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Economic Commission for Europe Food and Agriculture Organization
Committee on Forests and the Forest Industry European Forestry Commission

**Joint ECE/FAO Working Party on
Forest Statistics, Economics and Management
Forty-first session**

Geneva, 27-29 March 2019
Item 8 (c) of the provisional agenda

GUIDANCE ON WORK AREA 3: COMMUNICATION AND OUTREACH

AGENDA ITEM 8 (c)

Note by the Secretariat

Summary

According to its mandate, the Working Party is expected to provide guidance to work area 3: Communication and Outreach. This document provides information about activities in this work area since the Working Party's last session in March 2018, as well as plans for 2019, drawing the Working Party's attention to any specific issues where guidance is needed. Activities in Work Area 3 planned for the year 2020 are available in document ECE/TIM/EFC/WP.2/2019/Inf.8 and discussed under Agenda Item 9.

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I. Implementation by the secretariat

A. Major events organized by the Joint Section

1. The International Day of Forests 2018, which focused on “Forests and Sustainable Cities”, was celebrated on 21 March 2018 at the Palais des Nations, Geneva, Switzerland. An expert panel discussion titled “Forests and Sustainable Cities: the future is vertical and green” covered wood construction, green architecture and urban farming. The event was jointly organized with the ECE Committee on Housing and Land Management and the FAO Liaison Office in Geneva.
2. The International Day of Forests 2019 will be celebrated on 21 March under the theme “Forests and Education” and will feature a forest quiz, a breakfast and a “bricolage” workshops with the support of the government of Poland and the Programme for the Endorsement of Forest Certification (PEFC). There will also be an exhibition on sustainable paper consumption with the support of the Confederation of the European Paper Industries.
3. During the 76th Session of the Committee on Forests and the Forest Industry (COFFI) (5-9 November, Vancouver, Canada), the Joint Section organized a media event where participants were invited to sign the Vancouver Invitation on Forest Products for a Better Future. It is a statement of intent approved by COFFI members in Vancouver that invites the public to recognize the important role that wood products can play in achieving the Sustainable Development Goals. More information on the Vancouver Invitation and a form for putting your signature on it is available at <https://www.unece.org/forests/vancouverinvitation>. Other activities at the meeting include several side events co-organized with the Sustainable Forestry Initiative, Canadian Wood Council and the Swedish Forestry Agency. A symposium on Future Forestry Leaders was organized with the International Forestry Students Association. Further information on the session is available at <http://www.unece.org/forests/coffi2018>.

B. Major events co-organized with other organizations and other meetings

4. The Joint Section participated in numerous meetings, workshops and conferences since the last Working Party session, delivering presentations and speeches. It is important for its outreach strategy to communicate and disseminate its work and expertise to different sectors. This increases access to a network of partners and assists the Joint Section in staying abreast of trends and developments within and affecting the forest sector.
5. During the Regional Forum on Sustainable Development for the ECE region on 1 March 2018, the Joint Section organized a roundtable on “Sustainable Forest Management and the SDGs” (Sustainable Development Goals). In addition, the Joint Section organized a fashion display to promote certified wood-based fibers, which were presented during the event “Fashion and the SDGs – what role for the UN?”.
6. The Global Forest Resources Assessment (FRA2020) was launched at the global technical meeting of FRA National Correspondents on 5-9 March 2018 in Toluca, Mexico. The Joint Section supported the FAO in this endeavour in Toluca, as well as through regional workshops organized in Geneva (jointly with FAO and Forest Europe), Switzerland on 18-20 April 2018 and in Tbilisi (jointly with FAO), Georgia on 5 December 2018.
7. On 7 May 2018, during the UNFF13 session in New York, the ECE/FAO Forestry and Timber Section organized a side event “Sustainable Forest Management and Forest Landscape Restoration in the Caucasus and Central Asia”. The event was organized in preparation for the Ministerial Roundtable on Forest Landscape Restoration and the Bonn Challenge in the Caucasus and Central Asia, which was held in Astana, Kazakhstan in June 2018.
8. The High-Level Political Forum (HLPF) on Sustainable Development met at the United Nations Headquarters in New York City (9 to 18 July 2018), with the theme “Transformation towards sustainable and resilient societies”. This occasion was used to highlight the role of forests and forest products in achieving the SDGs. Activities included the launch of the video ‘Made in Forests’, which was produced together with UN TV and UNDP, and presented by UNDP Goodwill Ambassador

Michelle Yeoh at the Ministerial Segment of the HLPF. The movie was accompanied by an exhibition on ‘Forests, Fashion and the SDGs’, showcasing textiles made of wood-based fibres and highlighting their connection to the SDGs. The exhibition was organized in collaboration with UNFF, the Sustainable Forestry Initiative, Cittadellarte Fashion B.E.S.T. and PEFC.

9. The Section participated in other meetings. For a list of notable external meetings at which staff participated and gave presentations, please see Annex D.

C. Publications

10. Publications are an important instrument for reaching out to more technical and specialized audiences. They are aimed at strengthening policy and technical capacity in the forest sector and at contributing to sustainable development throughout the ECE region. They are also an excellent communication tool to raise awareness on the work of the Joint Section, and collaborate with partners.
11. Six publications were released in 2018 and are available in hardcopy and PDF:
- “Forest Products Annual Market Review (FPAMR) 2017-2018”;
 - “Wood Energy in the ECE Region”;
 - “Green Jobs in the Forest Sector”;
 - “Measuring the Value of Forests in a Green Economy”;
 - “Forests and Water: Valuation and Payments for Ecosystem Services”;
 - “The Warsaw Integrated Programme of Work” was published in November of 2018.
12. There are a number of other publications currently nearing completion. For a complete list of past and forthcoming publications, please see Annex A. All publications are available on the ECE/FAO website at: www.unece.org/forests/publications.

D. Press and news releases on the ECE/FAO website

13. The ECE/FAO issued 11 press releases in 2018 (7 in 2017):
- Countdown to the 2020 global and European forest assessments;
 - Wood energy is no sleeping giant, say ECE/FAO experts;
 - 2.5 million ha committed to the Bonn Challenge by the Caucasus and Central Asia;
 - UN Alliance aims to put fashion on the path of sustainability;
 - Made in Forests: Eco-friendly “Start Threads” for award-winning actor Michelle Yeoh in new UN video;
 - Paying for priceless values: forests’ role for water quality;
 - ECE and Canada champion forest products for a more sustainable future;
 - ECE forest products market discussions highlight potential for carbon storage, greening the economy and growing demand from Asia;
 - ECE/FAO starts first every study on forests in the Caucasus and Central Asia;
 - Poland and ECE raise awareness about the benefits of wood as a low-emission construction material at COP24;
 - New ECE/FAO report explains the complexity of forest ownership and tenure in the ECE region.
14. The ECE Communications Unit encourages the use of news releases which are less weighty than press releases and intended more as direct communication rather than being dependent on external news media. The Joint Section published 12 news releases in 2018 (10 in 2017) on:

- Green economy;
 - Forest reporting in the Caucasus and Central Asia;
 - Fashion and SDGs;
 - Urban forests;
 - Forest monitoring in Kyrgyzstan;
 - Forestry institutional structure in Ukraine;
 - Forests and fashion;
 - Azerbaijan's forest strategy;
 - Forest monitoring in Uzbekistan;
 - Green jobs;
 - Forest monitoring in Kazakhstan;
 - Forest products for a sustainable future.
15. The Joint Section's press releases and news releases have been picked up and shared by other international and regional organizations, and published worldwide (newspapers, reports, online news). The communication channel of the International Institute for Sustainable Development (IISD) was also regularly used to distribute outcomes and information. All press releases can be found on the Section's website <http://www.unece.org/forests/press-releases>; all news releases are accessible at the ECE website <http://www.unece.org/info/media/news>.

E. Other media

16. Two videos were produced in 2018: *Made in forests – Michelle Yeoh tells a story on sustainable fashion* (www.youtube.com/watch?v=VrsnR-t2N6Q&feature=youtu.be); and *Three Little Pigs and Climate Change – the benefits of wood as a low-emission construction material* (www.youtube.com/watch?v=66jVm1f5KJI&index=37&list=PLC18B48BBE23D5313). In addition, videos of pledges made towards the Bonn Challenge during the Ministerial Roundtable for the Caucasus and Central Asia, 21-22 June 2018, were published at: www.youtube.com/playlist?list=PLC18B48BBE23D5313.
17. The secretariat launched a video on how to efficiently use wood energy during the 39th session of the Joint Working Party. The video, with the title "More heat with less wood" (www.youtube.com/watch?v=9z-EGVeKTRc), is currently the second most viewed video of the ECE. It is reported to have more than 82,000 views, of which more than 65,000 views were registered in 2018. The video is also available in Albanian (2,300 views), Georgian (19,000 views) and Turkish (1,000 views).
18. The ECE Facebook (www.facebook.com/UNECEpage), Twitter account (<https://twitter.com/unece>) and the ECE/FAO Flickr account (www.flickr.com/photos/121632478@N08) were used to promote exhibitions, workshops, press/news releases and publications. Individual photographs from major forest-related events received about 200-300 views in Flickr.

F. Billboard

19. The Forest Information Billboard was first launched in 2013 as an open forum to share developments on forest information (data and statistics) and forest reporting (global, regional and national processes), including advances in reporting as well as forest-related projects, publications and events.
20. Four issues were published in 2018, following the quarterly schedule of previous years (March, June, September and December). The number of contributions varied between 34 and 41 short articles in each issue in 2018, with an average of 37, compared to an average of 29 in 2017, 27 in 2016, 25 in 2015, 16 in 2014 and 13 in 2013.

21. Overall there were 4,757 views on the Billboard websites in 2018, which is over one thousand more than in the previous year. Issues received almost equal number of views: 1,478 and 1,482 for the first and second one, and 1,188 for the third issue.

G. Website and web statistics

22. There were over 40 thousand more views of the Forestry and Timber Section website recorded this year than last year. The total number of views increased to 255,326 in 2018 from 210,941 in 2017. The number of downloads increased by over 10 %. The most visited meeting webpage was the Seventy-sixth session of the ECE Committee on Forests and the Forest Industry with over 14 thousand views. More information is available in Annex D.
23. In 2018, the thematic inter-active forest ownership database was published as part of the ECE Statistical Database. This is the first open dataset on all forms of forest ownership in the ECE region, available in English and Russian, providing information about structure, management and services provided by public, private and municipal forests (https://w3.unece.org/PXWeb2015/pxweb/en/STAT/STAT__26-TMSTAT1__080-FO17_FO).
24. There were 170,752 queries of the ECE Statistical Forestry Database (<https://w3.unece.org/PXWeb/en>) in 2018 compared with 124,173 in 2017 and 26,040 in 2016. Due to changes in the analysis of the downloads these figures are not comparable.
25. The ECE website is being migrated from Typo3 to Drupal. This has required a significant investment of resources to prepare for the migration and to learn the new system. It is expected to go live in May 2019 and there should be minimal changes for external users.

H. Team of Specialists on Forest Communication (Forest Communicators' Network - FCN)

26. The Forest Communicators' Network organized its annual meeting jointly with the University of Wageningen and Ecosystem Services Partnership, on 22-24 May 2018 in Wageningen, Netherlands. The meeting was attended by 22 participants from 7 countries and 14 organizations. At the meeting communication experiences with a focus on ecosystem services were exchanged and common messages for forest communication were discussed.
27. The annual report of the Team is in the annex to this document or will be provided later. The mandate of the Team runs from 2018-2019 and is subject to renewal by the ECE Executive Committee at the request of the joint COFFI/EFC session in November 2019.

I. Key questions for guidance and discussion

28. The Working Party is invited to:
- a. Comment on activities related to communication, and share views and ideas on how to improve the work in the future (social media presence, including Facebook, Flickr and Twitter; the Forest Information Billboard; news or press releases; presence at major international events, campaigns, etc.);*
 - b. Provide guidance to the Secretariat on how to improve the website for the needs of delegates and national correspondents;*
 - c. Provide guidance to the Secretariat on which meetings should be attended and with which organizations the communication should be improved.*
 - d. Advise on future work of the Team of Specialists on Forest Communication (Forest Communicators' Network - FCN), including the extension of its mandate.*

II. Annex

A. Report by the Forest Communicators Network

Items for regular reporting to the JWPFSEM	
1. Name:	
Team of Specialists on Forest Communication – Forest Communicators' Network (FCN) Team website http://www.unece.org/forests/information/fcn.html	
2. Period covered:	
April 2018 – March 2019	
3. Leader/Deputies and Secretary:	
Leader:	Mr Kai Lintunen
Deputies:	Mr Colin Morton, Mr Tomass Kotovics and Ms Gerda Wolfrum, Ms Lourdes Lázaro Marín
Secretary:	Ms Theresa Loeffler
4. Members: (Number only)	
222	
5. Countries: (List separated by comma)	
<p>Countries: Armenia, Austria, Azerbaijan, Belgium, Bulgaria, Canada, Central African Republic, Croatia, Cyprus, Czech Republic, Estonia, Finland, Georgia, Germany, Hungary, Ireland, Italy, Kyrgyzstan, Latvia, Poland, Republic of Moldova, Russian Federation, Serbia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Ukraine, United Kingdom of Great Britain and Northern Ireland, United States of America, Uzbekistan</p> <p>Organizations: EFIMED, 'Environmental culture and education' newspaper, Agri and Forest Enterprises, Albert-Ludwigs-University Freiburg, Association Elkana, Austrian Federal Forests, Biostrategia, BOKU Vienna, Bund Deutscher Forstleute, CEI-Bois, Center for International Forest Research, Central Union of Agricultural Producers and Forest Owners (MTK), Chamber of Forest Engineers of Turkey, Coillte, Confederation of European Forest Owners (CEPF), Confederation of European Paper Industries (CEPI), Confederation of Forest Industries, CPF, Czech University of Life Sciences Prague, Deutscher Forstverein E.V., Ecosystems Services and Management (ESM), International Institute for Applied Systems Analysis (IIASA), EFI FLEGT & REDD Unit, EFIATLANTIC, Environment Project, European Commission, European Commission, DG Agriculture and Rural Development, European Forest Genetic Resources Programme (EUFORGEN), European Forest Institute, European Forest Institute, European Forest Institute (EFI) - Barcelona, European State Forest Association (EUSTAFOR), FCN Africa, FCN Asia/Pacific, FCN Mediterranean/Near East, FCN South America, FERN, FHP Kooperationsplattform Forst Holz Papier, Food and Agriculture Organization of the United Nations, Forest Aerial Protection Centre "Avialesookhrana", FOREST EUROPE Liaison Unit Bratislava, Forest Management Institute, Forest Owners Association, Forest Research, Forest Research Institute of National Agricultural Research and Innovation centre, Forest research, Forestry commission, Forest Sciences Centre of Catalonia (CTFC), Forest Service - Pacific Northwest Research Station, Forest Training Center of Lyss, Forestis - Associação Florestal de Portugal, FSC International, General Directorate of the State Forests, German Forest Society, Giny Comunicació, Global Forest</p>	

Information Service and IUFRO, Global Forest Program, World Wide Fund for Nature, Iceland Forest Service, ICTA-UAB, International Forestry Students Association, International Union of Forest Research Organizations (IUFRO), IUFRO, Kobzina Consulting, Kompetenzzentrum Holz GmbH, Kyrgyz Association of Forest and Land Users (KAFLU), Magazine Forestry and Hunting Management, MEDfOR Erasmus Mundus Secretariat, METO - Forestry Experts' Association, Finland, Minerva Communications, Mountain Partnership CA, MSc Forestry Professional Board in Spain (COIM), NARIC Forest Research Institute, North-West region forestry programs, Oregon Forest Resources Institute, Partnerships for Forests - DFID-funded forestry and land use programme - UK, PEFC Council asbl, Press service of State Forest Resources Agency, Programme for the Endorsement of Forest Certification (PEFC), ProHolz Austria, Responsible Asia Forestry&Trade Program RAFT, Steindlegger ISS - Integrated Sustainability Solutions, Sustainable Forestry Initiative (SFI) Inc, Swedish University of Agricultural Sciences, SYLVA NOVA, The Low Emission and Climate Resilient Development (LECRD) Project, The Tropical Agricultural Research and Higher Education Center, The University of British Columbia, The World Conservation Union (IUCN), UEF, UNDP Turkey, UNECE/FAO Forestry and Timber Section, Union de Selvicultores del Sur de Europe, AEIE (USSE), United Nations Forum on Forests Secretariat, Universidad Autónoma de Barcelona, Université catholique de Louvain Belgium, Université De Lorraine, University of British Columbia, University of Shiga Prefecture, University of Suceva, Faculty of Forestry, Walloon Economic Office for Wood, WBCSD, Werkstatt Natur, World Bank, World Bank Russia Country Office, World Forestry Center, World Forestry Institute

6. Meetings held:

- FCN Strategic Task Force Meeting, (27-28 March 2018) Vienna, Austria
- North America FCN Workshop (2-4 May 2018)
- UNFF 13 (7-11 May 2018) New York Communications Session
- Forest Communicators' Network - Annual Meeting (22 - 24 May 2018), Wageningen, Netherlands, <http://www.unece.org/index.php?id=48171>
- EU Standing Forestry Committee at the European Commission DG Agri 13.6.2018 – Presentations to highlight UNECE/FAO European Forest Communicators Network achievements and contributions to regional capacity building and network development, including regional workshops held in recent years
- IIASA/IBFRA Cool Forests at Risk 2018 conference (17 – 20 September 2018), Laxenburg, Austria,
- FCN Strategic Task Force (17-18 December 2018) Vienna, Austria

29. Other activities with FCN participation or support:

- Global Forest Communications Coordination Group meeting and workshop on forest communication at the Global Land Forum (GLF) with FCN support, Indonesia (22-27 September 2018)
- ESP regional conference for Europe 2018 (15 – 19 October 2018) San Sebastián, Spain
- Joint communications session at the Sustainable Forestry Initiative General Assembly with SFI & FCN (October 16-18) USA
- Costa Rica –Regional Forest Communication workshop with the support of FCN (22-24 October 2018)

7. Outputs and impacts achieved during last year:

- Revising the Strategic Framework for Forest Communication in Europe
- Survey among European Communicators on common messages within forest communication in the UNECE region
- Input to Communication Strategy for the UNECE/FAO Secretariat

8. Outputs and impacts expected for coming year:

- FCN members to organize communications session at IUFRO World Congress; Brazil 2019
- Contributing to upcoming communications sessions:
- Upcoming communications sessions

- Mediterranean Forest Week April 2019 Lebanon
- Global Congress on Ecological Restoration September 2019 South Africa
- Asia-Pacific Forest Week 2019 Korea
- Global Forest Communications Coordination Group 2019
- Communication advice on the International Day of Forests 2019 and 2020
- Work on updating the Strategic Framework for Forest Communication in Europe
- Work on updating public perception research

9. Issues for the attention of the Working Party: (if significant issues, how do we stimulate WP discussion)

- Next FCN Meeting on 20-22 May in Oslo, Norway : <https://www.unece.org/index.php?id=51052>

10. Other comments: (collaboration with other ToS)

B. List of Publications (internal)

Published

- “Forest Products Annual Market Review (FPAMR) 2017-2018” (hardcopy and pdf);
- “Wood Energy in the ECE Region” (hardcopy and pdf);
- “Green Jobs in the Forest Sector (hardcopy and pdf)”;
- “Warsaw Integrated Programme of Work (2018-2021)” (hardcopy and pdf)
- “Measuring the Value of Forests in a Green Economy (hardcopy and pdf)” and;
- “Forests and Water: Valuation and Payments for Ecosystem Services (hardcopy and pdf)”.

In process

- Forestland Ownership in the ECE Region (hardcopy and pdf);
- Forest Landscape Restoration in the Caucasus and Central Asia (hardcopy and pdf in English and Russian);
- Guidelines for the development of a criteria and indicator set for sustainable forest management (pdf only, English and Russian);
- The State of Forests in Caucasus and Central Asia (hardcopy and pdf in English and Russian);
- Mid-term Review of the Rovaniemi Action Plan for the Forest Sector in a Green Economy (hardcopy and pdf);
- Trends in Green Jobs in the Forest Sector in the UNECE Region (pdf);
- Forest Sector Workforce in the UNECE Region - Overview of social and economic trends with impact on the forest sector (hardcopy and pdf).
- Forest Products Conversion Factors (will be published by FAO).

C. Publications (external, as contributing authors, formal reviewers)

Title: Statistical Report, 2018 edition
Authors: Bioenergy Europe
Published in: 2018

D. Summary of web statistics (2017 and 2018)

	1 January 2017 – 31 December 2017		1 January 2018 – 31 December 2018	
Page views*	210,941		255,326	
Unique page views*	105,209		98,474	
Share of ECE page views	1.34%		1.50%	
Average time on site (min)	1:56		2:42	
Top 5 pages viewed (% of total page views*)	Welcome (13%)	Prices (14.2%)	Welcome (10.4%)	Online data (10.3%)
	Online data (11%)	Online data (10.3%)	COFFI 76 (3.3%)	Forest Products Markets (3.1%)
	Las2017 (9.7%)			
	Forest Products Markets (6.7%)			
	Price Output Table (5.4%)			
Top 5 countries visiting (% of total visits) **	United States (10.1%)	United States (16.7%)	Canada (6.9%)	India (5.2%)
	Germany (6.0%)	Canada (6.9%)	India (5.2%)	United Kingdom (5.1%)
	Switzerland (4.9%)	India (5.2%)	United Kingdom (5.1%)	Germany (3.7%)
	United Kingdom (4.6%)			
	Belgium (3.8%)			
Top 5 downloads of total:	FPAMR 2016 (1,770)	Price Output Table (3,990)	FPAMR 2017 (1,278)	COFFI 2018 Draft Programme (1,124)
	Price Output Table (1,603)	FPAMR 2017 (1,278)	COFFI 2018 Draft Programme (1,124)	Unit Price 1964-2015 (993)
	Unit Price 1964-2014 (545)	COFFI 2018 Draft Programme (1,124)	Unit Price 1964-2015 (993)	Unit Price 1964-2017 (852)
	FPAMR 2017 (523)			
	FPAMR tables 2016 (408)			
	Total downloads: 22,981	Total downloads: 25,569		
Top 5 meeting pages visited (% of total page views*)	<ul style="list-style-type: none"> Las2017 + European Forest Week (16,952; 9.7%) Capacity Building UNDA (4,654; 2.67%) “Marianske Lazne +70” (3,519; 2.0%) 39th Session Joint ECE/FAO Working Party (2,067; 1.2%) International Day of Forests 2017 (756; 0.4%) 		<ul style="list-style-type: none"> 76th session of the ECE Committee on Forests and the Forest Industry (14,181; 5.6%) 40th Session Joint ECE/FAO Working Party on Forest Statistics, Economics and Management (2,731; 1.1%) Capacity Building Ministerial Roundtable on Forest Landscape Restoration and the Bonn Challenge in the Caucasus and Central Asia (2,243; 0.9%) Workshop: Green Forest Jobs - Exploring opportunities and increasing the capacity of ECE member States (1,903; 0.7%) Forest and Fashion at the HLPF 2018 (1,282; 0.5%) 	

	1 January 2017 – 31 December 2017		1 January 2018 – 31 December 2018	
Summary by topic (sum of page views; % of total views*) ***	General	(45,254; 26%)	Markets	(60,924; 24%)
	Stats	(31,068; 18%)	General	(38,496; 15%)
	Markets	(30,337; 17%)	Statistics	(30,359; 12%)
	Communication	(11,072; 6%)	Communication	(18,345; 7%)
	COFFI/EFC	(6,646; 4%)	Resources	(14,557; 6%)
	Energy	(5,232; 3%)	COFFI/EFC	(9,312; 4%)
	Resources	(4,498; 3%)	Energy	(8,009; 3%)
	Policy	(3,157; 2%)	Policy	(6,208; 2%)
	Capacity Building	(3,043; 2%)	Fashion	(5,305; 2%)
	Outlook	(1,127; 1%)	Outlook	(4,145; 2%)
			Capacity Building	(3,641; 1%)
Forest billboard (page views)				
1 st issue		730		1,478
2 nd issue		928		1,482
3 rd issue		1,642		1,188
4 th issue		336		609
Total		3,636		4,757
FPAMR**** sessions by country**	Russia	236	United States	146
	Finland	198	Canada	133
	United States	191	Finland	131
	Germany	159	Germany	97
	Turkey	117	Russia	83
	Sweden	109	India	77
	Japan	108	United Kingdom	76
	India	101	Sweden	63
	France	81	Spain	63
	Poland	76	France	62
	Italy	70	Italy	62
	Ukraine	64	Australia	49
	Switzerland	57	Turkey	49
	Canada	51	Switzerland	49
	United Kingdom	51	Austria	49
	Spain	51	Netherlands	42
	Austria	51	Slovakia	35
	Belarus	39	Belgium	35
	Belgium	32	Japan	35
	Netherlands	19	Ukraine	28
	Australia	13	China	28
	Slovakia	6	Poland	14
	China	6	Belarus	7

	1 January 2017 – 31 December 2017	1 January 2018 – 31 December 2018
Top 5 press releases visited 2017 and 2018 (count; % of total page views)	<ul style="list-style-type: none"> European Forest Week 2017 to celebrate forests' contribution to people's lives (486; 0.3%) Women can climb trees too! (341; 0.2%) Warsaw Programme adopted for sustainable management of forests in the ECE region (342; 0.2%) Kazakhstan is making considerable steps towards sustainable forest management (319; 0.2%) UN says that growing more forest and the use of long-lasting forest products are currently the most effective forms of carbon capture (842; 0.5%) 	<ul style="list-style-type: none"> UN Alliance aims to put fashion on path to sustainability (4,611; 1.8%) Made in Forests: Eco-friendly "Star Threads" for Award-winning Actor Michelle Yeoh in new UN video (869; 0.3%) 2,5 million ha committed to the Bonn Challenge by the Caucasus and Central Asia (656; 0.3%) Paying for priceless values: forests' role for water quality (615; 0.2%) Countdown to the 2020 global and European forest assessments (385; 0.2%)

Notes: Visits from the United Nations Office at Geneva are excluded in all data given.

FPAMR: Forest Products Annual Market Review

JWEE: Joint Wood Energy Enquiry

* Excluding downloads

** This data derives from a limited sample base (8% of visits)

*** Includes only pages with more than 100 views

**** Includes FPAMR and statistical annex but not publication web pages or downloads.

Source: Google Analytics

Queries to ECE Statistics Database – Forestry

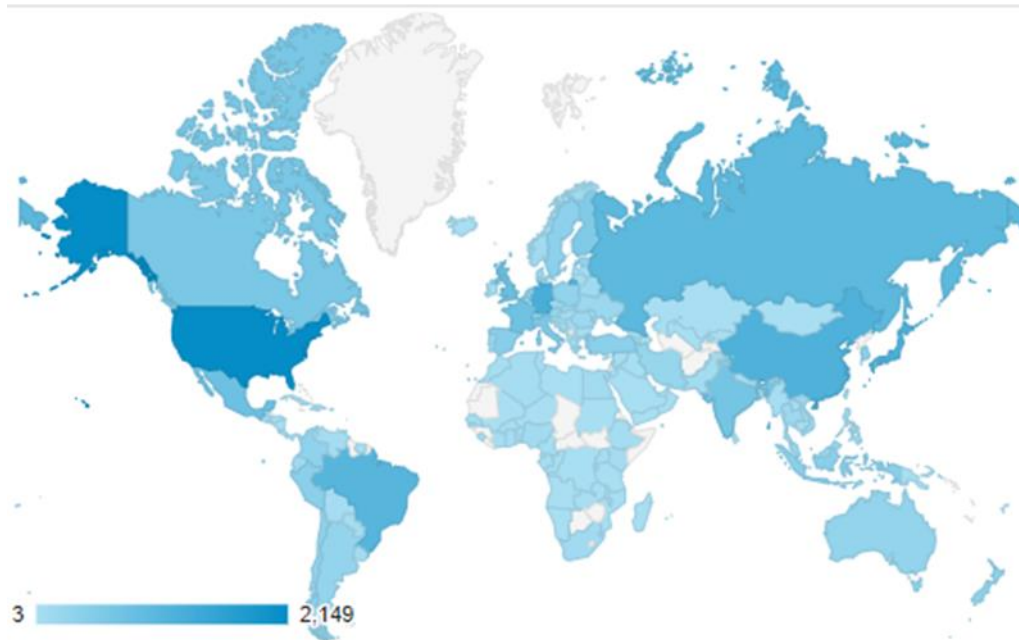
	1 January – 31 December 2018
Number of queries	170,752
<i>of which in:</i>	
English	98,367
Russian	72,385
Variables with the highest number of queries:	
- Forest Area	24,939
- Growing Stock on Forest	24,149
- Wood consumption	20,019
- Imports of forest products	18,285
- Employment in Forestry	17,913

Notes: Available at <http://w3.unece.org/PXWeb/en>; data presented are from the Joint Forest Europe /ECE /FAO Questionnaire on Pan-European Indicators for Sustainable Forest Management and the ECE/FAO/FACESMAP Forest Ownership study. 2018 data are not comparable with previous years due to changes in the filtering of queries.

For information: FAOSTAT Forest Products Database

	2017	2018
Number of unique visitors	24,212	23,326
Number of page views	67,114	67,310

Map of FAOSTAT queries to forestry by country



E. External meetings where ECE/FAO staff provided input (March 2018 – February 2019, partial list)

- *Regional Forum on Sustainable Development for the UNECE Region, 1-2 March 2018, Geneva, Switzerland;*
- *FAO Forest Resources Assessment (FRA) workshop "FRA 2020 Launch - Technical meeting of National Correspondents and CFRQ partners", 5-9 March 2018, Toluca de Lerdo, Mexico;*
- *International Roundtable on Sustainability organized by the Italian National Chamber for Fashion, 20 March 2018, Milan, Italy;*
- *Timber Measurements Society, 4-6 April 2018, Coeur d'Alene Idaho, USA;*
- *EU4Energy Vienna Policy Forum: Bioenergy 24 April 2018, "Overview of UNECE activities on wood energy," Vienna, Austria;*
- *United Nations Environment Management Group 2018 Nexus Dialogue Series, "Trade and trafficking of biodiversity" 3 May 2018, Geneva, Switzerland;*
- *South Europe Forest Bioeconomy Forum, 8 May 2018, Valladolid, Spain;*
- *Copenhagen Fashion Summit, 13-16 May 2018, Copenhagen, Denmark;*
- *Thirteenth session of the United Nations Forum on Forests, 7-11 May 2018, New York, United States of America;*
- *FOREST EUROPE workshop Enhancing the Long-term Competitiveness of the Forest Sector in a Green Economy: policies for forest-based bioeconomy in Europe, panel discussion on "Current and future role of the forest sector and wood-based products in a green economy", 29 May 2018, Brussels, Belgium;*
- *Annual Meeting of DIABOLO (Distributed, Integrated and Harmonised Forest Information for Bioeconomy Outlooks) Project, 28-29 May 2018, Madrid, Spain;*
- *Forum Forestier Lemanique, 6 June 2018, Geneva, Switzerland;*
- *"Innovative bio-based products: investment, environmental impacts and future perspectives" conference, 6 June 2018, Brussels, Belgium;*
- *National Workshop on Shared Environmental Information Systems (SEIS) and Environmental Statistics for the Sustainable Development Goals (SDGs), 11-14 June 2018, Bishkek, Kyrgyzstan;*
- *World Customs Organization, 54th session of Harmonised Review Sub-Committee, 14 June 2018, Brussels;*
- *European Sawmill Association, General Assembly 2018, "An update on IWG's proposal for changes to wood products in Harmonized System 2022", 14-15 June 2018, Oslo, Norway;*
- *Boreal Ministerial Summit, 25-26 June 2018, Haparanda, Sweden;*
- *High Level Political Forum on Sustainable Development, 9-18 July 2019, New York, United States of America;*
- *24th Session of the Committee on Forestry and the 6th World Forest Week, 16-20 July 2018, Rome, Italy*
- *Second Sectoral Meeting on the Bioeconomy / the 9th European Meeting on Chestnuts, 13-14 September 2018, Plasencia, Spain;*
- *The XV International Junior Forestry Contest, 17-21 September 2018, Khimki, Moscow region, Russian Federation;*
- *Forest Europe roundtable meeting on a legally binding agreement on forests in Europe, 19-20 September 2018, Bratislava, Slovak Republic;*
- *"Green Career Pathways for Innovation in the Forest Sector" side event during the Annual Conference of the Sustainable Forestry Initiative, 16 October 2018, Denver, USA;*
- *European Organisation of Agricultural, Rural and Forestry Contractors, "Standing Committee on Forests", 18 October 2018, Brussels, Belgium;*
- *Sustainability in Textiles and Fashion (Textile Exchange Conference 2018), 22-24 October, Milan, Italy;*

- Policy dialogue “Promoting jobs, protecting people, building consensus” during the UN Environment Management Group Nexus Dialogue “Greening with Jobs: A Just Transition to Sustainability”, 23 October 2018, Geneva, Switzerland;
- “Jobs and Green Growth” session during the OECD Green Growth and Sustainable Development Forum, 27 October 2018, Paris, France;
- “Future Forestry Leaders – Student Research Symposium”, side event during the COFFI session, 7 November 2018, Vancouver, Canada;
- Workshop organized by IUCN on Forest Landscape Restoration Implementation and Application of Restoration Opportunities Assessment Methodology in Caucasus and Central Asia, 6-8 November 2018;
- EU Raw Materials Week, 15 November 2018, Brussels, Belgium;
- EU Standing Committee on Forestry, 15 November 2018, Brussels, Belgium;
- Second meeting of the Forest Europe Advisory Group on preparation of State of Europe’s Forests 2020 report, 21-22 November 2018, Vienna, Austria;
- Tag der Holzwirtschaft – Institut für Holzwissenschaften – Thünen-Institut, International wood markets - opportunities and risks“, 23 November 2018, Hamburg, Germany;
- The Global Forest Landscapes Forum, 1-2 December 2018, Bonn Germany;
- The Global Partnership on Forest Landscape Restoration meeting, 3 December 2018, Bonn, Germany;
- First Meeting of the Steering Committee of the United Nations Alliance for Sustainable Fashion, 5 December 2018, Belgrade, Serbia;
- Forest Europe, Expert Level Meeting, 5-7 December 2018, Bratislava, Slovak Republic;
- European Furniture Industries Confederation (EFIC) General Assembly Meeting, 11 December 2018, Brussels, Belgium;
- Expert Meeting on Regional and Sub-Regional Inputs to the United Nations Forum on Forests, 7- 8 January 2019, United Nations Economic and Social Commission for Asia and the Pacific Headquarters, Bangkok, Thailand;
- EUROSTAT/UNECE/FAO/ITTO inter-secretariat Working Group on Forest Sector Statistics, 23-25 January 2019, Yokohama, Japan;
- Horizon 2020 SINCERE project, 28-29 January 2019, Leuven, Belgium;
- Rencontres WOODRISE “Comment concilier, à l’échelle planétaire productivité et biodiversité? La forêt – est-elle prête pour les futurs défis écologiques, sociales et économiques?”, 30 January 2019, Geneva, Switzerland ;
- Standing Committee on Agricultural Research workshop on “International cooperation in research and innovation for the future European forest-based sector, 5 February 2019, Brussels, Belgium;
- DIABOLO Conference - Distributed, Integrated and Harmonised Forest Information for Bioeconomy Outlooks, 12 -14 February 2019, Koli, Nature Centre Ukko, Finland.