Communicators Network: the platform for Medforest Challenges

http://www.med-forest-communicators.org
Resilient communities
socio-economic
development
food security
Governance
conservation
protection
Climate change
adaptation
Mitigation
Fire Management
Fire Protection
Social Equity
sustainability
Partnerships
Food security
Governance
Socio-economic
development
resilient communities
stakeholders
sustainability
social equity
partnerships
social change
Are you Being HEARD?

PEOPLE OF THE FOREST

PUBLIC SERVANTS

ENVIRONMENTALISTS

FOREST USERS

TREES
<table>
<thead>
<tr>
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<th>Commit to,</th>
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<tbody>
<tr>
<td>1</td>
<td>Create innovative and interactive platform to communicating reliable information on forests for all concerned stakeholders</td>
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<td>2</td>
<td>Promote the understanding that forests are vital to life on earth and, if sustainably managed, would provide a multitude of goods and services</td>
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<td>3</td>
<td>Promote the role of forests in food security, socio-economic development and income generation for local communities</td>
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<td>4</td>
<td>Advocate for incorporation of Communication into the policy decisions and the planning from the outset rather than at the end of a process.</td>
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<td>5</td>
<td>Define a common and shared vision of our MED and NE forests in line with focused messages and provide opportunities for regional cooperation</td>
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<td>6</td>
<td>Communicate on the need to halt the global deforestation and forest degradation actions while contributing to restoration of the damage.</td>
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<td>7</td>
<td>Communicate on the need to increase resilience of Mediterranean and Near East forests to increasing threats</td>
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The WE COMMIT Pledge

We, foresters, communicators and forest users, in the Mediterranean region with both its northern and southern bordering countries and the Near East region.

believe that,

- The Mediterranean and the Near East Region is an ecological region with a specific climate, where nature and societies have evolved together for centuries and is rich with cultural, natural diversity and heritage.
- Forests in the region hold important features with added value of goods and services, if sustainably managed would provide economic, social, cultural and environmental benefits. Sustainably managed forests provide more environmental, economic and social benefits than any other land use.
- Forests hold important attributes that can eventually create conflicts among different people interests resulting in mixed, controversial and confusing messages. Communication with the external environment is important in providing a realistic perception of the forests and their attributes.
- People have a lack of understanding on sustainable forest management which might create a false perception on the perverse actions society could exert on the forests affecting the forests potential role of mitigating climate change.

are aware that,

- The term ‘forests’ means the ecosystem itself as a resource with all its functions (e.g. conservation of water, soil and etc), its qualifications (i.e. diversity, related industry etc.) and its related economic, environmental and socio-cultural dimensions for the sustainable management of forests.
- Despite the diversification of our forests, and the many differences in ecological conditions, ownership structures and threats, our forests do share interesting aspects in many respects as to communicate and promote.
- Challenges are significant to the forests in our region. Controversial approaches and perceptions have increased the gap between the reality and the decision makers. Important and escalating challenges such as deforestation faced by local individuals have drastic negative effects on the whole region.
- Communication has always been a shortage in our region, our societies and our forests. We mean by communication a two way dialogue with new partners and potential stakeholders for making forests and forestry relevant and important inside the sector.
- Climate change is already a reality in this region adding new threats and risks to cope with. This factor reinforces the already existing pressures, degradation phenomena and the vulnerability of Mediterranean ecosystems and populations.

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FCNMedNE Members

Number of Registered members:
> 100 persons
16 countries

Launching of Google group, LinkedIn, Facebook Page, Twitter, Instagram, and flicker accounts

Lobby and advocate for our pledge

Action Plan and Communication strategy

http://www.med-forest-communicators.org
How we operate

Communicate virtually
- Yearly Meeting
- Active website
- Sharing information, news and events,

Country communicators
- key communicators
- Foresters And/or Journalists

Identify Key Milestones to Report
- Forests
- Major Forest events

Lobby for important issues
To change people perceptions about forests
To Promote Positive Communication about forests
Knowledge Sharing and transfer of knowledge
How we do

- Active Participation in events: regional / cooperation
- Organization of Medforest week 2015 -2017
- Creation of special events: targeted audience, topics etc
- Adoption of the IDF theme 2015-2016-2017;
- Constructive Communication on Forest Issues
- Capacity building of communicators
- Lobbying at decision making level
Recent initiatives @FCNMedNE
An initiative of the FAO and External support of the GIZ

• A WEBSITE: interactive and easily adaptable to national, regional contexts
• 5 languages
• 20 static pages
• source of information

http://med-forest-communicators.org/
# Faces of The Forest Photo Contest

- Photos were to be taken for People in the forests of the countries in Mediterranean and the Near East Regions.
- Photos had to reflect the role played by forest people, and forests in general regarding the topics of income generation, mitigation of climate change, water conservation, soil conservation, sustainable development, social equity, gender balance, women empowerment, youth development.

More than 60 photos were received from all around the Mediterranean region and the Near East.

A selection of 20 pictures were shared on the FAO Forestry flickr website (https://www.flickr.com/photos/faoforestry/sets/72157651117645527/), and printed and presented in an exhibition during the IV Mediterranean Forest Week in San PAU.
e-fire comm meeting
Communication about fire and education on Fire prevention
The need for communication at region level - highlighted in Commission FINAL REPORT
Our Queen of Tweets

Over 28,000 tweets #Forests2015.

Reaching 29.1 Million different Twitter accounts
Taskforce Committee
- 5 persons
- 2 meetings

Participation in the organization
- Raise funds
- Communication Plan
- Use the social Media accounts @FCNMedNE

@Medforest 2017
- Tweeting
- Photos
- Interviews
- Leading the IDF2017 Ceremony
- 2 Side Events
Participants @ MedForest Week

261 Participants

Country

- Algeria (9)
- Belgium (1)
- Bosnia and Herzegovina (1)
- Cameroon (1)
- Canada (4)
- Chad (1)
- Colombia (1)
- Croatia (3)
- Egypt (1)
- Finland (3)
- France (17)
- Germany (3)
- Greece (1)
- Iran (2)
- Italy (9)
- Jordan (2)
- Lebanon (13)
- Malta (2)
- Morocco (127)
- Netherlands (1)
- Pakistan (1)
- Palestine (1)
- Portugal (2)
- Senegal (1)
- South Africa (1)
- Spain (23)
- Sudan (1)
- Tunisia (12)
- Turkey (8)
- United Kingdom (2)
- USA (4)
- The hashtag #MedForest2017 created on Twitter to disseminate information on the 5th MFW.

- More than 225 tweets in English, French and Arabic have been posted

- #MedForest2017 hashtag reaching over 150,000 Twitter followers.
In the part of the world where communication seems to be mono-directional, communicators and communication create a space for exchange, and

- an opportunity for improving people livelihood
- an important **driver to change**,
- a **compulsory tool and main propeller for**
  - sustainability
  - socio-economic balance
  - Forest Resources conservation and protection
However......

It is about changing perceptions
How can we do that ....

**Lobby for important issues**
- Building Momentum, Mobilize and lobby for decision making
- Create campaigns at all media platform
- Diversify the sources of information
- Identify relevant stories and case studies

**To change people perceptions about forests**
- Awareness
- Sensitization
- Sharing success and failures
- Promoting case studies
- Allowing for exchange of views, information and knowledge

**To Promote Positive Communication about forests**
- Create a hub for professionals
- Create stories for sharing
- Communicate with the External world
- Proactiveness in writing and sharing stories

**Knowledge Sharing and transfer**
- Use of innovative tools for success
- Share best practices
- Allow for vertical and horizontal consultations
- Provide exchange of ideas, information, advice and expertise
There is need to

- Maintain the Momentum
- Lobby for change
- Raise funds to support activities
- Adopt a multitude of communication tools

DESIGN CREATE PARTNERSHIPS ACROSS REGIONS
@Connect
A Communication tool is a way that people interact with each other.

The tools used depend on the strategic goals, the objectives of the communication program, the profile of the target audience, the various advantages and disadvantage of each tool, and the communications budget.

Whichever tools are used, it is important to maintain consistency in the aesthetic appearance, linguistic style and tone, and message (including facts, figures, slogans, quotes) used in all the communications products for a single campaign. Without this consistency, the message will not be as effective, even if the target audience is exposed to several of the communication products.

To provide a platform for communication of important and reliable information related to forests for all concerned stakeholders.

To promote the understanding that forests are vital to life on Earth and if sustainably managed would provide a multitude of goods and services.

To raise awareness on the importance of our forests while highlighting the threats and challenges they face.

To increase the use of sustainably produced wood and other forest products as climate friendly materials and renewable energy sources.

To provide important information and influence national and regional strategies on forests.

To make forestry research available for forest managers and decision makers, and to the general public.

Google Group

A virtual place to work. We have created a ‘collaborative inbox’, that allows members of a group to manage the workflow state of topics within the group.

Join us here:
https://groups.google.com/forum/#!forum/forest-communicators-network-med-and-na

If you want to send mail to the whole group, use this email account:
forest-communicators-network-med-and-na@googlegroups.com

Linkedin Group

Linkedin Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. Join us here:
https://www.linkedin.com/groups/Forest-Communicators-Network-MEDINE-Region-3

Facebook group

A place to share and find information, networking, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

Join us here:
https://www.facebook.com/groups/11428869647723399/

Twitter

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

We are going to use the hashtag: #FCNMEDNE

Flickr

Flickr is an image hosting and video hosting website. We will share here our photos.

You can see our pictures here: https://www.med-forest-communicators.org/en/Home
WE COUNT ON YOU

Thank you very much! Questions?

http://www.med-forest-communicators.org