

Changing the way knowledge is understood, communicated and implemented

Committee on Forestry 2012

John Colmey, Director of Communications, CIFOR





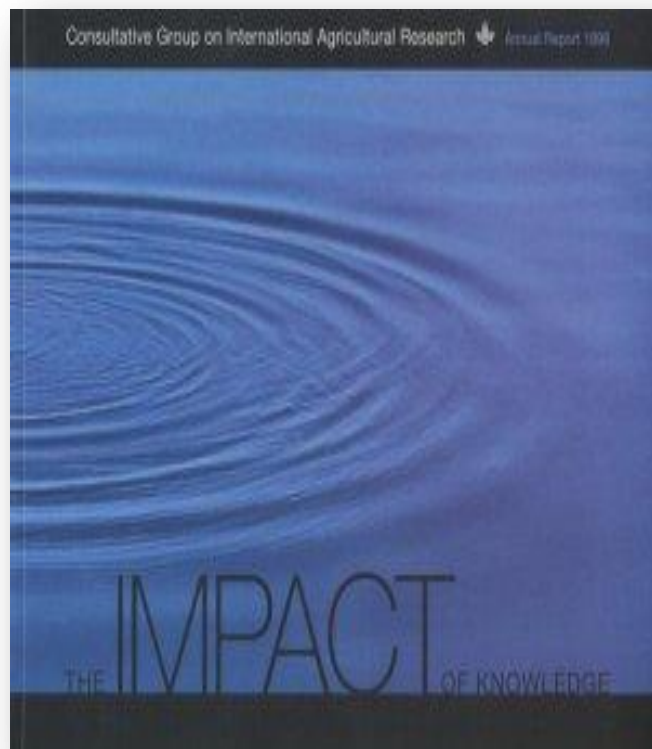
Goal

- Build a global knowledge-sharing community of tropical forest stakeholders

Objectives

- Keep forests high on global political agenda
- Provide impact pathways for research to policymakers and stakeholders
- Increase downloads and citations of CIFOR publications/articles and those of its partners

Development of CIFOR's communication model

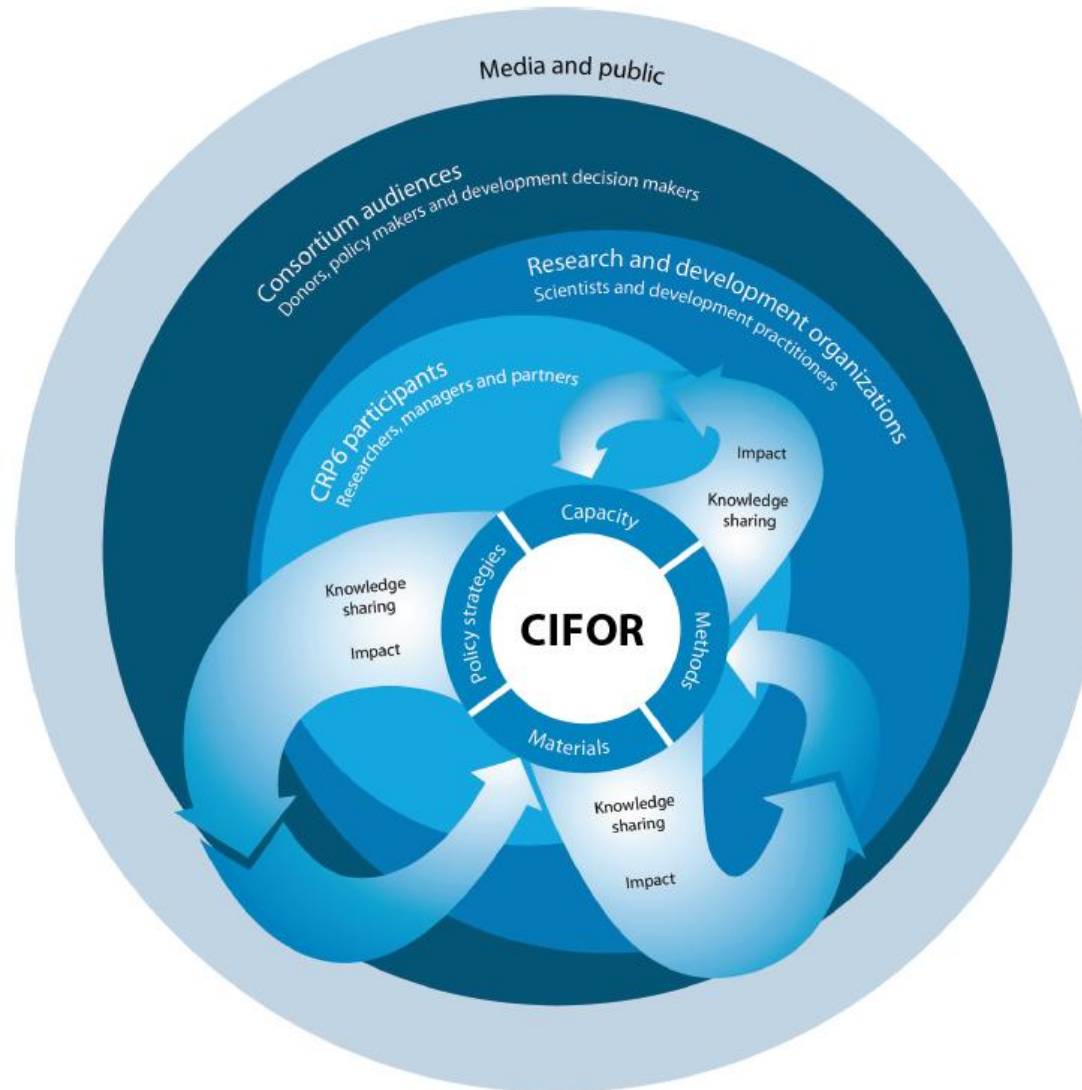


**Former communication
Model**



Add the Internet – 2.3 billion users

CIFOR's communication model



FORESTS news

A blog by the Center for International Forestry Research

Climate Change Livelihoods Energy Gender Food security Trade Conservation Features



Special report from COP17 Durban, South Africa

Feature language: English



Durban talks both good and bad for REDD+, says expert

The U.N. climate change talks in Durban resulted in a mixed bag for REDD+: progress on how to set reference emissions levels, progress on defining how to measure emission reductions stemming from forestry initiatives, but a weak decision on social and environmental safeguards for the program, and no advances on sources of long-term funding.

Related blog stories

- Speaking out on climate change: COP17 in quotes
- Negotiators should address illegal logging when crafting REDD+ rules, says watchdog



REDD+ biggest success in climate change talks, Norway says

Norway's Environment and International Development Minister said that REDD+ is the biggest success story so far in global

Forest Day 5 Photos



Forest Day 5

- 1,111 participants from 87 countries (including 211 UNFCCC Negotiators)
- Over 60 speakers
- 59 journalists
- 270 news reports
- More than 12,000 visits by 8,700 unique visitors who viewed 35,500 html pages (*source: Google Analytics*)

CIFOR blog: The content engine

FORESTS blog
Center for International Forestry Research

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Countries draft “global business plan” for planet at climate summit, Figueres says

DECEMBER 5, 2011 WRITTEN BY: LEONY AURORA

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Christiana Figueres, Executive Secretary at the UNFCCC. Photo courtesy of Neil Palmer/CIAT

DURBAN, South Africa (5 December, 2011)_The chief of the U.N. agency on climate change described the annual global warming summit as a giant effort to write “a global business plan for the planet”.

“That is a mammoth undertaking,” [Christiana Figueres](#), Executive Secretary at the UNFCCC, said yesterday at the closing plenary of [Forest Day 5](#), held alongside the 17th Conference of the Parties (COP) in Durban, South Africa. The

task at hand is to “bring down mitigation (costs) quickly, increase adaptation and resilience quickly and accept that the existence of poverty around the world is completely unacceptable in this day and age,” she said.

Countries under the United Nations Framework Convention on Climate Change (UNFCCC), which now number 194 countries, have met annually since 1995 to discuss ways to reduce

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NEW CIFOR MAP GIVES FIRST GLOBAL OVERVIEW OF REDD+

Publication Date: December 3, 2011
Author: Catriona Moss
News Source: CIFOR Blog

The Center for International Forestry Research (CIFOR) is putting REDD+ on the map with the launch of an interactive tool designed to give a global overview of how forest-rich countries are developing policies and projects aimed at reducing emissions from deforestation and degradation.

The map (find it [here](#)) is one of the first to bring together CIFOR research and existing REDD+ data to give a comprehensive overview of the implementation of 340 REDD+ programmes in 52 countries around the world.



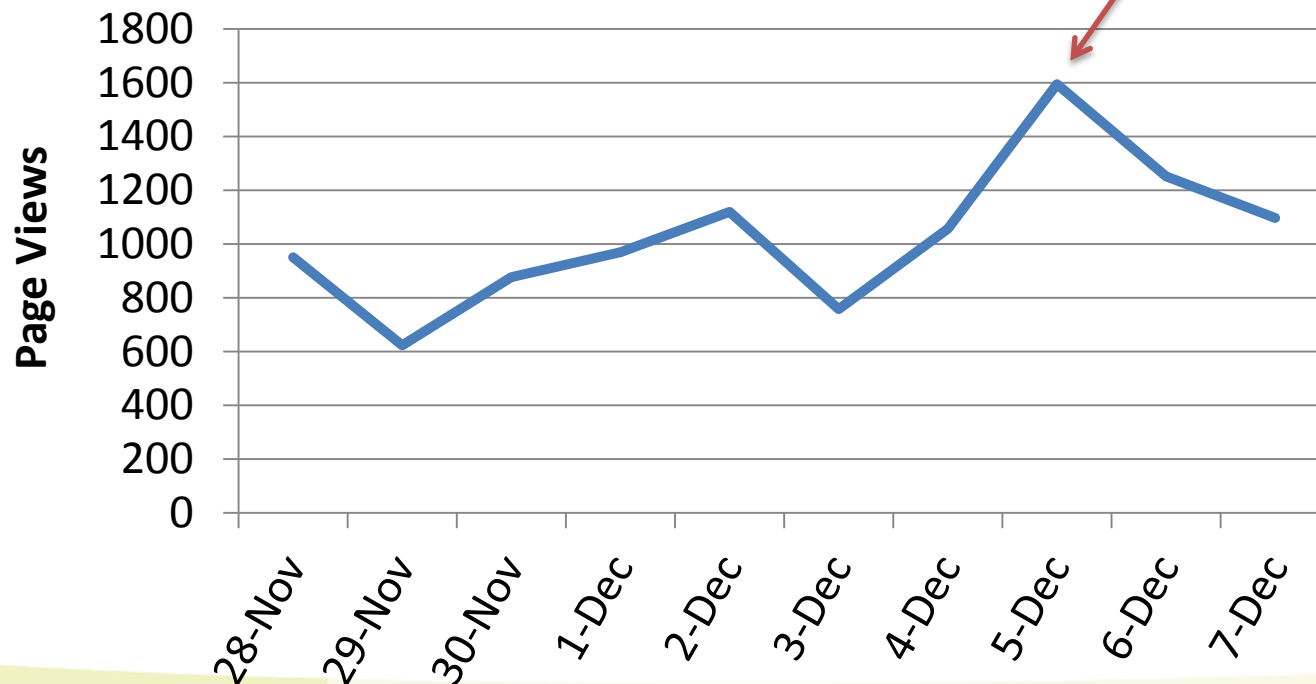
Blog stats during COP17

- Number of blogs posted 30
- Page views (total)
- Average views per day

10,728

976

Spike after Forest
Day (1,594 hits)





INTERNATIONAL YEAR OF FORESTS • 2011



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Forest Awards and Closing Ceremony

The International Year of Forests Awards and Closing Ceremony press release webcast and photos are now available. [Read More»](#)

Forests for People: Short Film Contest

Join 200 million people in creating a first-ever portrait of our relationship to forests.



Forests Hero Award Videos

Watch the inspirational stories of our five Forests Hero Award Winners from the five regions North A



Forest Awards and Closing Ceremony

Forests 2011 Awards and Closing Ceremony webcast and photo's are now available



Celebrate Forests for People

Thinking beyond the canopy

Welcome to the official site of the International Year of Forests 2011 (Forests 2011), a global celebration of people's action for sustainable forest management. Tell us how you're celebrating and we will feature your stories and initiatives on the site.

Center for International Forestry Research

Website and social media performance

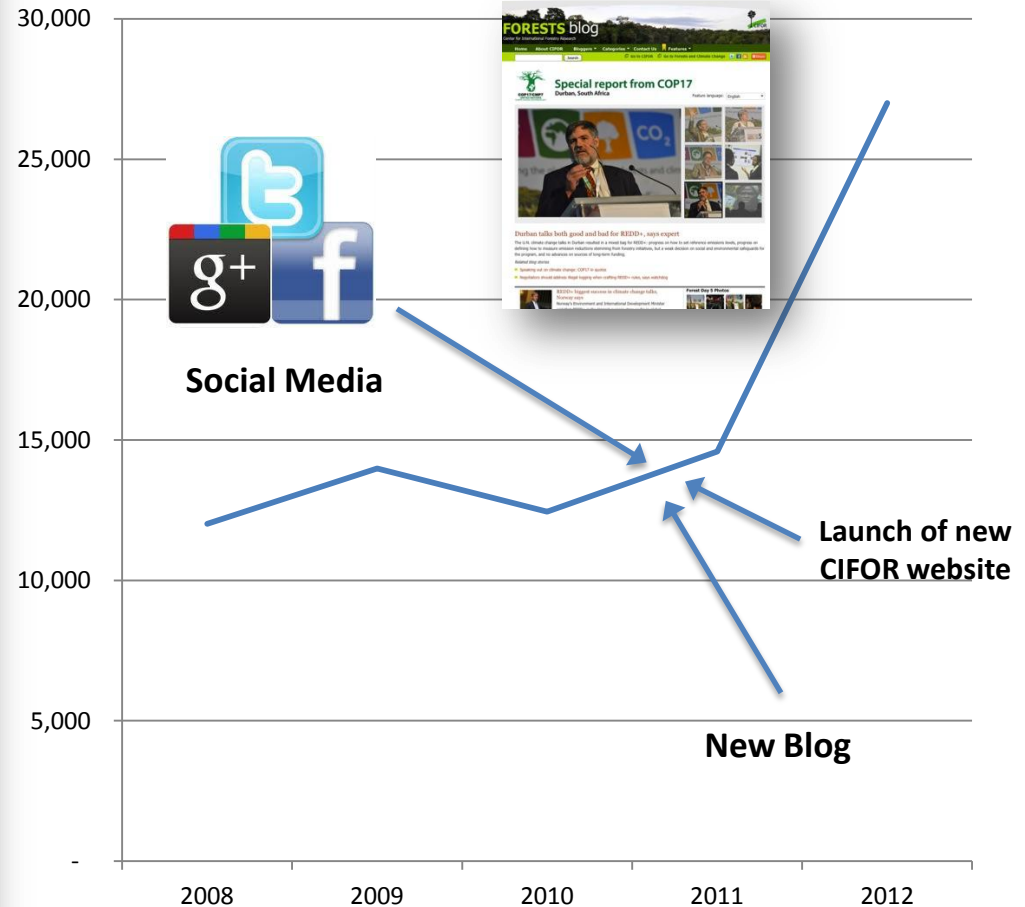
Site	Indicator
Corporate website	85% increase of monthly visitors in 2012 from last year
Citations of CIFOR Research	22% increase at end of 2011
Blog	Readership increased 13-fold last year
Facebook and twitter	50% increase of followers since 2011
Flickr	100% increase of views since 2011
Youtube	75% increase of views since 2011
Slideshare	100% increase of views since 2011

Web-based outreach

Monthly unique visitors

Jan 2008 to August 2012

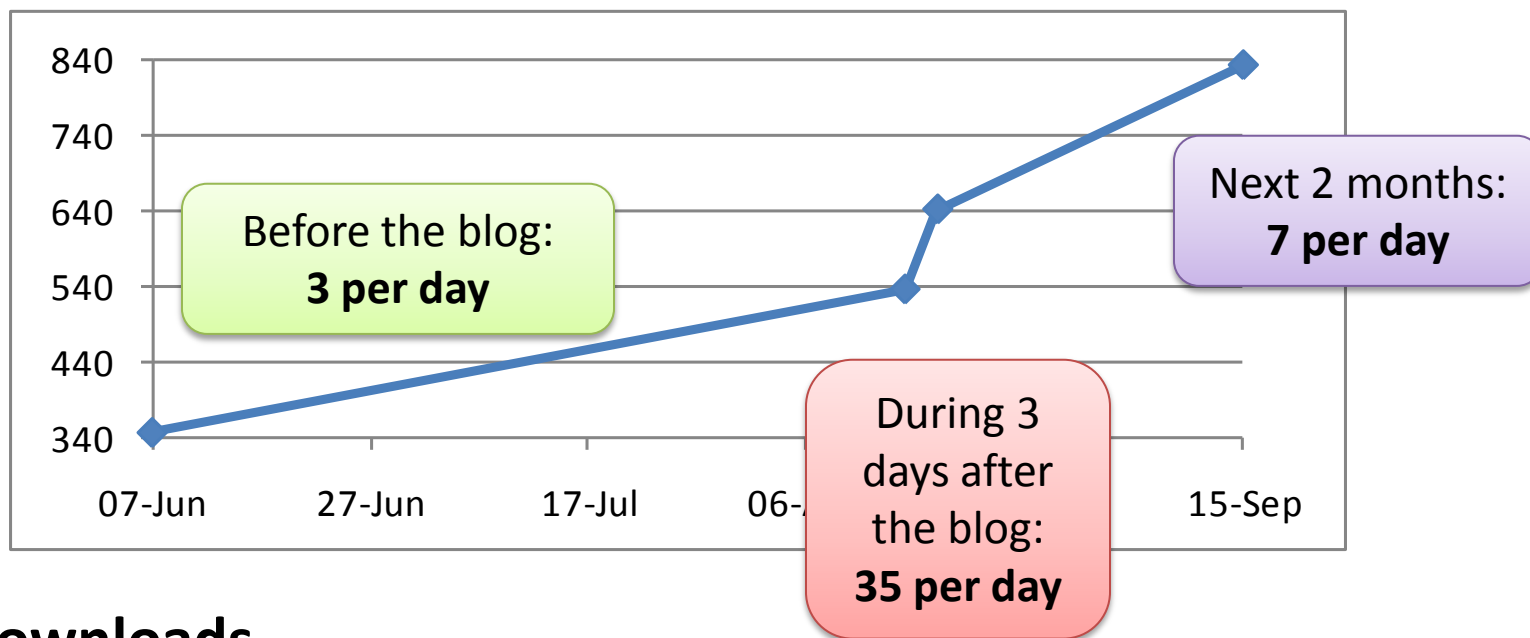
Source: Google Analytics



The power of the blog/social media

“Publishing is good. Being read is better” (Bruno Locatelli, CIFOR Scientist)

- A paper published in the journal *Forests* (18 Mar)
- A blog article about this paper on CIFOR website (16 Aug)



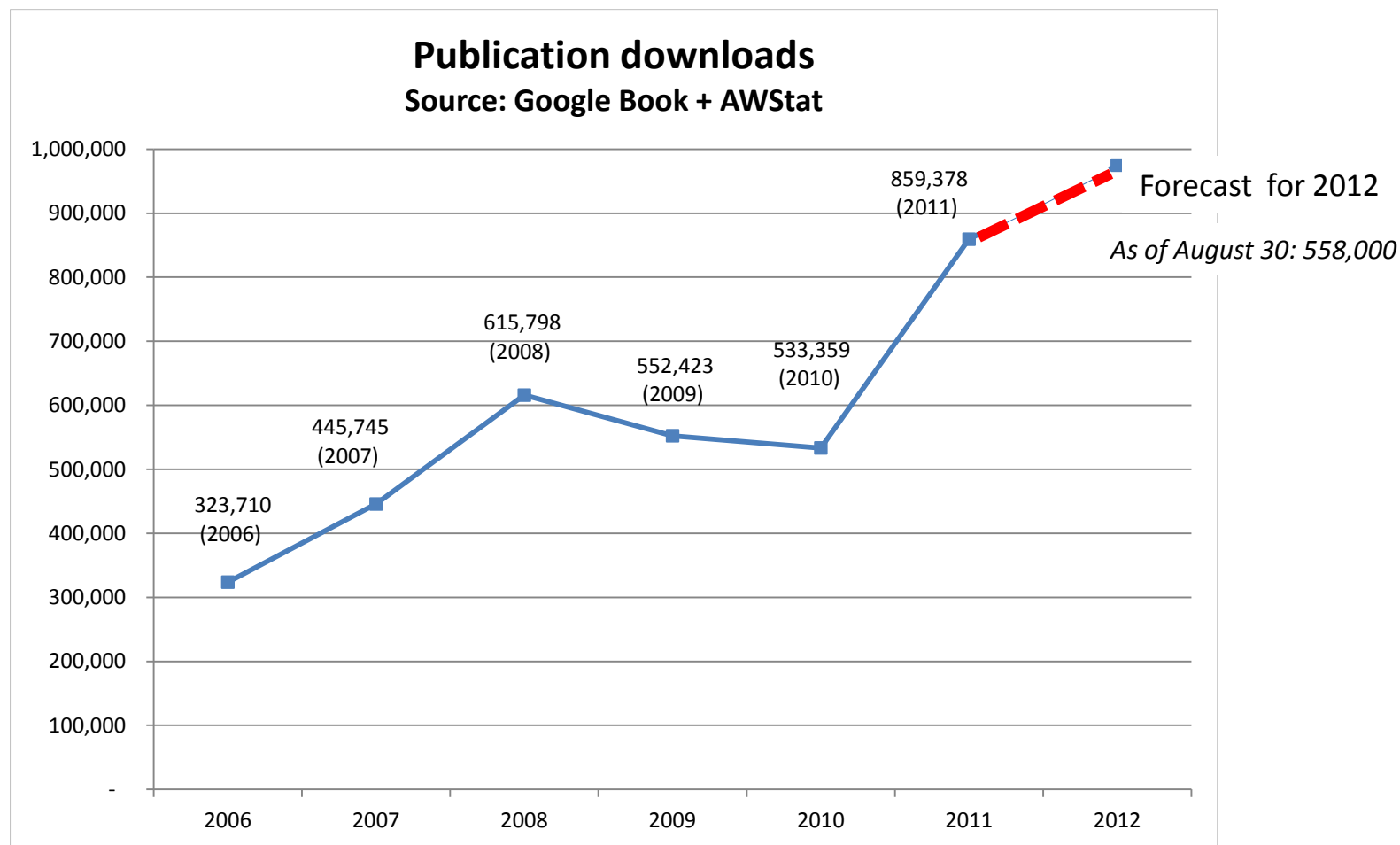
Downloads

Indonesian President visits CIFOR On World Environment Day



- Global policy address for Rio+20:
- ***"By 2025 no exploitation of resources should exceed its biological regenerative capacity"***
- Speech downloaded or watched on video more than 5,000 times.
- Nationwide live TV broadcast watched by 675,000 people

The end of printing



Donors respond



Norwegian Ambassador to Indonesia at NORAD workshop

“Spending in knowledge generation at research agencies has traditionally been disproportionately weighted towards research and analysis over practitioner uptake. Dedicated professional communications expertise is needed to develop appropriate dissemination methods and uptake pathways to effectively mainstream analytical and research work.”

DFID paper "Business Case and Intervention Summary Improving the way knowledge on forests is understood and used internationally (KNOW-FOR)".

- Each CIFOR proposal budgets 8-15% for communication to provide impact pathways for research

Web collaboration with partners



CGIAR
A Global Agricultural Research Partnership

HOW WE DO RESEARCH | WHAT'S NEW IN RESEARCH | CONSORTIUM NEWS | MEDIA | EVENTS | RESOURCES | WHO WE ARE

A roadmap for moving CGIAR towards open access: A major milestone

Last week marked a step forward by the CGIAR Consortium towards achieving the goal of open access of its data...

Gain/Pain Matrix

High value and rapid implementation potential "Fast wins"	High value and complex implementation "Long term investments"
Lower value and slow implementation "Quick wins"	Low immediate value and complex implementation "Defer to future"
Overall Value - Gain	Difficulty in Implementation - Pain

Stories of Change

- Invigorating Sri Lankan agriculture with wells and cell phones
Walk through the front door of your house, and what do you see on the floor? Perhaps a colorful carpet...
- Transforming the land and the future with agricultural biodiversity
Improving livelihoods using local agricultural biodiversity
- HOPE leads to increased sorghum yields
- Collective Action Gives Local Communities Increased Access to Fishing Grounds
- The magic of the humble lentil



GFIS.net
Global Forest Information Service

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- Letter to Hampton Affiliates outlining government's commitments (Forest Talk) 18 Sep 2012 - 00:24 UTC
- EU Commissioners confirm plans to cap crop-based biofuels (Rainforest Portal) 17 Sep 2012 - 23:29 UTC
- El Salvador in battle against tide of climate change (Rainforest Portal) 17 Sep 2012 - 23:17 UTC
- Hampton Affiliates statement on the intention to rebuild Burns L (Forest Talk) 17 Sep 2012 - 22:19 UTC
- Method to estimate primate abundance falls short (Rainforest Portal) 17 Sep 2012 - 22:14 UTC
- Companies Calculate Their Debt to Planet Earth (Rainforest Portal) 17 Sep 2012 - 21:04 UTC
- Program Mgmt Bulletin - Issue 36, Sept 10 - 14, 2012 (GEF) 17 Sep 2012 - 20:31 UTC

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Events

- International Conference on Bio-based Material Science and Eng 2012 - 23 Oct 2012
- (IUFRO) 14 Sep 2012 - 15:33 UTC
- Cities for Life: Cities' and Sub-national Governments' Biodiversi Oct 2012
- (CBD) 12 Sep 2012 - 16:05 UTC
- Africa Regional Capacity-building Workshop on Public Awareness concerning the Safe Transfer, Handling and Use of Living Modifi 09 Nov 2012
- (CBD) 07 Sep 2012 - 20:29 UTC
- Vegetation Response to Climate Change and Air Pollution - Unity from Northern and Southern Hemisphere (01 Sep 2013 - 06 Sep 2013)

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Forest and climate change
A coordinated forest-sector response to the post-2012 climate regime

The mission of the Collaborative Partnership on Forests is to promote sustainable management of all types of forests and to strengthen long-term political commitment to this end.

News

Nominations open for the Wangari Maathai Award 2012
4 July 2012
The Collaborative Partnership on Forests (CPF) has launched the inaugural Wangari Maathai Award to honour and commemorate an extraordinary woman who championed forest issues around the world. The USD20,000 award will be given in recognition of outstanding contributions made by an individual to preserve, restore and sustainably manage forests and to communicate the key role forests play in rural livelihoods and the environment across generations. [more]

Rio+20 High-Level Side Event: The Landscape: transformative action through cross-sectoral coordination
15 June 2012

Meetings

CPF Organization-Led Initiative on Forest Financing
CPF
19 September 2012 - 21 September 2012
Italy, Rome, FAO HQ

COFO 21, Committee on Forestry - 21st Session/3rd World Forest Week
FAO
24 September 2012 - 28 September 2012



Join us for CIFOR's 20th Anniversary in 2013

