



UNECE



Food and Agriculture Organization  
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*Forest Communicators Network*



# UNECE/FAO FOREST COMMUNICATORS NETWORK – ANNUAL MEETING

30<sup>th</sup> May – 1<sup>st</sup> June 2017

*Draft Agenda as of 26-05-2017*

## TUESDAY 30 May

### 09:00 Item 1 Welcome Addresses by IUCN and FCN

- Key Note by Javier Madrid, Director General of Nature and Protected Areas. Regional Government of Andalusia
- Marina Bravo - Deputy for the Environment and the Promotion of the Territory - Diputación of Málaga
- Antonio Troya - IUCN Centre for Mediterranean Cooperation, Director
- Ingwald Gschwandtl – UNECE/FAO Forest Communicators' Network

### 09:40 Item 2 Challenges for forest communication in the Mediterranean region

- Patricia R. Sfeir – Coordinator of the Mediterranean Forest Communicators' Network
- Lourdes Lázaro – IUCN Centre for Mediterranean Cooperation
- Q&A

### 10:10 Item 3 Adapting Forests to Climate Change – the Role of Communication

- “The use of wood is good for the climate – We make our forest climate fit!” a national campaign – Georg Rappold and Geri Steindlegger, Austria

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### 10:30 *Coffee Break*

- ### 11:00
- Risk awareness communication; challenges and lessons learned from communication tools' development and cross-sectoral planning approach, the case of wildland fire risk in the Mediterranean region - Eduard Plana, Marc Font, Marta Serra
  - Q&A

### 12:00 Break out Groups to discuss and elaborate common findings and recommendations on what worked and what are major challenges

### 13:00 Reporting back to plenary

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### 13:30 *Lunch*

### 14:30 Item 4 Working together to enhance communication outreach

'Don't touch the forest!'

- Introduction by Kai Lintunen, Finland
  - Discussion on collaborative action for influencing perception on forest use
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15:30 Coffee Break

16:00 Item 4 continued

- SFM indicators for communicating on forests – Ana Belén Noriega, PEFC Spain (item 5, rescheduled)
- Ana Belén Noriega, PEFC Spain - Mediterranean cork oak forests: communicating sustainability from the forest to the bottle (Lightning talk, rescheduled)

Updates on:

- The communication session at IUFRO's 125 Years Anniversary Congress, Sept 2017, Freiburg/Germany – Gerda Wolfrum, IUFRO
- Communication in the context of the UN Strategic Plan on Forests – Mita Sen, UNFF Secretariat
- 70<sup>th</sup> anniversary of the forestry collaboration between FAO and UNECE – Theresa Loeffler UNECE/FAO
- European Forest Week 2017 – Theresa Loeffler, UNECE/FAO
- Assessment of public perception on forests via a survey among FCN members – Colin Morton, UK
- Capacity building workshop for countries in Eastern Europe, Central Asia and the Caucasus, June/July 2017, Kirgizstan – Maria DeCristofaro, FAO
- The cooperation among the regional forest communicators networks - Maria DeCristofaro, FAO
- The International Day of Forests 2018 - Maria DeCristofaro, FAO
- Activities, achievements and future plans on Forest Pedagogics – Thomas Baschny, FCN Sub Group Forest Pedagogics

18:00 End of day 1

## WEDNESDAY 31 May

A field trip to the Sierra Nevada National Park has been organized on **Wednesday 31<sup>st</sup> May**. Please bring appropriate clothes and shoes. Sun cream and a hat are advisable as weather could be hot.

A bus will pick you up at the **HOTEL NH MÁLAGA** (Street San Jacinto) at 7.45 am.

Return to Málaga is scheduled at 18.00 pm





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## THURSDAY 01 June

- 09:00 Item 5 Evidence-based communication in the age of fake news and alternative facts
- Sustainable Development Goals as communication framework – Colin Morton, UK
  - SFM Indicators as policy and communication tool - Stefanie Linser, EFI
  - SFM indicators bilingual database of UNECE and State of Europe's Forest User Survey – Theresa Loeffler, UNECE/FAO
  - On Natures Side – Jolanta Stankiewicz, Poland
  - Mapping certified forests for SFM - a global online tool - Florian Kraxner, IIASA
  - Q&A

10:30 *Coffee Break*

- 11:00 Item 6 Workshop on identifying opportunities, challenges and recommendations for effective approaches to evidence based communication (moderated by Colin Moron, UK)

Questions to be addressed:

1. Opportunities for promoting forestry through SDGs
2. How to use C&I for SFM to support the SDGs
3. How we can act collaboratively to boost our efforts

13:15 *Lunch*

14:30 Workshop continuation and conclusions

- 15:00 Item 7 "Lightning Talks" on exciting communication approaches and cases
- Maria DeCristofaro, FAO - Backstage on a successful social media campaign
  - Adrian Schmutz, Switzerland - Swiss Wood Campaign: #WOODVETIA
  - Pierre Hermans, Belgium - Communicating the multifunctionality of forests
  - Jesse Cruz, FSC international – Video reporting (to replace the boring two pager)
  - Q&A and general discussion

15:45 *Coffee Break*

16:00 Item 8 FCN internal business

- Progress report on the FCN Google Group and FCN Google Hangouts
- Renewing the FCN Terms of Reference for the period 2018 to 2021
- Arrangements for Malaga meeting report
- Malaga follow up actions

17:00 End of the meeting

*We are looking forward to seeing you!*