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**Food and Agriculture Organization
of the United Nations****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-second session**

Geneva, 22-23 March 2021

Item 5 (c) of the Provisional Agenda

Guidance on Work Areas**Work Area 3: Communication and Outreach****Note by the secretariat***Summary*

According to its mandate, the Working Party is expected to provide guidance on 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 2019, as well as on plans for 2020, drawing the Working Party's attention to any specific issues where guidance is needed.

I. Implementation by the Joint Section**A. Major events organized by the Joint Section**

1. The International Day of Forests 2020 on "Forests and Biodiversity" was planned to be celebrated on 23 March 2020 at the Palais des Nations, Geneva, Switzerland. The event as well as a variety of events showcasing forest-based fauna biodiversity in the ECE region were cancelled or postponed due to the Covid-19 outbreak.
2. The Forest Congress for the Caucasus and Central Asia took place in Issyk-Kul, Kyrgyzstan from 28 to 31 May 2019. The meeting brought together over 60 experts from ECE member States that are working in the region to discuss recent developments in the Caucasus and Central Asia. It highlighted recent publications by the Joint Section in 2019, ongoing projects on capacity-building on national-level forest monitoring systems, and forest landscape restoration activities in the Caucasus and Central Asia.
3. The European Forest Week took place from 4 to 8 November 2019 under the theme "Forests and the Circular Economy" at the Palais des Nations. The celebrations highlighted the potential of the forest sector in a circular economy and its contribution to addressing the

problem of plastic waste by showcasing an exhibition featuring wood-based innovations as an alternative to plastic materials.

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 (see Annex C). 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. Under the auspices of the Regional Forum on Sustainable Development, which took place on 21-22 March 2019, a side event “Forest Quiz Time!” was organized in cooperation with the Programme for the Endorsement of Forest Certification Schemes (PEFC). The Joint Section also contributed a speaker on forest education and pedagogy to the Roundtable “The Power of Knowledge for Change”.

6. During the 4th Environment Assembly in Nairobi, Kenya, from 10-15 March 2019, an exhibition on “Forests for Fashion” was organized in cooperation with the Programme for the Endorsement of Forest Certification Schemes (PEFC) and Olistic the Label (a French clothing company). This exhibition was also presented in New York during the Climate Action Summit on 21 September 2019.

7. On 7 May 2019, during the UNFF14 session in New York, the Joint Section organized a side event to present the study “State of Forests of the Caucasus and Central Asia”. Furthermore, the Joint Section supported the UNFF Secretariat in the organization of thematic panels at the 14th Session of the Forum. The Joint Section served as co-organiser and moderator of panels on “Monitoring, assessment and reporting” and “Actions by Regional and Subregional Partners in support of the UNSPF 2030”.

8. The publications “State of Forests of the Caucasus and Central Asia”, “Forests Landscape Restoration in the Caucasus and Central Asia” and “Guidelines for the Development of a Criteria and Indicator Set for Sustainable Forest Management”, were launched on 29 May 2019 in Geneva, Switzerland. The event provided an opportunity for Ambassadors from Central Asia and the Caucasus to share their views and their country’s experience on the topic.

9. The Joint Section participated at the launch of ECCA30 - new forest landscape restoration initiative to bring 30 million hectares of degraded and deforested land into restoration by 2030 in Europe, Caucasus, and Central Asia (22 September 2019 at the Secretary-General’s Climate Action Summit in New York). The meeting was organized jointly with IUCN, World Bank and WRI.

10. The Joint Section attended the Expert Workshop in support of the Collaborative Partnership on Forests (CPF) Joint Initiative on Streamlining Forest-related Reporting. The objective of the event was to strengthen the Global Core Set of Forest Indicators to support the implementation of the 2030 Agenda and the UN Strategic Plan for Forests 2030. The event was held at the FAO headquarters in Rome from 22 – 24 October 2019. The Joint Section was a co-organizer and co-chair the session of Working Group 4 on indicator 10: “*Wood-based energy share of total final energy consumption*”. and meet with the FAO team on forest products. The Joint Section provided a presentation on “*How to find out about the sources of wood energy? Main steps, challenges and lessons learned in the ECE*”.

11. The Joint Section attended the annual meeting of the Global Partnership on Forest Landscape Restoration (GPFLR) where world’s key organizations gather to discuss trends and developments in FLR around the globe. The Joint Section presented activities in this field, in particular, the organization of the Ministerial Roundtable on FLR in the Caucasus and Central Asia and the upcoming organization of the Ministerial Roundtable on FLR in eastern and south-east Europe.

12. The Joint Section organised an Expert Workshop “Green Forest Jobs: Facing challenges, exploring opportunities and increasing the capacity of UNECE member States” in Madrid, Spain on 25-26 June 2019 at the kind invitation of the School of Forestry at the Technical University of Madrid.

13. The Joint Section participated in the 6th Conference of Regulating for Decent Work Network organized by ILO on 8-10 July 2019 in Geneva. At the meeting, the Joint Section presented key findings from the study on “Forest sector workforce in the UNECE region: overview of social and economic trends with impact on the forest sector”.

14. The Joint Section participated in the IUFO2019 in Curitiba, Brazil in September 2019. The Joint Section delivered two presentations during technical sessions: the study on “Green Jobs in the Forest Sector” and the study on “Measuring the Value of Forests in a Green Economy”.

15. The Joint Section participated in the Working Group on Forestry Statistics organised by Eurostat on 13-14 November 2019 in Luxembourg. The Joint Section presented the work on Forest Resources Assessment.

16. The Joint Section participated in the workshop on Wood Products in the Sustainable Bioeconomy organised by the FAO in Rome. The objective of the participation was to coordinate the work of the Joint Section with the FAO in Rome.

17. The Joint Section participated in the Joint UNECE/OECD Seminar on Implementation of SEEA on 13-14 February 2020 in Geneva and in the panel discussion on how to measure the transition towards a circular economy.

C. Publications

18. 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.

19. Several publications were released in 2019 and are available in hardcopy and PDF:

- “Forest Products Annual Market Review (FPAMR) 2018-2019”;
- “Committee Forecast 2019”;
- “Rovaniemi Action Plan for the Forest Section in a Green Economy: Mid-term Review”;
- “State of Forests of the Caucasus and Central Asia”;
- “Guidelines for the Development of a Criteria and Indicator Set for Sustainable Forest Management”;
- “Forest Landscape Restoration in the Caucasus and Central Asia”;
- “Green Jobs Trends’ and Their Implications for the Forest Sector in Achieving the Objectives of the Rovaniemi Action Plan”;
- “Policy Brief: Green jobs Trends’ and Their Implications for the Forest Sector in Achieving the Objectives of the Rovaniemi Action Plan”;
- “Forest Sector Workforce in the UNECE Region: Overview of Social and Economic Trends with Impact on the Forest Sector”.

20. There are a number of other publications currently nearing completion. For a complete list of past and forthcoming publications, please see Annex B. 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

21. The ECE/FAO issued seven press releases in 2019 (11 in 2018):
- Learn to love forests: Geneva encourages forest education to change the world for the better;
 - UNECE and FAO take stock of the state of forests of the Caucasus and Central Asia in first ever study;
 - UNECE and FAO issue guidelines to develop national forest monitoring systems;
 - Azerbaijan brings degraded land restoration commitments in Caucasus and Central Asia to 3 million ha;
 - New call to bring 30 million hectares of degraded and deforested landscapes into restoration in Europe, the Caucasus and Central Asia by 2030;
 - New UNECE/FAO Team of Specialists will strengthen transboundary boreal forest efforts;
 - Forest Market discussions show how wildfires can spark innovation in forest management;
22. 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 20 news releases in 2019 (12 in 2018) on:
- Forest reporting in the Caucasus and Central Asia (2 releases);
 - Forest Landscape Restoration in the Caucasus and Central Asia (3 releases);
 - European Forest Week and Foret2019 (2 releases);
 - ECCA30 initiative;
 - Urban forests and the Trees in Cities Challenge;
 - Forests and fashion;
 - Forest monitoring in Armenia;
 - International Day of Forests (3 releases);
 - Azerbaijan's forest strategy (2 releases);
 - Forest products for a sustainable future (2 releases)
 - Boreal forests;
 - Ecosystem restoration in eastern and south-east Europe.
23. 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

24. One new video was produced in 2019: *the Trees in Cities Challenge*: https://www.youtube.com/watch?v=_0IeNgMxh0c&list=PLC18B48BBE23D5313. As of February 2020, the video has over 2000 views.

25. The Joint Section 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), has been seen over 129,000 times as of March 2020 and is the most viewed video on the ECE channel.

26. 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.

F. Billboard

27. 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.

28. Four issues were published in 2019, following the quarterly schedule of previous years (March, June, September and December).

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

29. The Forest Communicators' Network organized its annual meeting on 20-22 May 2019 in Oslo, Norway. The meeting was attended by 28 participants from 9 countries and 14 organizations. The objectives of the meeting were to exchange experiences on communicating effectively within and outside the forest sector and to gain new perspectives on communication through social media.

30. The annual report of the Team is in the Annex A to this document. The mandate of the Team has been extended to 2021 by the ECE Executive Committee at the request of the joint COFFI/EFC session which took place in November 2019.

H. Key questions for guidance and discussion

31. See ECE/TIM/EFC/WP.2/2021/5.

Annex

A. Report by the Forest Communicators Network

Items for regular reporting to the Joint Working Party Forest Statistics, Economics and Management (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 2019 – March 2020

3. Leader/Deputies and Secretary:

Leader: Mr Kai Lintunen

Deputies: Ms Jennifer Hayes, Mr Tomass Kotovics, Ms Gerda Wolfrum, Ms Lourdes Lázaro Marín

Secretary: Ms Maria De Cristofaro

4. Members:

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5. Countries:

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

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

Items for regular reporting to the Joint Working Party Forest Statistics, Economics and Management (JWPFSEM)

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 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, Universite 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:

- EU Commission Conference “Our Forests, Our Future” 25-26.4.2019 Brussels;
- FCN annual meeting 21-23.5.2019 Oslo;
- Asia-Pacific Forest Week 17.-21.6.2019 Seoul/Incheon;
- FCN Task Force 29-30.9.2019 Rome;
- FCN Task Force 25-26.11.2019 Wien;
- Sustainable Wood for a Sustainable World (SW4SW) communication workshop 17-18.12.2019 Rome;
- Communication workshop for German forest communicators 20.1.2020 Berlin.

Other activities with FCN participation or support:

- Mediterranean Forest Week 29.3.-3.4.2019 Lebanon;
- German National Forest Days workshop 8.-10.5.2019 Dresden;
- UN Mountain Partnership communications workshop 8.-9.7.2019 Trento;
- Ecological Restoration World Congress communication session and Global Forest; Communications Coordination Group meeting 23.-26.9.2019 Cape Town;
- IUFRO World Congress 29.9.-3.10.2019 Curitiba;
- PEFC 20 years conference 3.10.2019 London.

7. Outputs and impacts achieved during last year:

- Promoting the revision of the Strategic Framework for Forest Communication in Europe;
- Promoting the making of a survey among European Communicators on common messages within forest communication in the UNECE region;
- Input to the International Day of Forests video spot;
- Promoting work on updating public perception research.

8. Outputs and impacts expected for coming year:

- FCN members to organize communications session and a workshop at IUCN World Congress; France 2020;
- FCN members to participate at the global communication session and organize a communications session and a workshop at World Architecture Congress Brazil 2020;
- Organizing a communication workshop on SW4SW in North America 2020;
- Contributing to upcoming communications sessions;
- Contributing to the World Forestry Congress;
- 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:

- Next FCN Meeting in Slovenia September 2020.

10. Other comments:

B. List of past and forthcoming publications (internal)**1. Publications made available in 2019**

ECE/TIM/DP/72	Forest Landscape Restoration in the Caucasus and Central Asia
ECE/TIM/DP/73	Guidelines for the Development of a Criteria and Indicator Set for Sustainable Forest Management
ECE/TIM/DP/74	Trends in Green Jobs in the Forest Sector in the UNECE Region
ECE/TIM/DP/75	Mid-term Review of the Rovaniemi Action Plan for the Forest Sector in a Green Economy
ECE/TIM/SP/47	State of Forests in the Caucasus and Central Asia
ECE/TIM/SP/48	Forest Products Annual Market Review, 2018-2019

2. Publications currently in press and soon to be made available

ECE/TIM/DP/76	Forest Sector Workforce in the UNECE Region: Overview of the Social and Economic Trends with Impact on the Forest Sector
ECE/TIM/DP/77	Guidelines on the Promotion of Green Jobs in Forestry
ECE/TIM/DP/78	Overview of the State of Forests and Forest Management in Armenia
ECE/TIM/DP/79	Overview of the State of Forests and Forest Management in Azerbaijan
ECE/TIM/DP/80	Overview of the State of Forests and Forest Management in Georgia
ECE/TIM/DP/81	Overview of the State of Forests and Forest Management in Kazakhstan
ECE/TIM/DP/82	Overview of the State of Forests and Forest Management in Kyrgyzstan
ECE/TIM/DP/83	Overview of the State of Forests and Forest Management in Tajikistan
ECE/TIM/DP/84	Overview of the State of Forests and Forest Management in Turkmenistan
ECE/TIM/DP/85	Overview of the State of Forests and Forest Management in Uzbekistan
ECE/TIM/SP/43	Forest Ownership in the UNECE Region

C. External meetings where ECE/FAO staff provided input (March 2019 – February 2020, partial list)

- Sustainable Innovations Expo, exhibition of Forests for Fashion initiative, 4th United Nations Environment Assembly, 10-15 March 2019, Nairobi, Kenya;
- Launch of the UN Alliance for Sustainable Fashion, presentation on “Forests for Fashion”, 4th United Nations Environment Assembly, 10-15 March 2019, Nairobi, Kenya;
- Regional Forum on Sustainable Development for the UNECE Region, 21-22 March 2019, Geneva, Switzerland;
- Wood Procurement Task Force “GESBOIS”, presentation on “UNECE/FAO Forestry and Timber Section Wood Energy in the ECE region and currently ongoing studies” European Panel Federation 04 April 2019, Brussels, Belgium;
- Timber Measurements Society, Central Meeting, Coeur D’Alene, Idaho, United States, April 9-11, 2019;
- Technical workshop for the development of the joint FRA/pan-European reporting, 16-17 April 2019, FAO, Rome, Italy;
- Meeting of the FAO Forest Resources Assessment Advisory Group, 14-15 May 2019, UNFCCC, Bonn, Germany;
- Forests for Fashion – From Forest to Wardrobe, presentation on “Fashion’s role in achieving the Sustainable Development Goals”, 22 May 2019, London, United Kingdom;
- High Level Political Forum on Sustainable Development, 9-18 July 2019, New York, United States of America;
- Secretary-General’s Climate Action Summit side-events, 21-23 September 2019;
- 2nd Eionet NRC Forests meeting, 16-17 October 2019, European Environment Agency, Copenhagen, Denmark;
- Days for Sustainable Development – 5th edition, participation in roundtable on Sustainable Practices in the Fashion Industry, European Investment Bank, 17-18 October 2019, Luxembourg, Luxembourg;

- 16th International Junior Forest Contest, 28 October – 1 November 2019, Voronezh, Russian Federation
 - World Café on Forests for Fashion, opening of side event during Forêt2019, 4 November 2019, Geneva, Switzerland;
 - 10th International meeting on Chestnuts, BioCastanea, presentation on “Global Outlook and perspectives on the Chestnut Sector”, 13-17 November 2019, Ponferrada, Spain;
 - World Forum on Urban Forests: Milano Calling, 21-23 November 2019;
 - The Global Partnership on Forest Landscape Restoration meeting, 29 November 2019, Luxembourg;
 - The Global Forest Landscapes Forum, 30 November 2019, Luxembourg.
-