

*Forest Communicators Network*


# UNECE/FAO FOREST COMMUNICATORS NETWORK – ANNUAL MEETING

20 – 22 May 2019

*Draft Agenda as of 17/05/2019*

Time	Day 1 – Monday 20 May 2019
09:00	<b>Welcome</b> by Knut Øistad, host country representative and Kai Lintunen, FCN leader Introductions
09:10	<b>Boreal Forests</b> The Norwegian forest context – Knut Øistad Q&A
10:15-10:45	COFFEE BREAK (provided)
10:45-12:30	<b>Communicating effectively within and outside the forest sector</b> FCN setting the scene – Kai Lintunen Forest communication, the global context – Ingwald Gschwandtl Q&A <b>Forest Education</b> Forest Pedagogics – Thomas Baschny Schutzgemeinschaft Deutscher Wald – Christoph Rullmann The Norwegian program Learning with Forest – Anna Lena Albertsen World Wood Day 2019 in Austria – Bob Burt FAO IDF activities – Maria De Cristofaro UNECE/FAO IDF activities – Theresa Loeffler Q&A
12:30-13:30	LUNCH (self paid)
13:30-15:00	<b>Wood is good! Strategic campaigns in communications</b> It's all yours campaign - Jennifer Hayes Marketing Schweizer Holz, Woodvetia – Claire-Lise Suter Thalmann Merci la forêt, French Campaign – Catherine Rivoal Vancouver Invitation on Sustainable Forest Products for a Better Future – Theresa Loeffler Sustainable Wood for a Sustainable World (SW4SW) Initiative - Maria De Cristofaro and Kai Lintunen EU Forest Strategy – Ingwald Gschwandtl Q&A



15:00-15:30	COFFEE BREAK (provided)
15:30-16:00	UNFFs clearinghouse mechanism forest financing – a communication tool - Mita Sen and Yan Lang
16:00-17:30	Interactive feedback session on the UNFFs clearinghouse mechanism forest financing IDF brainstorming on activities for the IDF 2020 and SW4SW – group exercise

Time	Day 2 – Tuesday 21 May 2019
09:00-10:30	<p>Cool Forest Project – Florian Kraxner, IBFRA/IIASA</p> <p><b>Social media training</b></p> <p>Theme 1: Active your insights to boost your reach!</p> <ul style="list-style-type: none"> <li>– You’ll learn how to use Facebook and Instagram Insight Tools to optimize your content and content plan, while learning more about your followers.</li> </ul> <p>Theme 2: Maximise your investment with reach and frequency</p> <ul style="list-style-type: none"> <li>– Learn how to reach your target audience with an optimal frequency, using Self-service solutions on Facebook, Instagram and Snapchat.</li> </ul>
10:30-10:45	COFFEE BREAK (provided)
10:45-12:30	<p><b>Social media training</b></p> <p>Theme 3: Two Seconds</p> <ul style="list-style-type: none"> <li>– 60% of brand impact happens in the first two seconds on social media. Learn how to create videos that work.</li> </ul> <p>Theme 4: Tell your story with Stories</p> <ul style="list-style-type: none"> <li>– Stories is the fastest growing format on Facebook and Instagram, and it’s what Snapchat is based upon. Learn more about how you can activate this format in your marketing communication strategy!</li> </ul>
12:30-13:30	Lunch (self paid)
<p><b><i>Field Trip</i></b></p> <p>to the Oslo city forest, Nordmarka.</p> <p>Representatives from the Norwegian Forestry Association and Oslo Municipality will organize the field trip. Transport to and from the forest will be provided. Please bring appropriate clothes and shoes/raincoat/sun cream/mosquito repellent.</p>	

Time	Day 3 – Wednesday 22 May 2019
	<b>Best practices in forest communication</b> <b>– lightning talks (5 min talk + 5 min Q&amp;A each)</b>
09:00-10:30	Private sector support to forest restoration actions: how companies communicate on their involvement - Pierre Hermans Campaigning for Iceland’s afforestation – Pétur Halldorsson Canada’s Forest Week and communication experience – France Rollin Forest bioeconomy future catalogue – Kai Lintunen Generic promotion for forests, forestry and the forest-based sector in Slovenia Communication activities in the year 2019 - Borut Debevc and Manca Baznik
10:30-11:00	COFFEE BREAK (provided)
	<b>Events offering communication opportunities</b>
11:00-12:30	14th European Forest Pedagogics Congress 2019, Riga and Tervete, Latvia, 1-4 July 2019 – Tomass Kotovičs or Thomas Baschny The XXV IUFRO World Congress in Curitiba, Brazil (general / FCN session) - Jennifer Hayes The XXVI IUFRO World Congress in Stockholm – the Nordic-Baltic consortium - Jennifer Hayes R20 Austrian World Summit – Ingwald Gschwandtl Asia Pacific Forestry Week – Maria De Cristofaro European Forest Week – Theresa Loeffler Feedback from the group on activities for the European Forest Week
12:30-13:30	LUNCH (self paid)
	<b>FCN internal business</b>
13:30-14:30	Updates on the FCN - Kai Lintunen Progress on the Global Coordination Group of the FCN - Ingwald Gschwandtl Progress report on the FCN Google Group - Maria De Cristofaro