

Best Practices in Forest Communication

UNECE-FAO Forest Communicators Network

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Contributions from the Forest Communicators Network

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Table of Contents

Introduction	3
The UNECE/FAO Forest Communicators Network.....	3
Increased attention for communication in forestry	4
What is communication?	6
Austria (I)	9
Austria (II).....	12
Bulgaria	14
Confederation of European Forest Owners	17
Confederation of European Paper Industries	18
CNBD – National Committee for Wood Promotion	21
Cyprus	23
Czech Republic	25
European Forest Institute	28
European Landowners Organization	31
Estonia	32
France	37
Latvia (I).....	39
Latvia (II)	41
Latvia (III).....	43
Latvia (IV).....	456
Lithuania.....	459
Slovak Republic	51
Sweden	55
Switzerland.....	58
United Kingdom.....	60

Introduction

The UNECE/FAO Forest Communicators Network

The FAO-ECE Forest Communicators Network (FCN) was established by the UN ECE Timber Committee (TC) and the FAO European Forestry Commission (EFC) in support of the overall goal to improve the ability of the forest and forest products sector to communicate effectively, within and outside the sector, and to raise the awareness of sector policy makers of the potential of effective communication strategies and tools.

The current mandate of the FCN is given till 2008 to carry out the following tasks:

- Elaborate a guide on best practices in forest sector communication (2005);
- Conduct a seminar on communication in forest sector policy (based on earlier outputs by FCN, including studies of public perceptions, “train the trainers” workshops, best practices guide, etc.), with participation of sector policy makers and analysts;
- Provide assistance to the UNECE/FAO secretariat in improving communication about integrated programme, and to team of specialists on gender in forestry and other teams, as requested;
- Publish a report on consumer attitudes towards forest products.

Participation in the FCN is open to all, sharing the common objectives and the concern about the above mentioned tasks. The team has established a communication network throughout the ECE region, formed subgroups to deal with specific issues and produced a number of publications. The team conducted meetings in different countries of the ECE region, to exchange information on selected topics, to develop concepts, to take stock on achievements and to decide on further activities.

Concerning resources the FCN builds completely on voluntary contributions by and inputs of individuals, countries and organizations in terms of expertise, man power and finances. These inputs together with synergies created through co-operations with other actors, such as the Ministerial Conference on the Protection of Forests in Europe and the Team of Specialists on Public Participation, have generated a climate of remarkable productivity.

The Secretariat of the EFC/TC in Geneva hosts the internet website, and supports the networks activities through maintaining the contact data base and providing the link to the EFC, the TC and other committees and teams.

Currently the contact data base of the network contains over 120 persons from 30 countries out of the ECE region (Europe and North America) representing both, governmental and private sector organisations. More information on the network may be found under <http://www.unece.org/trade/timber/pr/pr.htm>

The meetings of the FCN bring together forest communicators from the whole ECE region with the task to discuss and develop solutions in the context of the networks mandate.

The meeting provides a unique forum for

- Exchange of information and views on topical issues and strategic approaches concerning public relations in the forest and forest industries sector,
- Presenting success stories and lessons learned, and
- Building contacts and alliances with regard to forest related communications throughout the ECE region (Europe and North America).

At the 2005 meeting of the FCN in Bialowieza (Poland) a subgroup was established to start preparations for a guide on best practices in forest communications. The group will capitalize on existing material and will build on lessons learned and success stories of FCN participants. This publication is the result of that work and brings together a number of examples of “Best Practices in Forest Communication”. In the following chapters an introduction to the increased relevance of communication on forests and in forestry will be presented, as well as a short introduction to the concept of communication. The introductory part is followed by a set of fact sheets elaborating the examples provided to the Forest Communicators Network. In total 16 fact sheets from across the ECE region are included in this publication. The Forest Communicators Network expresses its gratitude to those FCN members that have contributed by filling in the fact sheets forms.

The focus of this publication is not on the scientific side of (forest) communication, but rather aiming at providing a list of “best practices” that can aid people engaged in “forest communication” from various organizations (e.g. state departments for forestry, state forest services, forest educational and research institutes, forest sector interest organizations etc.) when planning communication activities.

Increased attention for communication in forestry

With the rise of forest issues on the global agenda and the increasing relevance of other sectors, communication has become a key element in present-day forestry. Considering the fragmentation of policy networks, at national and most certainly also at European Union (EU) level, there is a clear need for inter-sectoral policy approaches. Fragmentation – mirrored in the domain specific composition of almost all EU institutions – is particularly pronounced concerning forest policy because of the wide distribution of competence within the European Commission (COM) (Hogl 2000). Communication is an integral part of any attempt to come to a more inter-sectoral approach to forest policy.

Another aspect of the call for strengthening communication in forest policy processes relates to the need for sound scientific information in decision-making. Seppälä (2004) (and many others) write(s) that forest policy decision-makers and other users of research results tend to see that the problem of the insufficient use of existing information is mainly the fault of the research community. The users blame researchers for not working on relevant projects, which would supply the information they need right now. As for the researchers, they tend to criticize the user community; they do not understand and do not even want to understand what scientists say and are not basing their decisions on the best available scientific information.

Recent policy statements reflect policy-makers’ increased attention for the following, more specific needs in respect to strengthening communication:

- The need for sound scientific information in forest policy deliberations and the need to improve communication between science and policy (UN 2002a, MCPFE 2003a, UNECOSOC 2004, COM 2006b);

- The need for increased stakeholder and public participation in forest policy processes (UN 1992, UNECE 1998, Council 1999, MCPFE 2003b, UNECOSOC 2004, COM 2006b);
- The need to strengthen communication within the forest sector as well as cross-sectoral communication (Council 1999, MCPFE 2003b, COM 2006b, UNECOSOC 2006).

The Council Resolution on a Forestry Strategy for the European Union (Council 1999) addresses the need to improve coordination, communication and cooperation in all policy areas with relevance to the forest sector within the Commission, between the Commission and the Member States, as well as between the Member States (Article 2f). It also emphasizes the benefits of effective coordination between different policy sectors which have an influence on forestry, and of coordination at Community level. In addition it emphasizes the important role the Standing Forestry Committee, the Advisory Committee on Forests and Cork and the Advisory Committee on Community policy regarding forestry and forest-based industries have in this context, and points at the importance of making use of these committees as ad hoc consultation for a providing expertise for all forestry-related activities in the framework of existing Community policies (Article 10).

The Ministerial Conference on the Protection of Forests in Europe, fourth conference (2003b) (Resolution 1) advises to work towards an improved understanding of cross-sectoral issues at the pan-European level, identify key issues, actors and interaction to be considered in the regional context and enhance co-operation and dialogue to pro-actively seek solutions (Article 5). It also advises to enhance inter-sectoral policy co-ordination by establishing or improving mechanisms (a) for regular communication between the forest sector and other relevant sectors to increase the exchange of information and consultation, (b) to strengthen collaboration with these sectors and to develop inter-sectoral agreement on common priorities (Article 6).

The United Nations Forum on Forests (United Nations Economic and Social Council 2006), 6th Session, Chapter I encourages countries to enhance cooperation and cross-sectoral policy and programme coordination in order to achieve the global objectives set out in the present resolution and to promote sustainable forest management by: (b) Strengthening forest education and research and development through global, regional and subregional networks, as well as relevant organizations, institutions and centers of excellence in all regions of the world; (c) Strengthening cooperation and partnerships at the regional level; (d) Establishing or strengthening multi-stakeholder partnerships and programmes (Article 7).

Most recently the EU Forest Action Plan (COM 2006b) states that coordination between policy areas in forest-related matters needs to be strengthened (Key Action 14), and that information exchange and communication needs to be improved (Key Action 18).

The biggest challenge however is formed by the need to raise a positive awareness among the general public on forests, forestry and forest-based industries. It may be due to many different reasons why there nowadays is a stronger need than ever to inform the general public on forests, but probably many of them are due to increased urbanized and a larger physical and mental distance to the forests. In the light of these developments, the “Vision 2030: A Technology Platform Initiative by the European Forest-Based Sector” (2005) was published as a joint statement by the COM, the Confederation of European Paper Industries (CEPI), the Confederation of European Woodworking Industries (CEI-Bois) and the Confederation of European Forest Owners (CEPF). This document emphasizes that:

- To fully develop its products and services, the forest sector must improve its understanding of areas such as perception, social behavior and social changes.
- The sector needs to communicate to society the unique, sustainable and renewable nature of forests and forest-based products.

The importance of improving the forest sector's communication with society relates to the need for policy to be legitimated and accepted by society (Karvonen 2004). This need, as well as the increased strength of interest groups, have given the public more weight as an actor in discussions on forests (Buchy and Hoverman 2000, Weber and Christophersen 2002). A number of studies indicate that the public is deeply concerned about forests, including the still unsatisfactory situation of forest health and the perceived threat of forest biodiversity loss in many regions (Rametsteiner and Kraxner 2003¹, Suda and Schaffner 2004) and a negative perception of forest-based industries (COM 2002, Joint FAO/ECE/ILO Committee on Forest Technology, Management and Training 2003).

What is communication?

Communication, the central word in this document², is a term on which libraries have been filled. Before starting off with discussing the increased relevance of communication in forestry we would like to present two quotes that depict vividly why communication is an essential part, if not the most essential part, of societies.

Paul Watzlawick (1969) wrote that:

One can not, not communicate

For example, imagine a hermit, living a lonesome life in a shack way out in the hills, never speaking to anyone, never needing anyone. Although he never directly communicates with anyone, people still have an opinion of him. People may think he is strange or that he wants to be left alone. Why is that? Because by his lonesome and silent behavior he has apparently indirectly communicated – maybe unconsciously or even unwanted – a message to others.

Upon discussing why people communicate, Lawrence Jones-Walters (2000) wrote:

Individual human beings can not function without communication and neither can groups. Communication helps individuals to fulfill the needs for food, shelter and safety, as well as their need for development, the expression of a sense of identity and establishing and maintaining relationships with other human beings... [The] complicated processes through which groups try to survive and to achieve their goals all depend on communication. Like individuals groups also use communication to maintain their identity and cohesion, to develop knowledge and transfer it to new members, and to structure their relationships with other groups.

Communication has been an integral part of society in all ages (Rosengren 2000). Yet recently we hear and read that we live in an “information society” in which information and communication are even more essential than before. The rise of Information and

¹ Rametsteiner and Kraxner (2003) summarizes 47 representative surveys from 16 European countries on the public's image on forests, forestry and forest-based industries.

² Parts of this text are excerpts from: Janse, G. 2007. Communication in forest policy decision-making in Europe: a study on communication processes between policy, science and the public. *Dissertationes Forestales* 48. Available at: <http://www.metla.fi/dissertationes/df48.htm>

Communication Technology (ICT) is one of the elements of the growing literature on the so-called “information society”. Without going into detail here, the concept of and discussions on “information society” provide an indication of the rise information and communication have taken over the last decennia among scientists and politicians alike. They have increasingly begun to talk about information as a distinguishing feature of the modern world. Frequently heard statements are that we are entering an “information age”, that societies are more than ever “information societies” and that we have moved into a “global information economy”.

Even the European Union urges rapid adjustments to a “global information society” (COM 2006a). Yet, the extensive literature on information societies represents many diverging and even confliction opinions. There is, however, no discord about the special salience of “information” (Webster 2005).

When analyzing any communication process, it is important to know/understand the sender, which channels are used to transmit which messages and why, and in which way the receiver reacts (or not reacts). Probably therefore a lot of emphasis is placed on determining and analyzing target groups when drawing up communication strategies. However, before making a division of different types of target groups a more general distinction may be useful. Especially when studying organizations, one can distinguish two main forms of communication: internal and external communication (see for example Derville 2005, Wehmeier 2006). Internal communication takes place within the organization (or in the case of federations even within a group of organizations), group or network. External communication then, broadly stated, is the communication between the organization, group, or network and the rest of the world. As regard external target groups for communication, Van Woerkum et al. (1999) identify the following types:

- Conditional relation groups: e.g. the mother company or governing body;
- Input relation groups: e.g. those groups providing money, knowledge, workforce;
- Output relation groups: e.g. customers;
- Relation groups with similar goals: cooperators or competitors;
- Normative relation groups: those able to influence the image of an organization.

Jones-Walters (2000) states that most communication activities of organizations fall into one of four categories, founded on different reasons for communication:

- “One-way” information distribution: e.g. advertising, promotion, publicity and propaganda (cf. asymmetric communication or instrumental communication);
- Information provided as part of a dialogue, usually in reply to questions of the public (reactive);
- Education: a long term process to transfer knowledge, but also attitudes and values, both to children and adults;
- Dialogue with specific groups, sometimes as part of a formal consultation process, sometimes in an effort to find acceptable solutions to complex problems involving many different groups of people (cf. two-way symmetric communication and the discussion of communication in networks).

These styles of communication can be applied to varying extents in different “communication mixes”, depending on the type of sender’s intentions, the chosen message and the intended target group. Two often used characterizations of communication styles, public relations (PR) and lobbying are discussed in more detail below. It should be mentioned here already, however, that although PR is often associated with one-way, instrumental styles of

communication, it can comprise various styles of communication (e.g. education). Also lobbying should not be exclusively tied down to one of the four styles presented above. Although lobbying, superficially seen, has the character of a dialogue, it differs in the sense that power relations play an important role in the (asymmetrical) communication between two actors.

The best practice fact sheets in this publication present examples of these different styles, as well as mixed styles.

Austria (I)

Involved organizations:

- Federal Ministry of Agriculture, Forestry, Environment and Water Management of AUSTRIA - Forestry Department
- Federal Research and Training Centre for Forests, Natural Hazards and Landscape - Forestry Training Centre Ort
- Verein der Waldpädagoginnen in Österreich (Association of Forest Pedagogues in Austria)

Communication objectives:

- Stimulate a positive attachment of children to forests and forestry;
- Establish a long lasting, positive relationship between foresters and children;
- Provide children with a unique, positive experience in the forest together with foresters.

Name of the activity:

'WALDPÄDAGOGIK' / FOREST PEDAGOGICS

Communication tools involved:

Field trips with school children, applying special educational activities that address all human senses.

Intended audience and numbers reached:

- Main target group is children of the age group of 9 - 12 years. This age group is especially receptive for environmental issues and comprises the decision makers and consumers of the future.
- The concept is also applied to children in kindergarten, teenagers and people with special requests and needs.
- So far approximately 60% of pupils of Austrian elementary schools have been to a forest pedagogic's activity.
- The overall goal is to reach each schoolchild in all 3600 Austrian elementary schools at least once.

Communication support needed and used:

- A certified modular Training Course on Forest Pedagogics has been developed and established and is now offered by all five Austrian Forestry Training Centers. So far approximately 1200 persons have passed a certified training course.
- The Association of Forest Pedagogues in Austria (Verein der Waldpädagoginnen in Österreich) was established, in order to provide a forum for sharing experience and developing this evolving concept further.
- A focal point for forest pedagogics was established in the Federal Ministry of Agriculture, Forestry, Environment and Water Management, with the task to coordinate activities and facilitate the implementation.

- Since 2000, forest owners that offer forest pedagogic tours with certified guides, can apply for financial support amounting to Euro 160,- for one fieldtrip (80% of the total average costs of one fieldtrip).
- Information material for raising awareness and attracting participants, such as the attached info flyer "Abenteuer Wald - Den Wald einmal anders erleben! Forstleute führen in den Wald", has been produced and disseminated.

Description of the main activity:

A certified training course enables foresters and other interested people to organize field trips with school children, based on special educational activities that address all human senses.

Lessons learned:

To discover the forest with all senses is extremely attractive for children. It gives them the opportunity to receive information in a playful way and provides a positive adventurous experience in the forest they will remember and relate to foresters all their life.

Evaluation of the activity:

- It is an evolving concept started 1994. Evaluation and adjustment has been done throughout the process through questioning participating pupils and teachers.
- In the beginning the training courses provided a basic module of 40 hours. Since 2004 three modules are offered with a total of 80 hours and participants receive a certificate.

Follow-up:

Forest Pedagogics is a regular programme, which will be continued and further supported.

Contact details for further information:

Federal Ministry of Agriculture, Forestry, Environment and Watermanagement
Department of Forestry
Division IV / 3 "Forest Resources, Communication and Budget"
Marxergasse 2
A-1030 Vienna
AUSTRIA
telephone: +43-1-71100-7321
web office: www.lebensministerium.at

View of the activity:

Further Training **Module D**

Recommended and voluntary further training of forest pedagogues and all interested persons. Two days that will open up a new field of activity in forest pedagogic work.

Start: 9.45 hours, end 17.00 hours
 Cost: 140 euros full board

5 to 6 June 2007
 22 to 23 October 2007

Forest Pedagogics with Teenagers

- ➔ Ambitious young people deserve a special programme. Let's approach the new generation!

11 to 15 June 2007
 25 to 29 June 2007

Forest Operations Week with Teenagers

- ➔ A broad range of useful outdoor activities lasting from one day to several days
- ➔ What does a teenager need for his step into life? How do we organise age-related outdoor activities?



Forestry for Newcomers **Module F**

Across Austrian Forestry in One Week
 Training course designed for forest pedagogues without background in forestry such as foresters, forest graduates, forest wardens and forest masters. This training course is part of an intensive professional training programme for forest owners and nature lovers to provide insight into forestry issues.

Topics covered: forest ecosystem, forest development, the Austrian forest, forest regeneration, tending and thinning of broad-leaved and conifer forests, forest protection and forest health, management plans, forest and hunting acts, hunting aspects, wood utilisation and bucking, forest harvesting with motor saw and forest machinery.

Cost: 300 euros/week (full board)

The module may be attended by forest pedagogues before, during or after having accomplished Modules A, B, C. For deepening of the subject, the forest-related certificate exam for forest professionals may be passed only three months after having attended a training course in one of the five Austrian Forestry Training Centres. This is in accordance with an Ordinance of the Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management. For details and FAQ, see www.waldpaedagogik.at.

Dates 2007:
 12-16 February, 24-28 September

Federal Research and Training Centre for Forests,
 Natural Hazards and Landscape (BFW)
 Forestry Training Centre Ort
 Johann Orth-Allee 16 - 4810 Gmunden
 Tel.: (+43) 07612/64419-0 - Fax: (+43) 07612/64419-34
 Forest pedagogues: Fritz Wolf and Albert Botka
 E-Mail: fastort@bfw.gv.at
www.fastort.at - www.waldpaedagogik.at

We will be pleased to welcome you in our dignified
 "circle of forest pedagogues" –
 The Team in the Landschloss Ort/Gmunden

Forest Pedagogics 2007



Certificate Courses



www.waldpaedagogik.at

Austria (II)

Involved organizations:

Forst-Holz-Papier - Cooperation platform for forestry, wood and paper.

Communication objectives:

Implementation of a more integrated communication.

Name of the activity:

Integrated cooperative communication.

Communication tools involved:

This example comprises the entire communication of the organisation.

Intended audience and numbers reached:

The intended audience comprises specific internally and externally defined target groups. Most of them are already reached.

Communication support needed and used:

The resources provided are a communication manager who is assisted by one part-time person. An annual communication budget is reserved for the activities.

Description of the main activity:

Integrated communication comprises five main-steps:

- Define the main targets of our communication efforts and gain commitment from all those who are responsible for reaching the targets. Check all the instruments, tools and measures, and check if they match in design and content. Check if the messages delivered are consistent.
- Ensure the cooperation with all the departments and members in FHP. Therefore it is necessary to have knowledge at disposal and also to guarantee a functional internal communication.
- Act target group-driven. All our communication work and instruments have to be coordinated with target group needs. Therefore we must know our target groups very well and ask them constantly what they expect from us.
- Identify all the stakeholders, observe their behavior and involve them in the entire communication strategy of FHP. Also identify all the internal target groups and involve them in the entire communication strategy of FHP (internal marketing) and adjust all the communication measures and instrument in form, content and time-share.
- Ensure all the resources for communication in FHP and adapt the FHP organization to the whole strategy. This means an organizational and structural anchorage of the communication in the organization. The communication must be linked directly to the top-management and must be provided with decisional authority in communication matters. Gain the support of the top management and verify the part of communication to reach FHP goals by implementing a professional communication evaluation system. Consistent messages, an active communication of the FHPs mission and bottom up communication planning are necessary.

Lessons learned:

It is extremely important to work with well educated people in communication matters. A main difficulty relates to the fact that many people taking decisions on communication matters are not educated in communications. Everyone involved must be convinced about the importance of a professional communication.

Evaluation of the activity:

The evaluation of integrated communication is very difficult and can not be carried out as a whole. We are just about to implement evaluation tools for the different sections of the communication approach. But we see evaluation as one of the most important things in doing a professional communication work.

Follow-up:

Integrated communication is an ongoing process, a communication philosophy. It never ends.

Contact details for further information:

For further information please contact:
Mag. (FH) Christine Widmann, FHP - Communications
ph. +43 1 588 86 - 218, e-Mail: widmann@forstholzpapier.at

Bulgaria

Involved organizations:

Vitosha Nature Park Directorate

Communication objectives:

To disseminate information about the protected areas in Bulgaria (National parks, Nature parks, Reserves).

Name of the activity:

Creation and development of a National Park Information Center

Communication tools involved:

Development of a database about the protected areas in Bulgaria, dissemination of information through publications, presentations, workshops and personal conversations with interested people.

Intended audience and numbers reached:

The broad public and students in the secondary and high schools of Sofia. Ca. 300 persons visit the Center monthly; its exhibitions reaches ca. 2 schools every month.

Communication support needed and used:

- One person is responsible for the Center - maintenance of the database about the protected areas, contacts with the interested people, organization of exhibitions, sales of information materials and others.
- Materials for the data base (brochures, magazines, books, tourist guides, maps, CDs with films about the parks, photos, actual legislation acts in the field of nature protection and others) - most of them were given to the Center for free by the administrations of the different protected areas.
- The Vitosha Nature Park Directorate pays the salary of the person responsible for the Center. The payment for technical equipment was ensured through project funds.
- A broad support from the national and regional media was also secured.

Description of the main activity:

- Firstly, the Nature Park Vitosha Directorate prepared a project and became through it financial, technical and logistic support from different institutions (EU - PHARE - Access '99 program, EFI, Foundation "Development of Civil Society"). Then a place for the future Center was chosen - a room of 30 m² inside the building where the administration of Vitosha Nature Park is situated. This allowed saving money for rent.
- Afterwards the room for the Center was reconstructed and equipped with furniture and technical equipment.
- Meanwhile information about the Bulgarian protected areas was collected and a data based was developed.
- Finally, the Deputy Minister of Agriculture and Forests of that time Ms. Meglena Plugschieva officially inaugurated the Center. Many other official guests and representatives of all protected areas administrations attended the event. It was broadly announced in the media.

- At the beginning the activities of the Center were mainly contacts and informing people visiting the Center. Then the activity was expanded. Nowadays we arrange a permanent exhibition in the passage in front of the Center, our traveling exhibition visits every month a different school in Sofia and its surroundings, workshops and presentations are organized almost every week. The Center is a gathering place for all those who care about the nature protection in Bulgaria and enables discussions about hot topics and problems.
- In terms of the recent accession of Bulgaria to the European Union the issues about NATURA 2000 became very actual and controversial. In this connection the role of the Center is also crucial for increasing public awareness about this European ecological network and also about the European legislation in the field of nature protection as a whole.

Lessons learned:

The most important lesson learned was that the existence of the Center depends on its popularity. The Center needs to be known among the students, pupils and the other target groups. Such popularity could be gained only through close connections with the national and regional media. Such connections were established from the beginning. Every event of the Center is broadly advertised in the media and reaches a lot of people. Periodical releases and regular updating of the information about its activities keep us always in touch with the interested people.

Evaluation of the activity:

- The visitors of the Center give it mainly a positive rating. Information about the protected areas in Bulgaria is normally hardly available. In the Center there is a lot of such information at hand in just one place. On the other hand visitors can always count on a specialist's explanations and advises.
- The traveling exhibition is also very welcome and it is reserved for the next months by different school in Sofia. Pupils and their teachers are pleased to have it in the schools - it is attractive, educational and funny.
- Most of the people expect the Center to continue its existence and to broaden its activities.

Follow-up:

Yes, this activity continues, because we all need it. Above has been mentioned about its current activities.

Contact details for further information:

Dipl. eng. Julia Mihaylova - expert PR at Vitosha Nature Park Directorate,
tel.: +359 2/989 53 77,
E-mail: julia_mihaylova@abv.bg
www.park-vitosha.org
www.bg-parks.net

Confederation of European Forest Owners

Involved organizations:

CEPF - Confederation of European Forest Owners

Communication objectives:

European Family Forest Owners take care of European Forests

Name of the activity:

Dissemination of 2000 little Christmas spruce as Santa Claus or "Christkindl" in the European Parliament

Communication tools involved:

Dissemination of Christmas presents.

Intended audience and numbers reached:

All Members of the European Parliament - reached all, plus Assistants, Trainees, EP staff in administration

Communication support needed and used:

2000 Christmas spruce from the origin country (e.g. Austria, Finland) packed in a nice and preservative package; little folder with background info about European Family Forestry, the advantages of the sector and the material wood, plus additional information about "how to treat the tree"; minimum 4 persons to distribute everything within 1-2 days.

Description of the main activity:

In the beginning of December CEPF organizes in cooperation with one member country and with the support by a MEP this activity. The CEPF staff is dressed as Santa Claus or "Christkindl" and distributes the little Christmas trees (max. 30 cm high) to all offices in the European Parliament (MEPs, Assistants, Office manager, Trainees, administration staff etc)

Lessons learned:

Sometimes the little things in life help us to convey our messages...

Evaluation of the activity:

No real evaluation - you could only feel it through increased contact from the Parliament whenever forest related question come up and through personal recognition ("aren't you the forestry Santa Claus?")

Follow-up:

Yes, after the first success, we have it every 2nd year and might go for every year.

Contact details for further information:

Morten Thorøe, Secretary General CEPF, Morten.thoroe@cepf-eu.org

View of the activity:



Confederation of European Paper Industries

Involved organizations:

Confederation of European Paper Industries

Communication objectives:

Change the overall perception that the pulp and paper industry in Europe is "killing" trees and contributes to forest destruction.

Name of the activity:

Paper Talks

Communication tools involved:

Publication

Intended audience and numbers reached:

Customers of the pulp and paper industry (publishers, converters, packaging, etc.), final consumers, decision-makers, opinion leaders

Communication support needed and used:

Based on the contribution of each staff member of CEPI, co-ordinated by our Communication Department, reviewed by an external consultant, tested by National pulp and paper industries Associations and by European Customers' Federations.

Description of the main activity:

PaperTalks is a flexible and adaptable communication tool designed around 3 main packages: a response to the ENGOs' Vision to transform the European paper industry that was launched in Frankfurt in January 2006, a list of myths related to the paper industry and responses to the myths, "Forest facts", a series of issues sheets on the most topical dossiers related to forests.

Lessons learned:

Converting expertise into communication material is a challenge
The level of misperception - would I say "Ignorance" - on forest and related industries, is extremely high
Mixing emotions with facts is nearly impossible
Being accessible means compromising with details and accuracy.

Evaluation of the activity:

Still in the process of launching it. The test phase was extremely useful, and helped CEPI to adapt better the message to the audience.

Follow-up:

The tool will be regularly updated. Its wide use and hopefully feedbacks will help CEPI to further refine the messages and the content.

Contact details for further information:

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View of the activity:

CNBD – National Committee for Wood Promotion

Involved organizations:

CNDB – National Committee for Wood Promotion

Communication objectives:

Develop, promote and expand the use of wood, especially in construction. To do this, one had to "dismantle held beliefs" in a country that has lost its wood-construction culture through deforestation and a loss of continuity in woodworking professions.

Name of the activity:

Promotion, communication, informing, learning, prescribing, guidance etc.

Communication tools involved:

- Brochures and magazines to convey information to builders and architects
- Development of websites
- Television advertisements
- Participation in conferences
- Organizing conferences and visits to prominent wood designs
- Development of education programmes
- Organize excursions and technical seminars for industry

Intended audience and numbers reached:

- Architects
- Public and private building companies
- General public
- In line with the national campaign "le bois c'est essentiel"

Communication support needed and used:

CNDB receives state support (Ministry of Agriculture and Forestry), all in all good for 16 person employed by the association.

Description of the main activity:

To achieve its goals, CNDB works in four fields:

- Communication: Focusing on campaigns, media relations, and strengthening participation in relevant meetings and conferences
- Resources: development of publications, website, and management of funds for accessible documentaries
- Education: This service assures both the development of engineering education curricula as well as its commercialization
- On the ground action: This sector brings together members of the teams on the ground, in the French regions in order to assure the diffusion of all tools developed by CNDB and to contribute to their implementation. Especially for architecture and building materials.

Lessons learned:

There is no definite conclusion yet on the impact of the activities or on the development of the daily work. One cannot change held beliefs in short time. Moreover, other sectors providing construction materials have a strong and permanent lobby. There is a strong need for the wood-sector to be equally present in this field as well.

Evaluation of the activity:

Regular activity reports. Public surveys on the Television campaigns. Counts of the website visits. Counts of the amount of constructions started and realized with wood. Number of people reached with educational activities.

Follow-up:

At the moment yes. For the future it depends on the amount of funds being mobilized. Activities aimed at the general public are more difficult, therefore CNDB has chosen to focus more on Business-to-Business, where the greatest "profits" can be achieved. Continuing activities aimed at promotion and communication at the general level depends on public and professional willingness to assure finances.

Contact details for further information:

Michel Perrin, directeur opérationnel du CNDB
+33 1 53 17 19 60
m.perrin@cndb.org

View of the activity:

www.cndb.org
www.bois.com
www.bois-foret.info
www.parcours-bois.com

Cyprus

Involved organizations:

- Cyprus Department of Forests
- Ministry of Agriculture
- Natural Resources and Environment

Communication objectives:

Communication objectives:

- Raising public awareness with parallel promotion of preventive measures.
- Reduction of the annual fire incidences and area of burnt forests.

Name of the activity:

Prevention of forest and rangeland fire outbreaks

Communication tools involved:

The above objectives are promoted through the combination of publications, speeches, public events etc.

Intended audience and numbers reached:

- Students
- Soldiers
- Forest Visitors
- Farmers
- General Public

Communication support needed and used:

All of the above:

- Personnel (Department of Forests' staff)
- Materials (posters, leaflets etc.)
- Money (Government budget)

Description of the main activity:

The Department of Forests in its attempt to raise public awareness towards forests fires prevention:

- Gives speeches to organized groups, schools and army camps etc.
- Prepares and distributes posters and leaflets.
- Informs the general public and especially the framers on a regular basis on the risk of fire outbreaks
- Awards communities who contribute actively to the above aim.

All these activities culminate during the “save of our forests week” in the month of April.

Lessons learned:

One gram of fire prevention can be worth many kilograms of fire damage and fire suppression expenses.

Evaluation of the activity:

The activities have an important effect on the annual number of fire incidences, on the total annual area burnt and the number of persons who voluntarily contribute to the fire fighting

Follow-up:

All activities presented above are annual.

Contact details for further information:

Antonis Horattas
Department of Forests, Ministry of Agriculture, Natural Resources and Environment
planning@fd.moa.gov.cy

View of the activity:

www.moa.gov.cy/forest

Czech Republic

Involved organizations:

Forest Management Institute, Czech Republic.

Communication objectives:

To improve public attitude towards foresters, their work and forests.

Name of the activity:

Forest pedagogics provided by Forest Management Institute

Communication tools involved:

Activities with the public in the forest (especially school classes) or actions on forestry fairs for children and the public.

Intended audience and numbers reached:

The size of the audience is increasing. In 2006 almost 4.000 children participated and in 2007 about 4.000 children and several groups of seniors and disabled people joined the activities.

Communication support needed and used:

How we inform (cooperation of several forestry organisations):

1) Foresters

-Since January 2007 there is a regular column in the Czech forestry magazine (Lesnicka prace) called "Forests and Public". Articles are focussed on successful communication practices with the public. These articles are written by different people from different organisations. The idea is to motivate other foresters to work with the public.

2) Public

-Since November 2007 we have a new webpage, www.lesnipedagogika.cz, about forest pedagogics.

- In 2006 we obtained support from our Ministry of Agriculture (ca 20,000 E). From this amount of money one part (ca 3,000 E) was for personnel, used as a bonus for forest pedagogs. The rest was used for buying equipment and other education materials.
- In 2007 we obtained support from our Ministry of Agriculture again (ca 17,500 E) and from this ca 2,500 E was for personnel, which is planned to be used as a bonus for forest pedagogs. The rest was used for buying equipment and other education materials.
- In June 2007 our Ministry of Agriculture established a working group of professionals from different organisations with the main task to identify common steps to realise forest pedagogy in the whole Czech Republic.

Description of the main activity:

Activities of forest pedagogics close to the Austrian model (Wald Paedagogik). We provide all these activities free of charge and at the end children obtain small presents connected with a forest.

Lessons learned:

It depends on the aim and age of the target group. Each activity is prepared according to its specific demands.

Evaluation of the activity:

It is very difficult to see results immediately. We have been providing forest pedagogics since 2002. It is a long-term activity; we hope that we will see positive attitudes towards nature and the forest in the next generation. During one year we were monitoring the total amount of children, who were participating in these activities. Sometimes we use a questionnaire for a feedback and the children often write/draw their impressions at school.

Follow-up:

These activities are usually done with new people (children) but with the same school/organizations.

Contact details for further information:

Prylova.Lada@uhul.cz

View of the activity:



European Forest Institute

Involved organizations:

European Forest Institute

Communication objectives:

Inform different target groups about European forest resources and latest research.

Name of the activity:

Communication on European Forest Map since 2002.

Communication tools involved:

- Printed product
- Research result visualised

Intended audience and numbers reached:

- Scientists
- Policy-makers
- General public
- Education

Communication support needed and used:

Communication personnel:

- 1 person writing press releases together with the researchers.
- Realising the use of the map in various EFI materials.
- Guiding journalists to make interviews of the researchers & articles on the topic.
- Arranging printing & layout of printed products.

Resources:

- Small share of the salary of the communication personnel.
- App. 400 euro in total for the design, print etc. of the European Forest Map and Forest Map calendar 2007.

Description of the main activity:

- A new European Forest Map was produced by EFI team of specialists in 2002. The map was available on the web for downloads on request. The chief researcher took care of the requests.
- A press release was written both in Finnish and English and spread through EFI channels. As an outcome, the map was highlighted in the main evening news in Finland, tens of articles were written on it, hundreds of downloads were made on the map.
- The map has been further developed.
- In 2007 a calendar using the map material was published, combining information on European forests and some forest-sector related information. A total of 400 calendars were sent out to selected target groups.

Lessons learned:

- Visualising effectively the research results whenever it is relevant /possible is essential. In this case, it was, of course, the main outcome of the research work.
- Above all, collaboration between the scientists and communication personnel is a key to success.

Evaluation of the activity:

- Statistics of press releases
- Newspaper clippings
- Statistics of the downloads since 2002.

Results were encouraging.

Follow-up:

Yes, in the form of calendar but also the maps keep appearing in various uses from time to time

Contact details for further information:

Anu Ruusila, Communications Manager, EFI, anu.ruusila@efi.int

View of the activity:



Forest map of the pan-European area



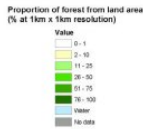
- Compilation process -

(JRC Contract no. 17223-2000-12 F1 SC ISP FI)

PHASE I

The percentage forest proportion was estimated for each AVHRR pixel, using CORINE land use classification as training data to establish the link between five classes (forest, other wooded land, and within the forest class, coniferous, deciduous, and mixed forest classes) and AVHRR spectral response. Mixed forest was then proportionately divided over broadleaved and coniferous.

Input data PHASE I
 Satellite data: NOAA AVHRR 1996-1998, 63 scenes
 Ground data: EEA CORINE Land Cover database



Calibration input grid for total forest

In France, a general observation was an underestimation of the forest area in the original AVHRR image as compared with the national forest inventory. Excerpts from both databases have been taken for the Aquitaine region. In the AVHRR image 26,7 % of the region is categorised as forest.

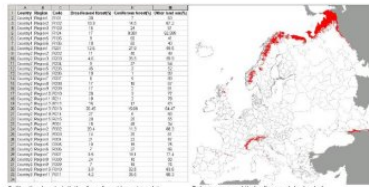


Excerpt AVHRR image (Aquitaine region)

PHASE II.1 Data preparation

Various sources of data were used as calibration input data, depending on the availability of data:

- National forest statistics were used at the sub-national level for all EU 15 countries (except Ireland and Greece), the European part of Russia, Norway, Switzerland, Czech Republic, Hungary, Poland and Bulgaria);
- TBFRA 2000 data was used at the country level for Albania, Belarus, Bosnia, Bosnia-Herzegovina, Croatia, Cyprus, Estonia, Greece, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Moldova, Romania, Slovakia, Slovenia, The FYR of Macedonia, Ukraine and Yugoslavia.



Calibration input statistics from forest inventory data

Polygon map and timberline mask (red color)

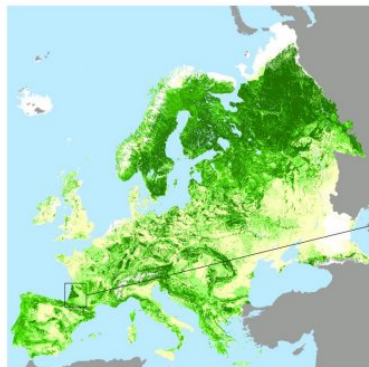
PHASE II.2 Timberline

A timberline was implemented to minimise the displacement of forest into areas which are considered above the timberline. Altitudinal timberline data was compiled from literature review and Arctic timberline data was digitized from two existing maps.

- "Puustoalue database derived from LUOTI biotope plot data of Upper Lapland" (Finnish Forest and Park Service, 2002)
- Forests of the SSSR* (Goskomes USSR) (State Forestry Committee of the USSR, 1990)

PHASE III

The area of the classes broadleaved and coniferous forest was calibrated to correspond to the utilised forest statistics within the given polygons. The sum of the broadleaved and the coniferous map constitute the map for total forest.

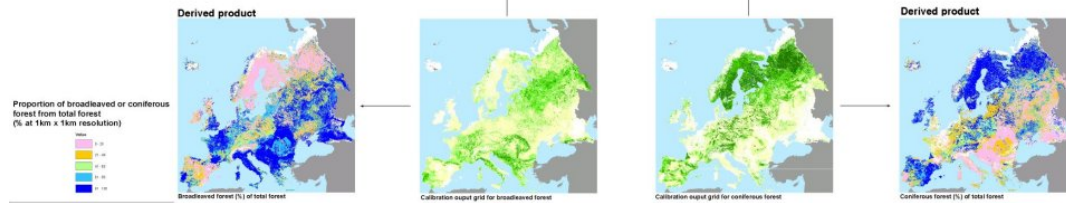


Calibration output grid for total forest

The national forestry statistics for the Aquitaine region reported a forest cover of 43,0 %. The proportion of forest matches the official statistic in the calibrated forest image (42,9 %).



Excerpt calibrated image (Aquitaine region)



More information:

Pelkonen, R., Lehtonen, M., Schuck, A., Hämälä, T., Valtanen, S., Kennedy, P. and Fohring, S. 2001. Combining Earth Observation Data and Forest Statistics. EIT Research Report 14, European Forest Institute, Joensuu, Finland. Joint Research Centre - European Commission. ISBN: 0242-664-8-0.

Contact: Ben Fohring / Pamela Kennedy
 Joint Research Centre European Commission, Ispra, I-21020 (VA), Italy
 Email: Ben.Fohring@jrc.it

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Consortium:



European Landowners Organization

Involved organizations:

European Landowners' Organization asbl. (ELO), www.elo.org

Communication objectives:

Communication campaign on Natura 2000 and the conservation of biodiversity.

Name of the activity:

From Belgium to Europe with Natura 2000

Communication tools involved:

- Media campaign
- Radio
- Weekend-long country fair
- Posters
- Leaflets
- Website
- Conferences
- Workshop

Intended audience and numbers reached:

The intended audience:

- Representatives of the European Commission
- Various administrations
- Local stakeholders
- Rural associations
- NGO's
- ELO members
- Schools
- Wide public

Numbers reached:

- 5.000.000 readers in press
- 20 000 visitors at the European Country Fair
- 100.000 leaflets delivered.

Communication support needed and used:

- ELO staff
- EC financial support (project)
- Commercial support (exhibitors, sponsors)

Description of the main activity:

- Launched in december 2005, the year-long media activity comprised press coverage, in particular in journals and the major Belgian newspapers, through monthly articles on specific topics concerning Natura 2000 and different rural activities in the three regions of Belgium.
- The radio also relayed the message in form of debates.
- A serie of lectures on the implementation of Natura 2000 in Belgium was also organized during 2006 in the presence of Ministries, representatives of the European Commission and various administrations and NGO's.
- The high point of this campaign, the European Country Fair lasting 3 days, brought together the different stakeholders of the Countryside and the public around a single idea- the contribution of rural professionals to the conservation of biodiversity -through 7 major topics (environment , hunting, fisching, dogs, horses, agriculture, forestry, rural entreprise, children and countryliving).

Lessons learned:

"From Belgium to Europe with Natura 2000" produced excellent results and it would be interesting to see similar initiatives being taken in other member states. Schools were also very interested in participating to the Country Fair. The campaign was the opportunity for exchanges of point of views between landowners or farmers and managers in the different agricultural or forestry sectors, anglers, hunters ramblers, rural entrepreneurs, outdoor pursuit clubs, federal and regional administrations, environmental NGO's, scientists, the European Commission....

Evaluation of the activity:

Very good results.

Follow-up:

The Natura 2000 communication campaign ended in 2006. ELO is preparing other communication campaigns (ex. EUROFORENET)

Contact details for further information:

Jehanne de Dorlodot, coordination@elo.org

View of the activity:

Consult: www.countryfair.be

Estonia

Involved organizations:

Estonian Ministry of the Environment

Communication objectives:

To promote the recreational and vacation possibilities provided by forests and other ways in which they can be used to different target groups.

Name of the activity:

Forest week 2007

Communication tools involved:

Public event.

Intended audience and numbers reached:

- Intended audience was the Estonian population in general, from toddlers to pensioners – which is to say anyone who cares about forests.
- Different events to various target groups, but little control about the exact numbers reached. Thousands of people.

Communication support needed and used:

Organizational and financial support by:

- The State Forest Management Centre
- The Estonian Society of Foresters
- The Estonian Private Forest Union
- The Estonian Forest Industries Association.

Ideological (key messages, agenda) and financial support by the Estonian Ministry of the Environment.

The event financed by the government (state budget) as well as the Environmental Investment Centre and other supporters (abovementioned partners and private supporters).

Description of the main activity:

- Wide range of events for various target groups:
 - Seminars and training sessions organized for forest owners
 - Events showcasing the varied uses of timber
 - The ‘Spring Cup’ wood chopping competition
 - Presentations of forestry-themed books
 - Excursions
 - Entertainment events with an educational bent for children (such as forest quizzes, orienteering games and drawing and photography contests).
- The ‘forest capital’ for the year is also selected as part of forest week, being a town or city closely connected to the sector through forestry companies or its green belt. Forest week events are organised in that year’s forest capital as well as elsewhere in the country – including the annual spring agriculture and forestry trade fair, new tree planting as part of county events and regional private forest days, while in Tallinn the emphasis is on family events, such as a forest-themed film week in cinemas, outdoor events promoting forestry (music and dance performances on Town Hall Square) and events at the Rocca al Mare Open Air Museum, Estonian Nature Museum and Tallinn Zoo.
- Opening its doors to forest week in 2007 was the Estonian parliament, which for two weeks hosted an exhibition titled ‘Get into the Forest’ in order to promote the economic and cultural heritage role forests play in Estonian society. The exhibition then travelled around the country, stopping in different places.
- At the same time, forest week as an event does not exist in a vacuum: wherever possible, as the largest forestry-based information event in Estonia, it is connected to other events that are important to the country. This is what happened in 2004, for example, when the theme for forest week was merged with the nation’s biggest song and dance festival, whose slogan was ‘Let Every Forest Be.’ There was a forest-planting campaign with the name ‘A Million Trees,’ with 12,000 of the 20,000 people who planted the trees being participants in that year’s song and dance festivals, with more than 7000 volunteers also making their own contribution to forest renewal. The now relatively well-founded tradition of the State Forest Management Centre’s annual national forest planting campaign is very popular among ordinary people in Estonia.
- It was in this way that Estonia’s accession to the European Union and the anniversary of the Treaty of Rome (marking the establishment of the European Economic Community) were celebrated. The same year also saw the first ever Day for Outdoor Learning organized as part of forest week, prompting schools to hold more lessons in the natural environment. Such methods of study have produced excellent results in Scandinavia (for example), and as mentioned above, it is also a growing trend in Estonian schools.
- Examples of the previous forest week themes:
 - 2007: Get into the Forest!
 - 2006: Changing Forests, Changing People
 - 2005: Working Together – Viribus Unitis
 - 2004: Let Every Forest Be
 - 2003: Forests Unite Generations
 - 2002: As We Change, So Do the Forests
 - 2001: The Forest – Estonia’s Treasure

1. Doing things together gives better results (partners), but one leading institution is necessary (control and coordination).
2. Special theme and characteristic slogan helps to carry the necessary message of the event.
3. Public's lack of environmental knowledge is not the reason of our environmental problems (in forest), but socio-cultural background and their way of life - the need to promote nature- and environment-caring values and attitudes (sustainable society).

Evaluation of the activity:

- Annual reports of the use of resources and regular feedback from the organizers and public (participants).
- Results - the role of the forest in the state's economic activities and in the social sector as well as the necessity of the annual forest weeks is difficult to overstate. It's the only traditional statewide forestry event in Estonia, which is aimed to the whole public carrying the noble objective – everyone in Estonia should become more aware of his or her own role in the preservation and economical use of our forests.

Follow-up:

An **Error! Not a valid bookmark self-reference.**

Contact details for further information:

Kairi Toiger, Estonian Ministry of the Environment, senior officer of the forest department (kairi.toiger@envir.ee).

Elina Kink, State Forest Management Centre, head of communications (elina.kink@rmk.ee).

View of the activity:

Additional information from the following web-sites:

1. Estonian Ministry of the Environment (<http://www.envir.ee/445158>)
2. State Forest Management Centre (<http://www.rmk.ee/pages.php3/02140505,3367?PHPSESSID=388%253C%252Ft>)
3. Estonian Society for Foresters (<http://www.metsaselts.ee/index.php/page,forestdays>)
4. Article in an magazine "Estonian Forest" (only in Estonian) http://www.loodusajakiri.ee/eesti_mets/artikkel657_654.html

Pictures and videos:

1. Kids in action: http://jarve.edu.ee/~andres/gallery2/main.php?g2_itemId=836
2. Opening of the exhibition in Parliament: <http://www.youtube.com/watch?v=MOyTp77TAeA>

Other useful webpages:

1. Estonian Ministry of the Environment: www.envir.ee
2. State Forest Management Centre: www.rmk.ee
3. Luua Forestry School: <http://www.luua.edu.ee>
4. Estonian University of Life Sciences Institute for Forestry and Rural Building: www.emu.ee
5. Estonian Society of Foresters: www.metsaselts.ee

View of the activity:



France

Involved organizations:

Laboratory of Forest Policy, ENGREF Nancy

Communication objectives:

To disseminate the results from a European project establishing on the example of Kyrgyzstan, a new methodology for integrated management plans in transitioning countries.

Name of the activity:

The Juniper Fume, a 4 page letter from EU JUMP (JUniper Management Plans)

Communication tools involved:

Publication

Intended audience and numbers reached:

- All forestry managers, scientists and decision makers in Central Asia
- Specialists of transitioning countries

The numbers reached are difficult to assess because electronic form:

- 500 copies in English
- 200 in Russian
- around 100 addresses reached through e-mailing
- web site Laboratory of Forest Policy ENGREF

Communication support needed and used:

- Basic computer tools for publications.
- A good network of correspondents set up through snow ball method.

Description of the main activity:

Publication of a semestrial 4 pages named The Juniper Fume, presenting the activities carried out during the EU JUMP project from 2004 to 2006 (6 issues).

Lessons learned:

That a provocative title, a short text and a significant picture reaches more the readers than anything else (but it means an effective editing group of specialists and a lot of time before reaching a good synthesis).

Evaluation of the activity:

Evaluated A+ by EU monitoring mission.

Follow-up:

No, project terminated in the beginning of 2007.

Contact details for further information:

gerard.buttoud@agroparistech.fr, buttoud@engref.fr

View of the activity:



The Juniper Fume n° 3 April 2005

A semestrial newsletter published by JUMP - a project funded by the European Union and implemented by ENGREF

In South Kyrgyzstan, the branches of Juniper trees are commonly burnt by the local population to clean the air in the yurta and protect the family against the bad eye.

**JUMP in 2005:
An operative task-force
for management plans'
formulation**

In 2005, an important part of the EU-**JUMP** Project programme agenda will be devoted to the formulation of the management plans for the 10 Territorial Management Units (TMUs) located in South Kyrgyzstan. It will be the general objective of the whole project for the year. In this crucial activity, the following partners will be particularly involved:

- ENGREF (methodology, moderation and scientific co-ordination);
- State Forest Service-SFS (completion of the Village Land Use Planning in all villages of the project area, definition of TMUs' strategies in partnership with stakeholders and other administrations, logistical co-ordination, writing of the plans);
- Forest Research Institute - FRI (technical expertise supporting objectives' and means' definition).

Concerning the methodology, the EU-**JUMP** Project will receive a determinant support from Intercooperation-Kyrgyzstan Foundation (IC-K, a Swiss funded NGO co-ordinating the Swiss support to the Kyrgyz forestry sector). IC-K has been involved for several years in supporting the introduction of modern methods for forest inventory and planning at the country level.

The EU-**JUMP** and IC-K projects' goals being similar, this co-operation will help in cumulating forces and co-ordinating international assistance, to the final benefit of the Kyrgyz administration

Latvia (I)

Involved organizations:

The Ministry of Agriculture of the Republic of Latvia in collaboration with:

- Latvia's State Forests (LVM),
- State Forest Service (VMD),
- Latvian Forest Industry Federation,
- Forest Owners Association,
- Latvian Association of Local and Regional Governments (LALRG),
- and other stakeholders of the forest sector.

Communication objectives:

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Name of the activity:

Forest Days

Communication tools involved:

- Advertising campaigns in Mass Media (TV, radio, newspapers/magazines), billboards.
- The elements of the advertising campaign:
 - TV clips
 - Radio
 - Newspapers/magazines
 - Outdoor advertisements, posters
 - Internet
 - Flyers, stickers

Intended audience and numbers reached:

- All the society of Latvia
- 400 activities in 2008 (March - May)

Communication support needed and used:

- Chancery of the President of Latvia and representatives of the government of Latvia,
- Latvia's State Forests (LVM),
- State Forest Service (VMD),
- Latvian Forest Industry Federation,
- Forest Owners Association,
- Latvian Association of Local and Regional Governments (LALRG),

Description of the main activity:

Each year, during the springtime (March – May), members of the public are invited to become involved in planting and tending to the forest, in improving public buildings, roads and country homes and creating green areas around them, and in taking part in various educational programmes, competitions and exhibitions about forests.

Lessons learned:

The unity of the forest sector is the key to success.

Evaluation of the activity:

People of Latvia:

- acquire knowledge about forests;
- become involved in the planting and tending to the forests, which is of significant educational importance, particularly for the young people;
- become more aware of the fact that forests are a national wealth of Latvia and wood is an environmentally friendly and healthy material.

Follow-up:

Continue and further expand the activities of Forest Days
Popularize the idea of Forest Days

Contact details for further information:

Ms.Mara Mikule
e-mail: mara.mikule@zm.gov.lv

View of the activity:

In Latvian: <http://www.zm.gov.lv/?sadala=69>; <http://www.lvm.lv>; <http://www.vmd.gov.lv>

Latvia (II)

Involved organizations:

The Ministry of Agriculture of the Republic of Latvia in collaboration with:

- the Ministry of Environment of the Republic of Latvia,
- Latvia's State Forests (LVM),
- State Forest Service (VMD),
- Consultancy Services Centre (CSC),
- Forest Faculty of the Latvia University of Agriculture,
- Latvian Forest Industry Federation,
- Latvijas Finieris,
- Stora Enso Mezs,
- and other stakeholders of the forest sector.

Communication objectives:

1. Popularization of sustainable forestry:
 - 1.1. popularization of forest sector education;
 - 1.2. popularization of wood as a renewable resource.
2. Building up a positive image of the forest sector.

Name of the activity:

Forest Education

Communication tools involved:

- Information in Mass Media - TV, radio, newspapers/magazines (advertisements, press releases), websites, publication of books, issue of newspapers and maps;
- letters with information about different competitions and invitations to take part in them (sent to all the schools of Latvia).

Intended audience and numbers reached:

Preschool, primary and elementary school children; students from vocational and higher educational establishments; interest and hobby groups.

Communication support needed and used:

The Ministry of Agriculture of the Republic of Latvia in collaboration with:

- the Ministry of Environment of the Republic of Latvia,
- Latvia's State Forests (LVM),
- State Forest Service (VMD),
- Consultancy Services Centre (CSC),
- Forest Faculty of the Latvia University of Agriculture,
- Latvian Forest Industry Federation,
- Latvijas Finieris,
- Stora Enso Mezs,
- other stakeholders of the forest sector;
- personal communication with different companies.

Description of the main activity:

- Competitions to all the target groups
- Open days
- Educational events (Forest ABC)
- Educational forest trails
- Exhibitions
- Excursions to forest sector enterprises, organizations, institutions
- Involvement of target groups in the Forest Days activities

Lessons learned:

The forest sector has become closer and more understandable for school children and students.

Evaluation of the activity:

New information and knowledge is acquired and interest about the forest and forest sector is heightened.

Follow-up:

Continuation of the activities, striving at greater involvement of young urban people in the Forest Day activities.

Contact details for further information:

Ms.Mara Mikule
e-mail: mara.mikule@zm.gov.lv

View of the activity:

In Latvian: <http://www.zm.gov.lv/?sadala=69>; <http://www.lvm.lv>; <http://www.vmd.gov.lv>
<http://www.vidm.gov.lv/eng/>, www.kpc.gov.lv

Latvia (III)

Involved organizations:

State Forest Service Consultancy Services Centre

Communication objectives:

- To communicate with the forest owners about the main issues in relation to the forest management;
- To inform forest owners about the latest news in the forest management, forest legislation etc.

Name of the activity:

Informative newsletter for forest owners “Čiekurs” (Cone) and additional informative materials – information sheets, a calendar which features the jobs to be done in the forest, an informative leaflet about Forest Days, etc.

Communication tools involved:

Interviews with forest owners and forest field specialists from State Forest Service and other institutions. The informative leaflet informs forest owners about forest management.

Stories about the experience provide a very good opportunity to share it.

Intended audience and numbers reached:

Intended audience - forest owners and others.

The newsletter is issued in 10 000 copies, once in a quarter, every year.

Given for free to the forest owners.

Online version is available at: www.kpc.gov.lv

Communication support needed and used:

A continuous communication with the specialists from different fields, who give additional explanation on the current events.

Description of the main activity:

To explain the topicalities in the forest management and legislation to forest owners.

Lessons learned:

Personal communication is the core of success - the reporters who provide information for this newsletter are employees from the Consultancy Services Centre and other specialists from different institutions, and they prepare the articles for free.

Evaluation of the activity:

According to a poll, forest owners like this leaflet, because it has a concise information about the topicalities in the forest management.

Follow-up:

The newsletter "Čiekurs" (Cone), addressed primarily to the Latvian forest owners, was launched in 2003 within a joint project between the State Forest Service of Latvia and the Swedish Forest Agency. Nowadays it is a quarterly paper issued by the State Forest Service Consultancy Services Centre with a financial support from the Forest Development Fund. Timed to the respective season of the year, the paper features the jobs to be done in the forest, gives expert comments and advice, examples of good forestry practices, and informs the forest owner community about the topical events, including the recent changes in legislation.

The newsletter is given to forest owners free of charge.

Taking into account the increasing number of non-resident forest owners in Latvia and their interest in national peculiarities in forest management, we have decided to issue an additional informative material to the newsletter Čiekurs. This material will provide a digest of the recent developments in the private forest management. The material will be in English, it will be disseminated electronically or by mail upon a customer's request.

Also, we issue an e-version of the newsletter Čiekurs which we disseminate electronically or by e-mail. This newsletter is made once in a month and it contains concise information about the topicalities in the forest management and legislation.

It is expected that this leaflet will be still published in the next years and it will continue having a demand from the forest owners.

Contact details for further information:

Ms.Sarmite Grundsteine
Project Manager, State Forest Service Consultancy Services Centre, Head of Support
Department
e-mail: sarmite.grundsteine@kpc.vmd.gov.lv

View of the activity:

www.kpc.gov.lv

Latvia (IV)

Involved organizations:

JSC "Latvia's State Forests"

Communication objectives:

- Educated and responsible society
- Clean forests
- Adequate legislation
- Good image of the participants of the campaign

Name of the activity:

Social Campaign for Clean Forests: "Don't Litter the Forest"

Communication tools involved:

- Advertising campaign in TV and radio targeted on families
- Emphasis on the audience of children and youngsters
- PR activities covered by the media
- VIP support
- Educative campaign in the media of Latvia

The elements of the advertising campaign:

- TV clips
- Radio
- Press
- Outdoor advertisement
- Internet
- Posters in the petrol stations
- Banners - stickers

Pigmen = Cūkmens

main image of the PR campaign:

- Represents the problem and the polluters of the forests
- Attracts media attention
- Educates and entertains the children, participates in different events
- Promotes the Pigmen's Prize

The elements of the PR campaign:

- Press conferences
- Two level publicity campaign
- Activities of Pigmen
- Update of problem topics

- Joint work (Ministers' joint work, Hoetika, schools)
- Public discussions ("Clean Forests")
- Public events (Exhibition "Forest and Health)
- Visits of the summer camps of children and schools
- Direct phone
- Pigmen's prize – photo competition, song competition

Intended audience and numbers reached:

- Age 5-70
- Latvians and Russians
- Active holidaymakers
- Families
Children

Communication support needed and used:

- Ministry of Agriculture, Ministry of Environment
- Fund of Environmental protection of Latvia, Fund of Development of Forest
- Waste management companies
- Private enterprises
- NGO

Description of the main activity:

- The update of the problem on a national level
- The shift in the public attitude
- Changes in the legislation

Lessons learned:

The creativity is the core of the success.

Evaluation of the activity:

The results:

- A more educated and responsible society – there were more than 300 publications in regional and national press and more than 50 broadcasts in regional and national TV and radio, also the internet was used as a tool to spread the information. And about 7000 children were involved in the activities of the campaign.
- Cleaner forests – more than 6000 m³ of litter cleaned up in the forests
- Adequate legislation – Council of responsible litter management is established by Ministry of Environment in order to deal with the problems of forests pollution on a national level
- Better image of the participants of the campaign – Social pool (January, 2006) indicates that Social campaigning for Clean Forests is recognised by 50 % of the population of Latvia! The percentage of people evaluating positively that the work of LVM has augmented.

Follow-up:

The continuance of the campaign:

- The first year – 3 months
- Campaign for the Clean Forests is to become a movement
- Duration of the campaign: 7 – 10 years

Contact details for further information:

Līga Zute

E-mail: l.zute@lvm.lv

View of the activity:

The website of the campaign: www.cukmens.lv

Visi uz piekrasti!!!

Cūkmens leģenda
Cūcības mežos
Atpūta mežos
Cūkmens Piekrastes blieziens
Civēku stāsti
FOTO galerijas
Kampanjas video, audio un plakāti
Atbalstītāji

LATVIJAS VALSTS MEŽI

draugiem.lv

Karstās INFO
Cūkmens pa skolām
Iesūtītājs +

Cūkmens dienasgrāmata
fui, fui! Iesūtītājs +

Cūkmens konkursa

Tauta! Es esmu klāt! Cūkmens! Viscūciskākais no visiem meniem!!
Es milu atkritumus un drauz! Smejos, redzot jūs piemēsojam savu apkārtni. Kaifoju redzot par izgāztuvēm pārvērstus mežus. Tā turēt! Uz priekšul! Kopā mums izdosies! Pārvērtisim Latviju par cūkkūti! Jāāā! Palīdziet man!
Par netīru Latviju!!! Urrrrāāā!!

Lithuania

Involved organizations:

Forest Owners Association of Lithuania (FOAL)

Communication objectives:

To demonstrate clear benefits of the existence of FOAL activities to private forest owners (by providing immediate answers to most actual questions regarding forest management for private forest owners in Lithuania)

Name of the activity:

100 advices for private forest owner in Lithuania. It is an advisory brochure for private forest owners in Lithuania integrated with Questions/Answers section at the website, www.forest.lt, and once a week short radio programme: "Advices for private forest owners".

Communication tools involved:

Publication & website plus radio (integrated communication).

Intended audience and numbers reached:

- The audience is family forest owners in Lithuania (and related stakeholders).
- Numbers reached:
 1. Brochure – 2000 copies, 400 copies distributed to advisers of forest owners.
 2. Website- some 200 unique visitors/day (800-1200 pages/day visited)
 3. National radio programme LR1 "Ryto garsai" – some 1 million listeners per week

Description of the activity

- The network of specialists of FOAL was used to identify the most frequently asked questions/topics. For that same reason the section "Ask us- we will give you an answer" was introduced at the website, www.forest.lt.
- Then these questions were summarized to 100 topics and the answers/brief information on the topics were prepared. In that process a number of experts/advisers/field specialist were involved.

Communication support used and needed

- The publication of the brochure was sponsored by the FAO Sub-regional Office for Central and Eastern Europe (SEUR).
- The website development and initial radio programmes were realized with FOAL:s own resources and association members financial support. Later funding from Ministry of Environment was received to cover media costs.

Lessons learned:

To be attractive for the target audience one should provide information, demanded by the target audience, and not simply promote the own organization.

Evaluation of the activity:

Positively by forest owners and by authorities (for the next year period the Ministry of Environment will provide funding for such activity, on competitive basis)

Follow-up:

The activity is going on and the development is concentrated on radio and website.

Contact details for further information:

Algis Gaizutis, Chairman of FOAL, e-mail: algis@forest.lt

View of the activity:

See: www.forest.lt

Slovak Republic

Involved organizations

65 partners (important forestry actors from state, non-state forest sector and other institutions) took part in realizing the project.

Coordinator

National Forest Centre

Partners

- Ministry of Agriculture
- State Forest Enterprise of the Slovak Republic
- State Forest of High Tatras National Park
- Slovak Forestry chamber
- Military Forest Enterprise
- Association of Forest Owners
- Association of Non-state Forests
- Municipal Forest Enterprises
- Forestry Faculty of Technical University in Zvolen town
- Forestry Secondary and Vocational schools
- Forestry Museum
- Slovak Academy of Science
- State nature protection
- Natural Protected Areas
- Agency for Forestry and Ecological Activities
- Association of Forest Certification
- National transfusion service
- Slovak Red Cross
- and other NGOs, national authorities, schools, recreational centers etc.

Communication objectives

- Educate and inform people about sustainable forestry
- Contribute to forming positive attitude of broad public to forest, profession of forester, as well as to the subjects in forest sector
- Develop a better understanding of what and why foresters do and create a feeling of trust
- Increase the interest of people in forest and nature, and to improve the environmental awareness
- Promote the benefits of trees, woods and forests in a modern society

Name of the activity

National Forestry Days

Communication tools involved

National program that comprises various actions intended for broad public and foresters

Intended audience and numbers reached

- The primary audience is the general public. Special attention is paid on children and youth, forest visitors. Forestry staff is a secondary audience.
- Active participation of 65 partners from important forestry institutions from state, non-state forest sector and other institutions as well.
- Vast range of programs, held in 27 towns and villages in Slovakia.
- About 100,000 people took part in events all over Slovakia.
- About 100, 000 copies of printed material (posters, leaflets, brochures, badges, balloons, etc.) were distributed.

Communication support needed and used

- The project is held under the auspices of the Ministry of agriculture of the Slovak Republic.
- Preparation, coordination and evaluation of this action will be covered from the funds of National Forest Centre.
- The costs of the implementation of action (wages, travel costs and others) were funded from the own sources of partner organizations. There were some finances from sponsors as well.
- Total costs for the project implementation were about 150 000 EÚR in 2008.
- The media campaign was an important part of the communication. Purchasing of advertising time in radio and television was realized. About 100 press releases were issued during the Forestry days.
- Several politicians (including the Ministry of Agriculture) and Slovak celebrities took part in the events, thereby increasing the interests of media.
- Philanthropic events (mostly for kids) were perceived positively.
- There was the web page established to promote the project and inform people about the program and schedule. (See www.lesnickedni.sk)

Description of the main activity

Forestry days are organized since 2007 in Slovakia. The project follows up on the tradition of the month of April as the month of forests, whereas this action will be launched symbolically on 22 April – the Day of the Earth. Main communication message is: “Foresters take care of our forests and take responsibility to preserve them for future generations. Forests are in good hands!”.

The project “Forestry Days” is based on priority tasks of the European concept sustainable forest management. The aim is to support and enhance informing the public about forestry, its contributions, benefits and overall significance.

Main activities

- Big events for public in city squares (stands providing information, leaflets, etc. on forestry), concerts, theatre, games, competitions
- Forest related environmental education – Forest pedagogics for pupils in about 1.500 schools
- Planting trees – establishing mini- arboreta
- Cleaning forest stands by pupils
- Building educational paths and interactive outdoor education facilities
- Repairing technical and historical forestry monuments

- Painting and literature competitions about forest and nature
- Exhibitions
- Programmes for children suffering cancer in hospitals
- Organizing free blood giving events
- Open Days in forestry organizations
- Open Day in the Forestry Open-Air Museum
- Establishment of Forestry Information Centres (FIC)
- Excursions to the memorial sites of important persons in the Slovak Republic's forestry history.

Lessons learned

- The project was promoted on the national level by media (public and private televisions with national, regional or local coverage), by press in form of printed news, advertisements and others.
- The intention was that this action will be taking place in almost all regions of the country, particularly in the important places (from a forestry historical point of view).
- Mutual cooperation of all partner organizations was very important. That was the first mutual project where such a great number of forestry and non-forestry organizations were collaborating in an attempt to raise awareness on forest and forestry.
- Several meetings were held to coordinate all the events.
- Each partnership organization chose those types of actions that were suitable for them from their organizational point of view, own experience, and staff and financial possibilities.

Evaluation of the activity

Attendants' survey in the current issue of the Slovak Forestry Magazine, which was published online (www.lesnickedni.sk) in order to gain feedback. A questionnaire was sent to all foresters in the project to evaluate experience, tips and tricks, attendance of public.

Follow-up

Forestry days will take place in Slovakia in April annually.

Contact details for further information

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 Sokolská 2, 960 52 Zvolen, Slovakia
 phone: +421-45-5202244
 fax:+421-45-5325226
 E-mail: marusakova@nlcsk.org

View of the activity



Sweden

Involved organizations:

Swedish Forest Agency

Communication objectives:

We try to increase people's interest in and knowledge about the economical, ecological and social values of the forests.

During the last years we also have tried to change especially children's attitude to forest in a positive way. We try to show them that there are several funny jobs within forests and there are many exciting things to do in the forest, like hiking, building tree houses, bird watching etc.

Name of the activity:

Forest Day (Skogens dag)

Communication tools involved:

Public event

Intended audience and numbers reached:

We have had around 70 000-80 000 visitors in around 30 different places every year. Some cities where we arrange Forest Day are very small and in those cities a couple of hundred visitors are good. Other cities are big and there we have several thousands of visitors.

Communication support needed and used:

- Individual invitation letters to families with children, addressed to the mother if possible. (We have the experience that women are more willing to do things together with the family than men are.)
- Advertising in local newspapers.
- Posters at town, in schools and kindergartens.
- In a few cases radio and television advertising.
- Press releases.
- Flags, umbrellas, banners, tents, signs
- Gifts
- Coffee, lemonades, grilled sausages
- The budget for advertising, "gifts", rent of tents etc. differs a lot from place to place. An estimate is that it differs between 1000 euro and 10 000 euro.
- Also the working days differs a lot, from 5 working days in very small arrangements to 60 working days in bigger ones.
- It is up to each district to decide how much they will put on Forest Day every year.

One important impact on our budget is how many other partners, organizations and companies we can attract and how much support we get from them.

Description of the main activity:

- On Forest Day you will receive information about how you can visit the forest and what you can do there. On Forest Day there are several funny activities, such as games, looking for a treasure in the forest, creative work, physical activities, construction of wooden things like nesting boxes etc. for children and adults. On Forest Day you can meet people who work in the forest and organizations with activities in the forest. Our goal is that Forest Day shall contain something of all different aspects of the forest.
- Forest Day is free of charge. It is always on a Saturday or Sunday when most people are free.
- Forest Day is arranged by the Swedish Forest Agency in cooperation with other companies and organizations.

Lessons learned:

- It must be easy to reach the Forest Day area. A city park or an urban forest is perfect. If the place is far away you have to make sure that there is some kind of public transportation or you have to arrange special busses moving to and from the city.
- Focus on funny activities for the children. If the children are happy the parents are happy! And they will stay for a longer time at the different activities.
- The event is very much depending on the weather. If it is very cold and rainy many people will stay home and there is not very much to do about that. But it is good to prepare for bad weather so the activities can go on for the people who do come; bring umbrellas, tents, waterproof materials in posters etc.
- It is not automatically so that big arrangements are better than small ones. We know that it is very important to have time to see and meet the visitors and make them feel comfortable in the forest and with the activities. Quality is more important than quantity.

Evaluation of the activity:

- We have asked the organizers about the arrangement, what kind of activities they had, who they cooperated with, marketing, costs, what was good, what went wrong and so on. From every year we learn something new. Now we think that marketing is most important to improve.
- In some places they have asked the visitors, through questionnaires or interviews, about Forest Day and one result is that our visitors appreciate Forest Day very much. Some of them come every year. But we have also seen that we mostly reach families who already are very active. They visit the forest regularly and they already know a lot about the forest. So now we would like to reach other groups of people too.

Follow-up:

This year will be the 7th year for many places. It seems as though it will go on for many more years. In some cities people have gotten used to Forest Day and expect us to arrange it every year.

Contact details for further information:

Katarina Ekberg, Swedish Forest Agency,

View of the activity:



Switzerland

Involved organizations:

The Lyss Forestry Training Centre, Switzerland - one of two Vocational Technical Colleges in Switzerland

Communication objectives:

To improve and enhance communication activities among all active foresters in one canton.

Name of the activity:

Course in further training: Communication (Public relation) course for active foresters "Better PR for our forests"

Communication tools involved:

A course in further training and a workshop for 2 days.

Intended audience and numbers reached:

All 35 foresters (Forest engineers/M. Sc. and Forest technicians/Vocational Technical Bachelors of Forestry) of one of our medium sized cantons (Solothurn, population 240,000). In two courses.

Communication support needed and used:

An experienced PR counselor was engaged part time, as well as a video journalist for the second morning. Each course day costs about 150 € per participant, therefore a sufficient number of participants is needed.

Description of the main activity:

- The Forestry authorities of the Canton of Solothurn approached the Lyss Forestry Training Centre to help improve the competences of foresters in communication. A tender for a course in further training was submitted and the framework was negotiated.
- Prior to the two day course all the participants had to fill out a questionnaire asking them to specify their needs and interests. The main goals and contents were defined: Improve communications on an organizational (business unit) level, improving personal appearance. Major side lines: Corporate Identity and Crisis communication.
- The program emphasized practical training and focused on short but tangy presentations.
- Four different exercises were conducted (Presentation of the own business unit / organization; program to improve the image of this business unit; preparing and organizing a VIP-visit; training in front of a TV camera).
- The course was evaluated with the customer. A press release appeared in major regional newspapers.

Lessons learned:

- 90% of success is good preparation
- We could get a good result because the course was tailored to the needs of our customer
- "Let the people work actively"

- Practical case studies were appreciated and helped a lot to make this course a success.

Evaluation of the activity:

- After each day immediate feedback was asked and given to us (orally)
- An evaluation sheet was distributed and evaluated for every day
- A feedback-forum was offered on a panel in the class-room (not used)
- The results were good to very good

Follow-up:

We intend to offer / organize this course for others; the contents can easily be adjusted to the (varying) needs.

Contact details for further information:

Alan E. Kocher, Director and principal, kocher@bzwlyss.ch

View of the activity:



United Kingdom

Involved organizations:

Forestry Commission of Great Britain

Communication objectives:

- Promote the opportunities for recreation in FC managed woodlands
- Maximise the potential number of visitors to FC managed woodlands
- Promote FC managed woodlands as places to visit all year
- Promote the range of activities available in FC managed woodlands
- Promote the FC as a provider of high-quality outdoor recreational facilities
- Promote the benefits of trees, woods and forests in a modern society

Name of the activity:

Forest Life

Communication tools involved:

Consumer magazine

Intended audience and numbers reached:

- Primary audience is general public.
- Print run 120,000, twice yearly.
- Annual readership of 700,000

Communication support needed and used:

- Annual cash budget of £80,000, primarily for print and distribution costs.
- Only other cash cost is for external author (£7,000 PA).
- An in-house editorial team who decide content and proof text.
- Two in-house photographers who take the majority of pictures.

Description of the main activity:

Twice yearly consumer magazine distributed through Forestry Commission outlets, direct mailing to subscribers and distribution through third party sites such as tourist information centres.

Lessons learned:

- Large proportion of the audience is already aware of FC and interested in the subject matter.
- Good participation rates in competitions (5 per cent take up).
- Readers are willing to be actively involved in the publication (mainly through highlighting errors!).
- The subscription rate is growing.
- Need to control costs by, for example, producing electronic versions.
- Need to keep content relevant through subject matter range and geographic spread.

Evaluation of the activity:

Readership survey in current issue will be evaluated by statistical experts and the results assessed by an editorial team.

Follow-up:

Readership surveys held every three years.

Contact details for further information:

Willie Cairns, Editor, 231 Corstorphine Road, Edinburgh, EH12 7AT. Tel: 0131 314 6443; Mobile: 07771 730510; email willie.cairns@forestry.gsi.gov.uk

View of the activity:

