Scope

Established in 1993 by

UN Food and Agriculture Organisation (FAO)
European Forestry Commission

UN Economic Commission for Europe (UNECE)
Committee on Forests and Forest Industries

Aim

providing a platform for regional exchange and cooperation

Overall Objective

Help the sector improve its communication

220 members (gvmnt, non gvmnt)

40 countries

40 Intnl institutions, organisations, NGOs& campaign groups
Working methods

- Open to all sharing the objectives
- Team leader + four deputy leaders + Strategic Task Force
- Annual meeting
- Strong training component
- Working groups
- Informal networking (google group)
Value

An active network  (It's too late to create a network when you need one)

• Shared knowledge, broadened expertise
• Personal development and learning
• Partnerships, co-operations and concerted actions
• Common messages, wider outreach
• A process rather than a working group
Outputs (1)

- A strategic framework for forest communication in Europe
- Europe-wide surveys on the public perception of forests, forestry and forest based products
- A European forest learning or educational concept for working with children (Forest Pedagogics – FCN Sub Group)
- Forestry communication tool kit
- Advice and assistance for building networks in other world regions
  - Latin America, Africa (Francophone and Anglophone node), Middle East and Mediterranean, Asia-Pacific
Outputs (2)

Communications advice and messaging for a number of international events and institutions

- International Year of Forests 2011 for the UNFF, New York
- The three European Forest weeks
- International Day of Forests
- EXPO Milano 2015
FCN Meetings held in 2016

- Regional Workshop on Forest Communication for Countries from Eastern Europe, the Caucasus and Central Asia, June 2016 St. Petersburg, Russian Federation (co-organised with the Federal Forestry Agency of Russia)
- Annual Meeting, August/September 2017, Portland/Oregon, USA (co-organised with IUFRO and U.S. Forest Service)
- 11th European Forest Pedagogics Congress, October 2016, Biri, Norway
- Session on forest communication at COFO 2016
- 2 Strategic Task Force Meetings, April and December 2016, Vienna Austria
Outputs and impacts achieved in 2016

- Expansion of Network to Eastern Europe, the Caucasus and Central Asia
- Reactivation of participation from the USA and Canada
- Communication advice for COFO 2016, International Forest Days 2016 and 2017, European Forest Week 2017
- Best practice examples in forest communication (see Portland 2016 Meeting report)
- Enhanced co-operation with other regional FCNs
Upcoming meetings

- Annual Meeting, 30 May to 01 June 2017, Malaga, Spain (co-organised with IUCN)
- Regional Workshop on Forest Communication in Kirgizstan, June/July 2017
- Communication Session at IUFROs 125th Anniversary Congress, September 2017, Freiburg, Germany
- Strategic Task Force, April 2017, Vienna, Austria
Expected outputs for 2017

- Cross-promotion of events and activities around the 70th anniversary of the collaboration between FAO and UNECE
- Communication advice for the IDF2017 and 2018, the EFW 2017 and the IUFRO 125th Years Anniversary Congress
- Capacity building for Countries from Eastern Europe, the Caucasus and Central Asia (through workshop in Kyrgyzstan, in June/July 2017)
- Work on assessing public perception on forests, forestry and forest based products
- Work on updating the Strategic Framework for Forest Communication in Europe
Thank you!

Ingwald Gschwandtl – Austria

Leader of the UNECE-FAO Forest Communicators Network

**UNECE/FAO Forestry and Timber Section**

29/30 March 2017, Geneva