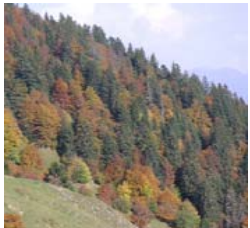


# Strategic Review

## of UNECE/FAO Integrated Programme of Work on Timber and Forestry



---

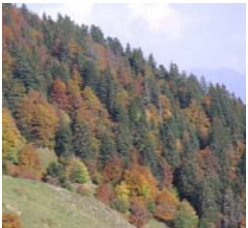
### **Agenda Item 3: Strategic Review**

Self Evaluations  
conducted by the secretariat

Franziska Hirsch, Douglas Clark, Alex McCusker,  
UNECE/FAO Timber Section



# Self-Evaluations: Main results

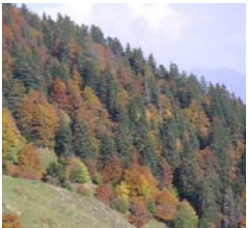


- 1. User Survey of Outputs
- 2. Focus on Country Profiles
- 3. Web Statistics



# 1. User Survey: Background

---



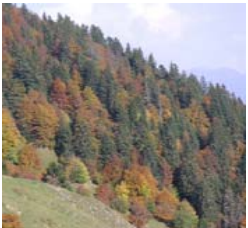
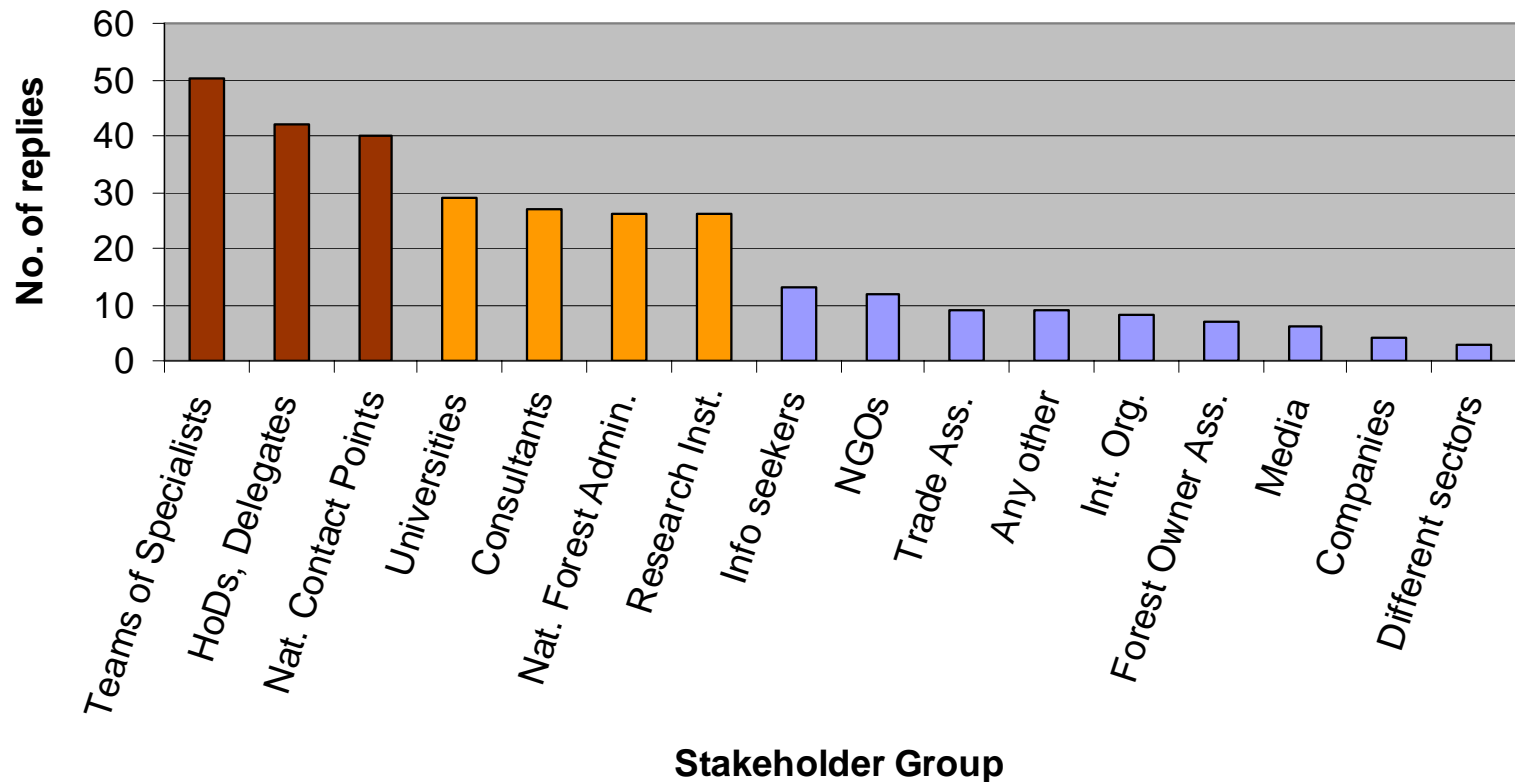
- 1st comprehensive assessment of a selection of UNECE/FAO Timber Section outputs, across all work areas:
  - Publications (1)
  - Newsletter (2)
  - Press releases (3)
  - Website, and online data (4)
  - Meetings, seminars, workshops (5)



# 1. User Survey: Results

- 148 replies from **39 countries**

**Responses by Stakeholder Group**



# 1. User Survey: Publications (1)

---



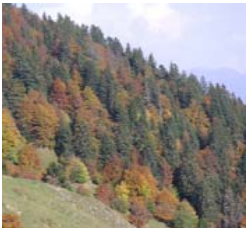
- High **usage and distribution** rate for all types of publications
- Good - excellent **content & quality** of “flagships” (FPAMR, FRA, EFSOS); Satisfactory - good for less widely known publications
- Comments/Suggestions:
  - Excellent for background research and University teaching, “*very current*”
  - **FPAMR:** excellent content and timetable: “*unbelievably fast*”; new authorship/ideas
  - **Country Profiles**



# 1. User Survey: Newsletter (2)

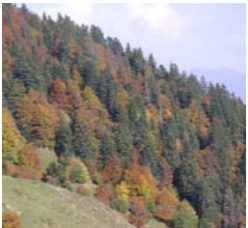
---

- **High level of readership (73%)**
- To be continued quarterly
- Suggestions:
  - More **stakeholder written articles**
  - More analysis of **trends and forecasts**
  - **Current news and policy developments**
  - **Short studies on specific subjects or countries**
  - **Market data, statistics**



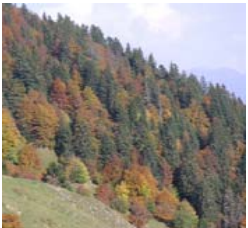
# 1. User Survey: Press releases (3)

---



- **High level of awareness (76%)**
- **Interest** in various topics (highlights from workshops/seminars, market discussions, new publications)
- Mostly occasional **readership**
- Suggestions:
  - More market updates
  - Information on forest policy
  - Distribution through the network of national correspondents to channel to national press

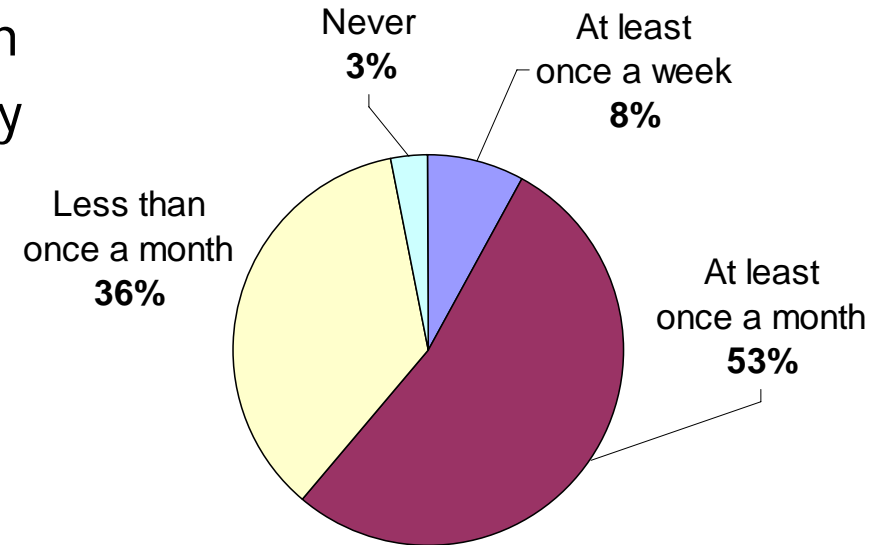
# 1. User Survey: Website & online data (4)



## ■ Comments/Suggestions:

- Immense amount of information
- Useful primarily for those closely aware of the issues
- Need for more structure, stability, better organization
- More visual aspects
- Direct access to most relevant publications/statistics
- Downloadable statistics

## Frequency of Website Consultation



[www.unece.org/trade/timber](http://www.unece.org/trade/timber)



# 1. User Survey: Meetings, Workshops, Seminars (5)

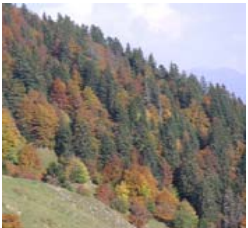
---

## ■ Comments/Suggestions:

- Generally well prepared, improved during past years
- More time for discussion (!)
- More flexibility in agenda
- Need to involve as many countries as possible
- Follow up often poor and often impractical when unfunded

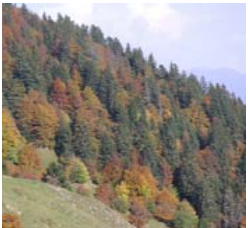
## ■ Most common reasons for **not participating** in meetings:

- Lack of funding for travel and participation



# 2. Country Profiles

---



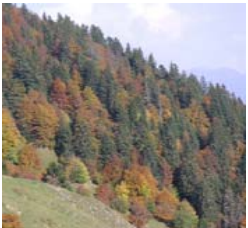
Feedback from User Survey:

- Inconsistent quality and balance of topics
- Out of date
- Lack of common format
- Need for regular updating
- Need for a common framework



## 2. Country Profiles

---



Other feedback:

- English only is a handicap for many users (CIS especially)
- Use the web more
- Harmonise with FAO web-based country profiles
- Update regularly
- Adopt systematic approach or don't do them at all

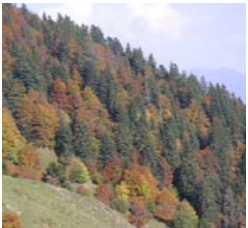


# 3. Monitoring Web Statistics

---



- Main tools
  - Web log
  - Google Analytics

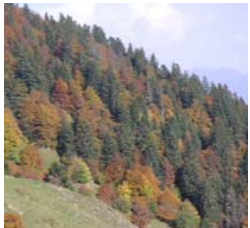


- and results
  - Downloads by work area
  - Visitors by country of origin



# 3. Website monitoring - main tools

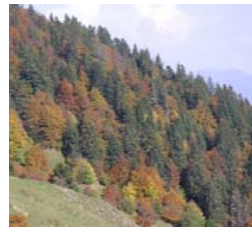
---



- Web log run by service provider (in UK)
  - Analyzed by WebTrends
  - Shows information on 10,000 top downloads and page views for entire ECE
  - Unable to determine who is visiting Timber part of website
- Google Analytics
  - Installed on selected pages
  - Useful analysis of visits – at level of page
  - No download information
  - Limited capacity

# 3. Website monitoring – web log

## % of known downloads by work area

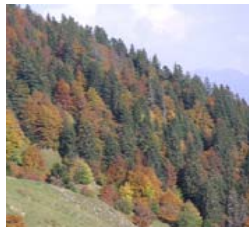


<u>Work Area</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Markets and Statistics	53.3%	47.7%	45.5%
Forest Resources Assessment	11.6%	10.4%	9.0%
EFSOS	15.7%	12.5%	10.1%
Social and Cultural Aspects	0.6%	1.9%	2.7%
Policy	16.7%	18.5%	22.6%
General	2.1%	9.0%	10.0%
Total estimated Timber downloads	1 729 210	803 760	768 079



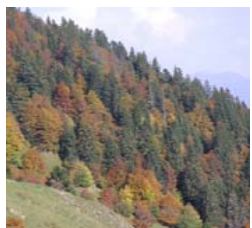
# 3. Website monitoring – page views

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	617	2.81	00:02:44	73.42%	55.27%
Germany	504	3.47	00:03:57	48.21%	38.29%
Finland	434	3.87	00:04:15	38.94%	32.03%
United Kingdom	397	3.39	00:03:29	64.74%	36.27%
Estonia	352	4.90	00:06:31	36.93%	24.43%
Canada	339	3.22	00:03:21	55.46%	41.30%
Slovakia	315	4.02	00:03:46	44.76%	35.56%
Russia	301	4.45	00:06:20	34.22%	28.57%
France	256	3.79	00:03:27	66.41%	42.58%
Italy	226	3.41	00:03:25	47.79%	38.94%
Switzerland	193	2.98	00:02:35	50.78%	42.49%
Belgium	192	3.13	00:03:05	40.62%	45.83%
Austria	189	4.74	00:05:51	47.52%	37.04%



# Secretariat Self-evaluations: Reactions

---



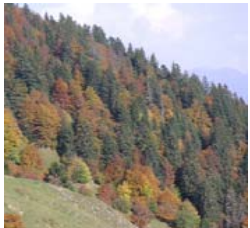
- Decision-making on areas of concern through strategic review process: Special Session
  
- Secretariat response to recommendations:
  - Continue focus on high-quality & content outputs
  - Revisit areas of concern
  - Invest more in communication
  - Newsletter: major information or communication tool? (resources)
  - Website: Restructuring under way
  - Some difficult quality/resource trade-offs, e.g. country profiles



# Strategic Review

of UNECE/FAO Integrated Programme of Work on  
Timber and Forestry

---

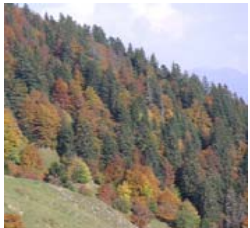


Self Evaluations  
conducted by UNECE/FAO Teams of  
Specialists 2004-2008



# Self-evaluations: Teams of Specialists 2004-2008

---

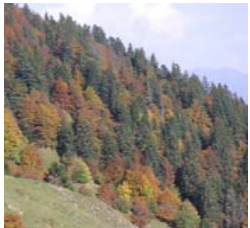


- Forest Products Markets & Marketing (Work Area 1)
- Monitoring Forest Resources for Sustainable Forest Management (Work Area 2)
- Joint UNECE/FAO Expert Network on Monitoring Sustainable Forest Management (Work Area 4)
- Gender and Forestry (Work Area 4)
- Best Practices in Forest Contracting (Work Area 4)
- Supporting and Contribution to Sustainable Development of the Forest Sector in the CIS and Southeast Europe (Work Area 5)
- Forest Fires (Work Area 5)
- Forest Communicators Network (Work Area 5)



# Strategic Review

## of UNECE/FAO Integrated Programme of Work on Timber and Forestry



Country and Stakeholder Contributions  
through Strategic Review Enquiry



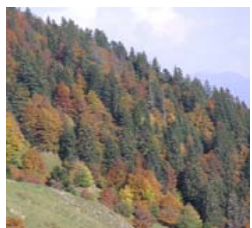
UNECE Timber Committee Special Session - 28 April 2008, Geneva



# Country and Stakeholder Views

---

- **Responses to Strategic Review enquiry:**



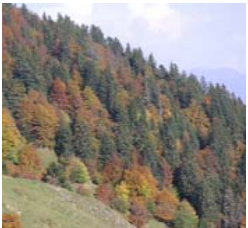
- **24 countries:** Austria, Bulgaria, Canada, Cyprus, Czech Republic, Finland, France, Germany, Hungary, Italy, Kyrgyzstan, Poland, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Turkey, United Kingdom, Ukraine, United States, Uzbekistan

- **12 Stakeholders and Partners:** Bioversity International, CEPI, ENFE, EuroStat, EPF, IUCN, IUFRO, PEFC, UNECE Water Convention Secretariat, EFI, EOS, CEI-Bois, ELO



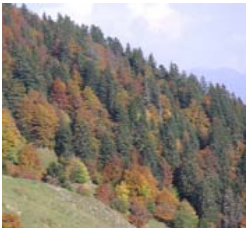
# Country Priorities & Needs

1. Climate Change (10), Bioenergy (13), Wood Mobilization (8)
2. SFM: indicators, technical norms, economic viability (11)
3. Sector policies and institutions: Institutional/legislative changes/restructuring (9)
4. Forest health (7)
5. Conservation & Biodiversity (6)
6. Forest Fires: Prevention, restoration (5)
7. Cross-sectoral cooperation/coordination (3)
8. Infrastructure (3) and rural development (3)
9. Afforestation (3)
10. Public Procurement Policies/Standards (3)



# Forest Sector Priorities & Needs

---



....and

- Deforestation
  - Globalization for forest products markets and their effects on the UNECE region
  - Governance, illegal logging and trade
  - Public perception of forests and forestry.
- 
- Guidance by MCPFE Warsaw Ministerial Declaration and resolutions “Forests and Water”, “Forests, wood and energy”

