



Joint Session of the ECE Timber Committee and the FAO European Forestry Commission

Antalya, Turkey – 10-14 October 2011



The Strategic Framework for Forest Communication in Europe

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The Strategic Framework for Forest Communication in Europe

Why a strategic framework?

- Forests mean different things for different people
 - CONFLICTS OF INTERESTS
 - CONFUSING MESSAGES
- Forests are more and more affected by policies designed for a wide range of purposes
 - OPEN DIALOGUE
- Significant gaps between the public perception and reality on forests
 - "DEFORESTATION IN EUROPE"
- A strong emotional attachment to forests vs. lack of understanding of sustainable forest management
 - PERVERSE EFFECTS ON SOCIETY'S ABILITY TO BENEFIT FROM FORESTS (CLIMATE CHANGE ETC.)



The Strategic Framework for Forest Communication in Europe

- An umbrella to increase coherence among various ongoing efforts for enhancing forest communication in Europe
 - CLOSING THE GAP BETWEEN PERCEPTION AND REALITY
- For the forest sector to engage in concerted action with more uniform messages and clearer common voice
 - BETTER INFORMED DECISIONS ON MATTERS RELEVANT TO FORESTS
- For communication to support other people's agenda: engaging systematically in two way information processes/dialogue, active listening to others
 - A LICENCE TO OPERATE



The Strategic Framework for Forest Communication in Europe

Communication objectives:

- To increase understanding that forests are vital to life on Earth and must be managed sustainably when utilised
- To help people understand that sustainably managed forests provide an endless renewable supply of materials and energy, as well as other environmental and social benefits
- To raise awareness of the positive state of European forests and also of the threats and challenges they face
- To increase the use of sustainably produced wood and other forest products as climate friendly materials and renewable energy sources



The Strategic Framework for Forest Communication in Europe

- Developed by the UNECE-FAO Forest Communicators Network (FCN)
- At the request of the UNECE Timber Committee and the FAO European Forestry Commission



The Strategic Framework for Forest Communication in Europe

- Based on best practices and latest research
- The framework provides communication objectives, common key messages and approaches
- Designed to be used by governments, public and private sector institutions and organisations and stakeholders at all levels



The Strategic Framework for Forest Communication in Europe

- Extensive work
- Structured process
- A wide range of communications and forest experts
- 36 countries and 21 organizations were involved in some form in the elaboration of the framework



The Strategic Framework for Forest Communication in Europe

- Prepared in close cooperation with the Standing Forestry Committee of the European Union as well as with the Liaison Unit Oslo of the FOREST EUROPE Process
 - the EU Forest Communication Strategy and the FOREST EUROPE Communication Strategy, although differing in content and scope, are coherent with and complementary to the Strategic Framework



The Strategic Framework for Forest Communication in Europe

- Groundwork/basic drafting was done by an FCN Strategic Task Force, set up in 2008
- The draft framework was presented to the members of the Bureau of both the UNECE Timber Committee and the FAO European Forestry Commission in June 2011



The Strategic Framework for Forest Communication in Europe

- Ready for being used as widely as possible
- Disseminated through the communication channels of the UNECE and FAO
- Available on the internet at:

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

