Canada’s Forest Week and communication experience

Oslo, Norway
May 22, 2019
A bit of history

National Forest Week (including its Wednesday, which is known as National Tree Day) is a thematic week held annually on the 3rd week of September.

The week was first known as Forest Fire Prevention Week, established in 1920. It was renamed National Forest Week in 1967.
Preparing communication plan

• Departmental communications prepare communication plan for minister
• The Canadian forest service add their own
• Each forest centre (5) – Pacific, northern, great lakes, laurentian and atlantic are asked to share their plan for the week
Twitter accounts
Products

- Internal communications (The Source)
- Social media needs (before, during and after)
- Prepare the web for State of Forest Report
- Any video from the minister [https://youtu.be/gnk88tiyyVg](https://youtu.be/gnk88tiyyVg)
- Speeches for parliament
- Letters to counterparts
During the week

Usually on the Wednesday, Tabling of state of canada’s forests report at Cabinet meeting: Work on separate communication plan
https://www.nrcan.gc.ca/forests/report/16496

Each forest centre as well as Ottawa Office have their own activities (activities during lunch, kiosks, visiting schools, open labs, etc)
After week is over

Analytics are ran: web version of the report (each page, in english and french), all social media platforms

Answer questions

Finish media relations
Throughout the year

- Monitoring of a separate email address for the report itself
- Preparation for the next State of Forest report!
Forestry advocates

Lot of stakeholders or private companies also have their own activities.

• Tree Canada, Canadian Forestry Association, Treefrog, Canadian Institute of Forestry, Canadian Forest Industries, Forestry and Agrifoods Agency, Two Sides North America.com, FPAC, Pulp and Paper Canada, Ducks Unlimited Canada
Merci de m’avoir écouté! Thank you.