

ECONOMIC COMMISSION FOR EUROPE

EXECUTIVE COMMITTEE

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Item 8

Informal Document No. **2022/17**

Extrabudgetary project

**Strengthening communication and outreach on forests, forest products
and climate change in support
of the 2030 Agenda for Sustainable Development in the UNECE region**

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
TECHNICAL COOPERATION PROJECT FORM

Project title: Strengthening communication and outreach on forests, forest products and climate change in support of the 2030 Agenda for Sustainable Development in the UNECE region		
Expected timing/ duration: May– December 2022		
Objective and brief summary of the project: The objective of the project is to raise awareness of the UNECE member States on forests, forest products and climate change in support of the 2030 Agenda for Sustainable Development. The project will focus on raising awareness on the forest bioeconomy and circularity and forests; climate change mitigation and forests; wooden construction; Forest Outlook 2040; sustainable consumption and production patterns; urban forestry; food systems and forests; agroforestry; state of forests in the region; wildfires; youth and children and their forests; the future of forests as well as Fashion4Forest through communication within and outside the forest sector in the UNECE region. This will strengthen the capacity of the UNECE Committee on Forests and Forest Industry (COFFI) to reach out to relevant constituencies, to draw attention to the international, regional and local priorities in the forest sector and to increase the dissemination of information and tools produced, at national, regional and global levels. The objective of the project will be achieved by implementing the following activities: A1.1. Preparation of a series of 3 infographics and 1 video to explain and illustrate selected topics; A1.2. Production and launch of 4 podcasts on selected topics; A1.3 Organisation of social media campaigns and regular weekly postings on various social media channels production of reels and short videos; A1.4 Organisation of 2 events on work of the UNECE Committee on Forests and Forest Industry (including side events at larger international events such as UNFF; HLPF 2022 or the European Forest Week 2022).		
Expected results of the project: EA1. Strengthened communication and outreach on forests, forest products and climate change in support of the 2030 Agenda for Sustainable Development in the UNECE region		
Target group and beneficiaries of the project: Beneficiary countries are UNECE member States. Target audience will include senior government officials from relevant ministries (e.g., forestry, environment, agriculture), national experts, representatives of the private sector, civil society, academia and the public at large.		
Justification of project and its relationship to the programme of work: The project directly contributes to the objective of Subprogramme 7 “Forests and the forest industry” of the UNECE proposed program budget for 2022 “to strengthen the sustainable management of forests and enhance the contribution of forests and forest products to sustainable development in the ECE region”. In accordance with the Integrated Programme of Work 2022-2025 of the Committee on Forests and the Forest Industry and the European Forestry Commission, adopted on 25 November 2021, this project contributes to Work Area 3: Communication and outreach which aims at enhancing communication, outreach and dissemination of information to the UNECE member States.		
Estimated UN regular budget resources (work months of RB staff/level of Staff): 1 month of P5		
Estimated extra budgetary resources:		
Donor	Amount (US\$)	
Switzerland	50,000	
Project Manager: Liliana Annovazzi-Jakab 11.04.2022	Section/Division: UNECE-FAO Forestry and Timber Section/ Forests, Land and Housing Division	
Cleared by Programme Management Unit: Nicolas Dath-Baron Chief, a.i. 11.04.2022	Approved by EXCOM¹	03.05.2022

¹ See paragraph 31 (a) of Commission decision A(65).

Annex
Results-based budget for the extra-budgetary project

Expected Accomplishments	Planned activities	Estimated costs (US\$)
EA1. Strengthened communication and outreach on forests, forest products and climate change in support of the 2030 Agenda for Sustainable Development in the UNECE region	A1.1. Preparation of visuals, particularly, a series of 3 infographics and 1 video to explain and illustrate selected topics	27,500
	1 international consultant for design, video production, editing, images and footage x \$7,500	7,500
	1 temporary staff (P1) to draft materials x 2 months x \$10,000	20,000
	A1.2. Production and launch of a series of 4 podcasts on select topics.	8,000
	1 international consultant for content production x \$8,000	8,000
	A1.4 Organisation of social media campaigns and regular weekly posting a on various social media channels as well production of reels and short videos for various audiences	6,410
	1 international consultant for video production x \$6,410	6,410
	A1.5 Organisation of public relations events on work of the UNECE Committee on Forests and Forest Industry,	2,500
	Travel of staff to public relation events x 2 missions x \$1,250	2,500
Budget summary		44,410
13% of Programme Support Costs		5,590
Total (rounded)		50,000