Elements for a Communication & Outreach Strategy for the UN Strategic Plan for FORESTS 2030

Key ideas from UNFFS Communicators Expert meeting

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Communication & Outreach Strategy: **Purpose**

- **Raise awareness of:**
  - UN Strategic Plan for Forests 2030
  - forests and trees as being vital to life on earth and human well-being.

- **Promote SFM**

- **Amplified communication**
  - more coordinated & coherent
  - increased impact of messaging
  - joint/concerted activities

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1.6 BN people need forests for food, water, fuel & jobs.
Communication Objectives (until 2020)

• Engage (or re-engage) key actors and partners
  ➢ Gaining widespread support for the Strategic Plan
  ➢ Promote (trigger) action and implementation for SFM
  ➢ Amplify overarching messages on forests
Target audiences

• **Policy makers** - Governments, International & regional organizations including the UN system & CPF.

• **Stakeholders** - Civil society, NGOs, women, youth, academia, private sector

• **Influencers** – Opinion makers

• **General public**
What’s in it for me? Why should I care?
Everyone has a Role, Benefit All

Shared communication and outreach strategy, benefiting all, with compelling shared vision, and supportive tools/products

- **Governments**: Key implementers/supporters (e.g. national launches, voluntary national contributions (VNCs), prioritize forests in devt)

- **UN System & International and regional Orgs including CPF**: leverage existing networks and existing international events (e.g. Goodwill Ambassadors, International Days)

- **Communication networks**: Spread the word, identify communication gaps, niches, and opportunities
Making it simple
Slogan: 6 for 3 Plan - Global Blueprint for forests

**GOAL 1:** Growing forests - increase forest area – 3%

**GOAL 2:** Flourishing forests, prosperous people

**GOAL 3:** Valuing forests for sustainable enterprise

**GOAL 4:** Invest in forests

**GOAL 5:** Enhance forest governance for sustainable management

**GOAL 6:** Foster cooperation, communication & partnership for Forests
Possible Sub messages

- 6 forest goals for healthy growing forests
- Transforming Agenda into **Concrete Action**
- **Using** forests is good for people and planet
- **Healthy** planet needs healthy forests
- Ensure all forests are used sustainably, and those that need it are **protected**.
- Forests provide **safety nets** for poor, vulnerable communities
- Collaboration is key: everyone working for the same goals
Communication Methods

• **Global branding** (Something fun + serious)
• Information sharing through **Events**
  UNFF sessions, COFO, HLPF, WFC, UN & FAO
  regional commissions, UNFCCC, CBD, UNCCD, others.
• Greater visibility through **Advocates/Messengers**
  (Putting a human face on it) - celebrities,
  UN goodwill ambassadors, community leaders
• Cultural events (Celebrating Forests - **The Party**)
• **Online platforms** to track progress, recognize
  achievements, social media outreach.
Questions related to success criteria

• How to make the Strategic Plan relevant - selling benefits, added value?
• How to measure raised awareness? What is the baseline?
• How to keep it fresh? How can we sustain media and public interest from now until 2030?
• What are the resources that can be tapped into for communication activities/products?