Work Area 3: Communication and Outreach
Agenda Item 6c
Marianske Lazne +70 - Celebrating 70 years of UNECE/FAO cooperation on forests September 2017

- Forest certification
- The future of the forest sector in the region

Release of a timeline with major milestones of the joint sections work

- History section on the UNECE/FAO website
- Input to the overall UNECE timeline
4th European Forest Week

- Forests, our common good: Enhancing sustainable development in light of the Paris Agreement.
  - European level
  - FAO website hosts the portal
  - Drawing contest for kids
  - Side events
  - Press releases
  - Social media coverage

International Day of Forests 2018

- Theme to be decided by the Collaborative Partnership on Forests
Established in 2013
4 issues per year will be released in 2017 (March, June, September, December)
In 2016 about 1600 viewed one of the billboard issues
About 15 to 35 contributions
Contributors from governments, NGOs, international organizations and academia
- Press releases
- Op-ed articles
- International Institute for Sustainable Development (IISD), the GEN Environmental Network communication channels
- UNECE facebook and twitter accounts are regularly fed with input
- Pictures of events and meetings are posted on the flickr account
- ECE Committee on Forests and the Forest Industry and FAO European Forestry Commission: 70 years together working in the service of forests and people
- Social aspects of the forest sector workforce: a review of research in support of the Rovaniemi Action Plan
- Green jobs in the forest sector
- Forests and Water: Valuation and Payments for Forest Ecosystem Services
- Wood Energy in the UNECE region
- Forest Ownership in the UNECE region
- Forest Products Annual Market Review 2017-2018
The Working Party is invited to:

a) Comment on activities related to communication, and share views and ideas on how to improve the work in the future (social media presence, including Facebook, Flickr and Twitter; Forest Information Billboard; news or press releases; presence at major international events).

b) Consider the website analysis of visits in determining future priorities of work.
Thank you!

Loeffler Theresa

**UNECE/FAO Forestry and Timber Section**

30 March 2017, Geneva