



FOREST COMMUNICATION

Lessons learned from the International Year of Forests 2011

Ingwald Gschwandtl

COFO Rome 2012



*Declared by the
United Nations
General Assembly*

*...to raise awareness on
sustainable
management,
conservation and
sustainable development
of all types of forests.*

**INTERNATIONAL YEAR
OF FORESTS • 2011**

Forest Communicators Network



What I will to talk about

- ***What happened in 2011 – aside the IYF***
- ***The International Year of Forest 2011***
 - *what it did at global, national, local level*
 - *IYF in Austria, as an example*
- ***The UNECE-FAO Forest Communicators Network***
 - *what it is and does*
 - *its role in the IYF2011*
- ***Experiences gained to build upon beyond 2011***



2011 – Arabian spring



2011 – Civil war in Lybia



2011 - Fukushima



2011 – Famine in Somalia



2011 – Famine in Somalia



2011 – Mass murder in Norway



2011 – Financial crisis



2011 – Floods in Thailand



2011 – New country South Sudan



2011 – Royal wedding



A host of Activities – globally - locally



**INTERNATIONAL YEAR
OF FORESTS • 2011**

Official Launch





CIFOR: “2011 was a great International Year of Forests”

“.....We have significantly enhanced CIFOR’s presence on the global stage through increased investment in communications.”

A year for forests

Annual Report 2011



<http://www.fao.org/forestry/iyf2011/events/en/>

- Forests2011 Events
- Information on Forests
- Toolkit for communicators





<http://www.un.org/en/events/iyof2011/>

Calendar of Events

- Collaborative Partnership on Forests
- Countries



As an example

➤ **What happened in Austria**

➤ **What was achieved**



International Year of Forests in Austria

➤ *Four topical High Level Forest Summits*



Wald ist Schutz.



Wald ist Vielfalt.



Wald ist Holz.



Wald ist Energie.

➤ *TV series 'Forest Season'*



*every week a broadcast programme
on a specific forest related issue*

Forest Communicators Network



International Year of Forests in Austria

➤ *Chocolate bar - 'A Piece of Forest'*

- *Part of revenue went to forest project in a developing country*



International Year of Forests in Austria

➤ *Culinary pleasures based on Forests*

- **Forest Cookbook**
- **Culinary Festival**
with forest based
food and drinks
130,000 people



International Year of Forests in Austria

➤ ***‘Waldquelle’ – Mineralwater Competition***



- On 4 million bottles forest related messages and questions posed
- Attractive prizes to be won monthly



International Year of Forests in Austria

➤ *School package*

- Every grade in elementary school
- More than 25,000 packages – over 300,000 kids reached



International Year of Forests in Austria

➤ *CD of Vienna Philharmonic Orchestra*

- Forest related classical music pieces
- Cover carries basic information on forests



International Year of Forests in Austria

➤ ***100 Forest Ambassadors appointed***

- People with certain public standing as advocates for forest issues



International Year of Forests in Austria

➤ *Internet and Social Media*

- website: www.jahrdeswaldes.at 3 million hits
- facebook: www.facebook.com/unserwald 1,300 friends
- twitter: www.twitter.com/unser_wald



International Year of Forests in Austria

What was achieved?

Media coverage:

- more than 2,200 entries on the topic
- more than 4 million people actively confronted with the topic (total population of Austria is 8,5 million)

Public Perception Survey

before and after IYF, clearly shows

- increase in awareness about benefits from forests and
- better understanding of forest issues.



Forest Communicators Network



- ***Established by
UNECE Timber Committee and
FAO European Forestry Commission***
- ***130 People***
***36 Countries and
21 Multilateral Organisations
from governmental, non-governmental
and privat sector organisation
a gathering of expertise and experience***
- ***,Team of Specialists‘ – not an institution/agency***
- ***<http://www.unece.org/forests/information/fcn.html>***



Forest Communicators Network



Strategic Framework for Forest Communication in Europe

12-09-2011

This Strategic Framework aims to help achieving better informed decision making on matters relevant to forests and forestry by closing the gap between perception and facts on forests and forestry in the wider European region.

For the purposes of this framework, 'forests' are ecosystems as well as the raw material inputs for forestry and related industry activities incorporating the economic, the environmental and the socio-cultural dimensions of sustainable forest management.

The framework was developed by the UNECE-FAO Forest Communicators Network (FCN)¹, at the request of the UNECE Timber Committee and the FAO European Forestry Commission, and is based on best practices and latest research.

The framework provides communication objectives, common key messages and approaches, which are designed to be used by governments, public and private sector institutions and organisations and stakeholders at all levels, when formulating individual forest communication programs and strategies.

Geographically the framework addresses the European part of the UNECE region. Out of the 56 Member States of the UNECE, experts from 36 countries² and from 21 organisations³ participate in the Forest Communicators Network and were involved in some form in the elaboration of this framework.⁴

¹ <http://live.unece.org/forests/information/fcn.html>

Forest Communicators Network



² Albania, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, FYR Macedonia, Greece, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Poland, Portugal, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.

³ Biostrategia, CEI-Bois, EPF, CEPF, CEPI, UNECE, European Commission, EUSTAFOR, EFI, FAO, IUFRO, FOREST EUROPE, PEFC, Probos Foundation, UEF, BDF, UNFFS, USSE, WBCSD, woodScape, WWF.

⁴ In order to increase coherence among different efforts for enhancing forest communication in Europe the FCN worked closely with the Standing Forestry Committee of the European Union as well as with the Liaison Unit Oslo of the FOREST EUROPE Communication Strategy. Therefore the EU Forest Communication Strategy (ANNEX III) and the FOREST EUROPE Communication Strategy although differing in content and scope are fully coherent and complementary with this Strategic Framework.

- connecting people
 - networking
- help building capacity
 - mutual learning
 - Train the Trainers
- conceptual work of overall relevance
- co-operation and concerted actions
- helping FAO to promote forest Ccommunication in other regions

Forest Communicators Network





**INTERNATIONAL YEAR
OF FORESTS • 2011**

Forest Communicators Network



- Provided expertise to the UNFF Secretariat
on visual identity, messaging, web design, communication activities
- Promoted the IYF in the countries of the European region

Forest Communicators Network



What have we learned?



**INTERNATIONAL YEAR
OF FORESTS • 2011**



Lessons learned for future forest communication

- ◆ **Systematic, long term communication makes a difference.**
- ◆ **Concerted communication activities make stronger impact than fragmented singular actions.**
- ◆ **Global issues need to be ,translated‘ into regional/national contexts.**
- ◆ **Communication is not about the big money, its about people with vision and dedication.**





INTERNATIONAL YEAR
OF FORESTS • 2011

Lessons learned for future forest communication

◆ We should have a ,hook‘ for
regular concerted communication activities
,International Forest Day‘ – declared at highest level
Regional ,Forest Weeks‘

◆ There should be
internationally well connected people
for promoting forest communication in the countries
e. g. regional forest communicators networks

Forest Communicators Network



Thank you!

