

Strengthening communication on forests

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FAO Forestry



www.fao.org/forestry



Widespread promotion of IYF products





forests
are our home
plant, manage
and protect forests for people



• IYF TOOLKIT FOR COMMUNICATORS

- Provides web-based tools and suggestions for informing and engaging the public in forest-related activities
- DVDs distributed to over 450 individuals and institutions

• **Key Messages * Outreach Suggestions * Video Spot * Video Feature * Forests 2011 Logo * FAO Posters and Banners * Forestry Photo Database * Selected Key FAO Publications * Forests 2011 Months * Media Interview Tips ***

<http://www.fao.org/forestry/iyf2011/68425/en/>

Forestry Communications Strategy: Objectives



- Increase the number of people engaged and interested in forest issues in general and the work of FAO Forestry
- Provide clear, timely and easily accessible information, virtually and in print
- Reverse negative perceptions of forest use and management and increase awareness of the relevance of forest issues to other sectors
- Attract donors to support FAO Forestry



The nature of FAO Forestry's work requires strong regional approach to communication:



Challenges of regional communication:

- Sub regional differences
- Requires wide variety of different messages, audiences, languages and media.
- Requirements are constantly changing and evolving

Centralized approach to regional Communications is resource intensive



What can we do to address this?




Help to build a firm base for regional communication by local stakeholders through targeted capacity building.








Positive feedback from workshops

Latin America:

-  Network membership has grown from 22 to 50
-  Central American workshop held in September 2012
-  Website planned

East and Southern Africa

-  Detailed resolution for further development of the network
-  Creation of taskforce group to coordinate network activity
-  Creation of network website

UN FAO



Africa Forest Communicators Network

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Bagamoya 2012



LATEST NEWS



Forestry Communication in Zambia

The value of forests to life in Zambia, and the potential benefits and solutions they promise to bring to our increasingly natural resource dependent country, are enormous. Forests play a key role in the national development agenda of the country as they contribute to the Gross Domestic Product (GDP) while providing a source of ...

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Zimbabwe's forests go up in smoke amid energy crisis

BULAWAYO, Zimbabwe (AlertNet) – Pensioner Thandazani Ndlovu earns his living selling firewood, making him better off than Zimbabwe's millions of jobless.

From the back of his pick-up truck, he has established a thriving business as demand for firewood continues to grow in Bulawayo...

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....there are cost implications



Delivering an effective communication strategy requires further resources for:

- development of outreach material
- development and maintenance of the communication toolkit
- capacity building in the regional communication networks
- increased work in managing the web and web-based products
- monitoring and responding to social media discussions

What can we do next?



- How can we identify further ways to achieve the overarching and specific objectives of the strategy?
- How can FAO communication activities assist with implementation of FAO's policies and of its members?
- How can we ensure that communication activities will be included in project and regular programme work?



What can we do to improve communication on forests?