FOREST COMMUNICATORS NETWORK

Maria De Cristofaro
Food and Agriculture Organization of the United Nations
The use of forests requires acceptability in society

- In many countries the owner of a natural resource has had an almost unlimited freedom to use it.
- Environmental and responsibility questions have entered the sector: sustainable development, climate change, drainage, forest disputes, protection, effluents etc.
- Increasing regulation of environment
- Emphasis on corporate social responsibility
Eastern Europe, Caucasus and Central Asia workshop
St. Petersburg, Russia, 1-3 June 2016

23 experts from government agencies, international organizations and NGOs

Representatives from

Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, The Russian Federation
Capacity building workshop for countries in Eastern Europe, Central Asia and the Caucasus
Capacity building workshop for countries in Eastern Europe, Central Asia and the Caucasus
3-6 July 2017, Bishkek, Kyrgyzstan

How to develop communication strategies in the forest sector

- Illegal logging
- Forest management
- Forest fires
The cooperation among the regional forest communicators networks
Global group on forest communication - mandate

Identify international events to promote the importance of communication to policy makers, stakeholders and decision makers
Influencing policymakers, stakeholders and decision makers

Regional forest communicators’ networks increasingly present at major forest events of global and regional importance

Represents a shift in how forest communications are seen

Networks are being invited as part of main proceedings, not just side events
WELCOME TO THE JUNGLE!
SOUTH AFRICA IS PROUD TO HOST THE PEOPLE OF THE WORLD

WFC2015

XIV World Forestry Congress
7 - 11 September 2015, DURBAN ICC, SOUTH AFRICA
Keynote: Robert Grace, Head of Strategy, M&C Saatchi Abel

What makes an effective communications campaign?

1. A clear purpose
2. Know your enemy
3. What are you measuring?
Je ne... speak pas... français.
I teach kids how to prevent forest fires
Need to invest in communication was included in the Durban Declaration.
Stream 4: New institutions, new governance: Improving forest communication for people and forests
Network visibility

Panel discussion
Mediterranean Forest Week
Agadir, Morocco
20-24 March 2017
Communicating with Einstein about forest facts, feelings and fake news
Think globally, act locally

Over 500 members

- Latin America and the Caribbean
- Mediterranean and Near East
- Africa
- Europe and Central Asia
- Asia-Pacific
Regards croisés sur la forêt méditerranéenne.

from Alix de Balsac
Local communicators know their chickens best
International Day of Forests
The International Day of Forests 2018

Theme: Forests and Sustainable Cities
THANK YOU