



**IUFRO**  
Interconnecting Forests,  
Science and People

125<sup>th</sup> Anniversary  
Congress 2017



**Interconnecting Forests, Science, and People:  
IUFRO 125<sup>th</sup> Anniversary Congress 2017  
Sub-plenary Session on Communication  
Wednesday, 20 September, Freiburg, Germany**

Gerda Wolfrum, IUFRO Headquarters

IUFRO-FCN Forest Communicators' Meeting 2017, Malaga, Spain

International Union of Forest Research Organizations

Union Internationale des  
Instituts de Recherches  
Forestières

Unión Internacional  
de Organizaciones de  
Investigación Forestal

Internationale  
Verband Forstlicher  
Forschungsanstalten



# BASICS ABOUT IUFRO

International Union of Forest Research Organizations

IUFRO is a non-profit, non-governmental scientific organization founded in 1892, It is 'the' global network for forest science cooperation:

- ~ **15,000+ scientists**
- ~ **650 Member Organizations**
- ~ **120 countries**
- ~ **700 voluntary officeholders**
- ~ **250 research units**
- ~ **70 meetings/year on average**
- ~ **Congresses**





# IUFRO CONGRESSES

- **World Congresses every 5 years**
- **Regional Congresses in between**
- **Anniversary Congresses**

**18-22 September 2017**

**Freiburg, Germany**

**IUFRO 125th Anniversary**

**Congress**

Hosted by NFZ.forestnet,  
a forest science network  
in the Tri-Nation Region  
(France, Germany, Switzerland)



**29 September – 5 October 2019**

**Curitiba, Paraná, Brazil**

**XXV IUFRO World Congress**

Jointly organized by Brazilian Forest Service and Brazilian Agricultural Research Corporation Embrapa



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# What will happen at the IUFRO 2017 Congress?



- **Scientific sessions** will highlight *innovative research and interdisciplinary research* approaches of relevance to forests.
- **Science in Dialogue sessions** discussing **“Challenges of sustainable development: implications for forests and forest science”** with national and international policy and decision makers and important stakeholders.
- **Social and media events** will bring people together and create opportunities for communication: *tree planting, anniversary gala, press conference, slogan launch, exhibition, ceremonies ...*



# Social and Media Events

- Welcome Reception
- Tree planting
- Forest History Exhibition
- Opening/closing ceremonies
- Launching of the IUFRO slogan  
**(now the Congress motto):**  
*Interconnecting Forests,  
Science and People*
- President's Reception  
*(upon invitation)*
- Scientific keynote addresses
- Youth session
- Science/Policy/Business Interfacing
- Anniversary gala
- Post-Congress Excursions





# iufro2017.com/

Lots of opportunities for  
communication!

#IUFRO2017



# Communication Specials

## Pre-Congress Training Workshop on Forest Science Communication:

*For young and mid-career scientists from developing countries  
Based on the training manual: “Communicating Forest Science”*

**Sub-plenary session: “Communicating with Einstein – about forest facts, feelings and fake news”**

**Wednesday, 20 September 2017, 13:30 -15:00 hours**

**Organized by the UNECE-FAO Forest Communicators Network and IUFRO**

### Scientific sessions:

*Connecting People to Forest Science: Innovative Communication Approaches for Delivering Science*

*How can we contribute to better information and more efficient communication among different fields of science?*

*Developing the dialogue about forests and forestry with society  
- the challenge to tell good stories and the need for forest pedagogy*





## Sub-plenary session:

**“Communicating with Einstein – about forest facts, feelings and fake news”**

*Wednesday, 20 September,  
13:30 -15:00 hours*

*Organized by the UNECE-FAO  
Forest Communicators Network  
(FCN) and IUFRO*

*Moderated by Bob Burt,  
IUFRO/FCN, Canadian science  
writer and journalist*

In this session, forest communicators will discuss on the basis of statements attributed to Albert Einstein, how in a 'post truth' world hard facts and sound science are still powerful tools to win support and why effective communication is indispensable.



## Session structure developed so far:

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### ***Introduction and “historic video recording of an interview with Albert Einstein”***

Bob Burt (IUFRO/FCN) and Kai Lintunen (FCN)



### ***Part One - "It is harder to crack a prejudice than an atom" - A Einstein***

Why we need to communicate effectively.

Kai Lintunen and Ingwald Gschwandtl (both FCN)

### ***Part Two - "In the middle of difficulty lies opportunity" - A Einstein***

How science and scientists have an important part to play.

Jennifer Hayes and/or Yasmeen Sands (both IUFRO)



### ***Part Three - "Everything should be as simple as possible, but not simpler." - A Einstein***

How and why we often get it wrong.

Kai Lintunen (FCN)

### ***Part Four - "If you can't explain it simply, you don't understand it well enough." - A Einstein***

How to do well, effectively.

Maria de Cristofaro (FCN)

### ***Discussion with the audience***

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# Thank you for your attention !



[www.iufro.org](http://www.iufro.org)

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