Sustainable Wood Value Chains’ Contributions to the UN 2030 Agenda
What is the image of wood products?
SW4SW – A Joint Initiative of the CPF

Outcome of the Global meeting on SW4SW

Focus on strengthening the contributions of sustainable wood value chains to sustainable development and climate change mitigation

Steering Committee: FAO, CIFOR, ITTO, World Bank and WWF
Create a global coalition to promote sustainable wood products role in achieving the SDGs and climate change commitments, raising awareness of the nexus between sustainable forest management and the bioeconomy.
Sustainable wood value chains and the SDGs
Raising awareness

Media cards promote key messages on sustainable wood
Understand the current image of wood products and their production, as projected by the media and other relevant groups.

Forecast any changes in perception required to realize sustainable wood production and a public license to operate.

Agree broad approaches for systematic cross-sectoral external communications.

Define a top-level plan of action to kick-start a process to produce and sustain a coordinated and concerted communications approach.
Public perceptions of forests and forestry

Shaping forest communication in the European Union: public perceptions of forests and forestry

Tender no. AGRI-2008-EVAL-10

Under the Framework Contract No. 30-CE-0101908/00-50

Final Report
Established 25 years ago by

- UN Food and Agriculture Organization (FAO)
- European Forestry Commission
- UN Economic Commission for Europe (UNECE)
- Committee on Forests
- Forest Industries

220 members (government, non-government)

40 countries

40 International institutions, organizations, NGOs & campaign groups
The cooperation among the regional forest communicators networks
Global Coordination Group on Forest Communication established at COFO22

North America

Europe and Central Asia

Latin America and the Caribbean

Africa

Asia-Pacific

Mediterranean and the Near East
Global Coordination Group on Forest Communication

- The networks provide a highly effective vehicle for consultation and feedback.
- Regional FCN leaders have agreed to act as expert advisors for the SW4SW initiative.
- FCN leaders pointed out that delivery must be tailored to the region or location.
- FCN leaders suggest to hold workshops to train forest communicators to address misconceptions through the media.
Moving forward

Mobilize governments, IGOs, NGOs and private sector to implement actions to deliver sustainable wood value chains.

Work with interested actors on a strategy to deliver positive communication and value sustainable wood production.

Promote forest-based solutions to address SDGs by reconciling wood production with land restoration and forest conservation efforts.
Promoting the benefits of sustainable wood

#woodisgood
#sw4sw
Thank you

This presentation was adapted after Ms Thais Linhares-Juvenal, FAO