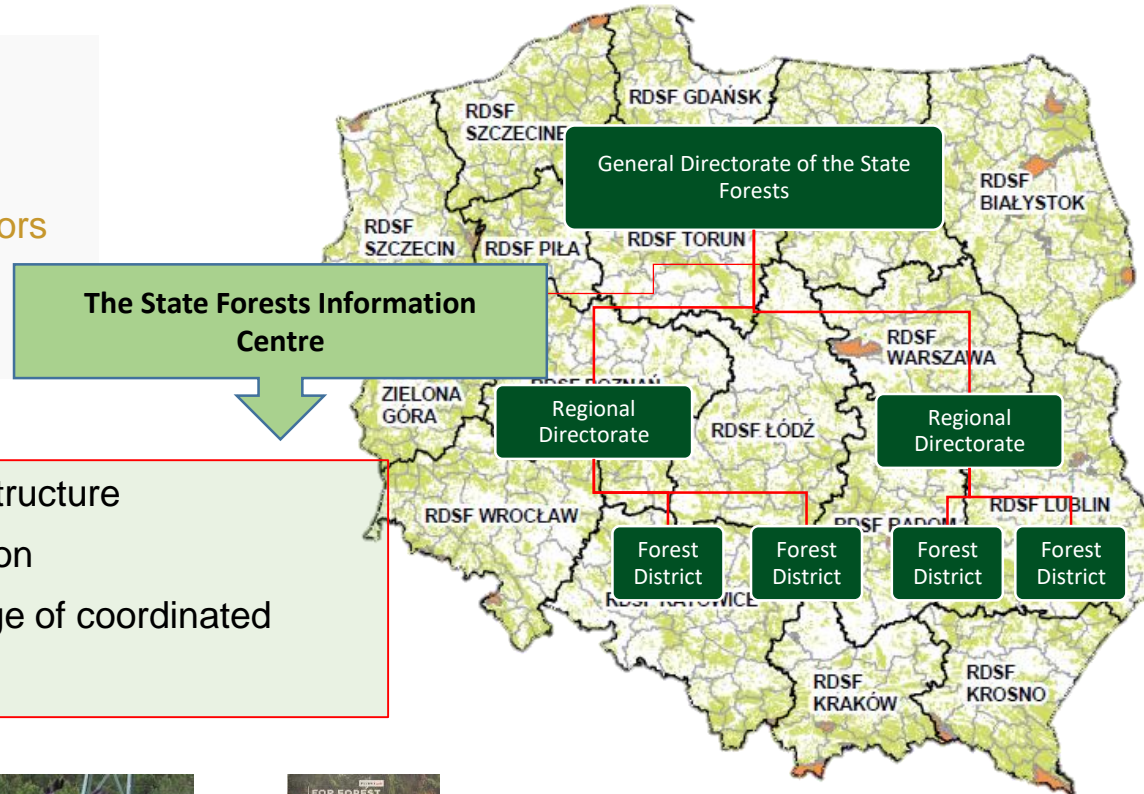
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Communication assignments

- a spokesperson
- media units
- specialised forest communicators/educators
- PR agency
- dedicated organization

- established within the SF organisational structure
- dedicated for promotion and communication
- has a national reach, what gives advantage of coordinated actions and wide reaching impact



<https://www.lasy.gov.pl/en/pro>



<https://youtu.be/gJkc8nVOW68>

Publication

Films

Facebook

Website

Twitter

Campaigns

Events

Outreach of forest- related issues

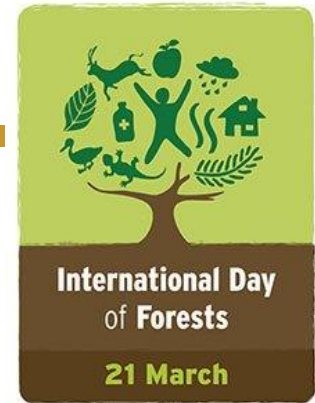
International Day of Forests – IDF

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- Countries are encouraged to undertake local, national and international activities:
 - Tree planting campaigns.
 - Photo exhibits that portray the chosen IDF theme.
 - Sharing infographics, videos, news and messages via social and other media.
 - Wearing shirts with slogans that may draw the attention of people.
 - Arranging seminars in schools, field trip, family picnics .
 - Visiting beautiful places.
 - Addressing the IFD at ongoing political summits, conferences.

<http://www.fao.org/international-day-of-forests/en/>



International Day of Forests



Watch the virtual programme for the 2020 International Day of Forests



The programme for the virtual event is available here.

Watch the IDF video spot

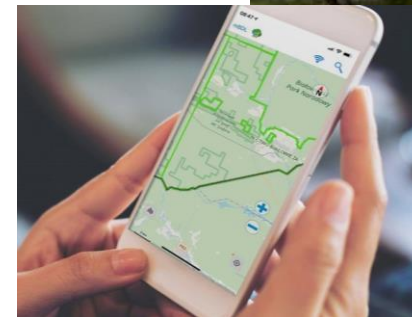
C&I in communicating forest-related issues

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National set of C&I can provide a basis for evidence-based communication, which will assist in:

- monitoring, assessing and **reporting the state of countries' forests**
- strengthening the development of **national forest programmes** and monitoring their implementation
- providing incentives for practical sustainable forest management
- encouraging **dialogue between the forest and other sectors** as well as with society
- demonstrating how **forests benefit society**.



C&I in communicating forest-related issues

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National set of C&I can support different dimensions of forest-related communication:

- indicating the **relevance of national forest sector among policy makers and society** at large
- signifying cross-sectoral relations
- demonstrating **the forest sector's contributions to the global responsibilities** and obligations e.g. SDGs



Promoting synergies: the UN Strategic Plan for Forests 2030, the Paris Agreement & the SDGs

Learn how sustainably managed forests combat Climate Change, build a sustainable world!

Watch live: 4 DEC @ 12 PM on fb.com/sustdev



FORESTS @ the COP24 SDG PAVILION
Katowice Climate Change Conference | Poland

<https://trello.com/b/bNJ8XIYt/desa-cop24-katowice>





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Thank you!



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Marta Gaworska
Chief of International Cooperation
Directorate General of the State Forests
09.12.2020

