

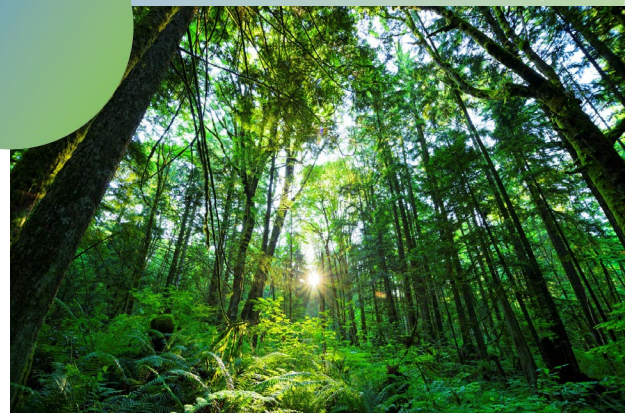


Work Area 3: Communication and outreach

Communication and outreach work for 2022/2023



Joint Working Party on Forest Statistics, Economics
and Management, 1-3 June 2022



International Day of Forests 2022 – Forests and sustainable production and consumption

- Provided input to the script and supported the production of the IDF2022 video spot
 - Produced in 11 languages
 - Aired by international broadcasters, with a total reach of 1+ billion households
 - Deutsche Welle, France24, Euronews, Africanews,
 - Total reach: over 620K on Facebook and over 24.6K times on YouTube



International Day of Forests 2022 – Forests and sustainable production and consumption

- Social media
 - Provided input and supported the production of video animation “Choose sustainable wood for people and the planet” in 6 languages
 - Viewed over 310k times



Overview of activities and achievements of the Team of Specialists on Forest Communication

- Held session at the International Conference on Forest Education on "Changing the public's image of forestry through advocacy and communications"
 - Developed strategic communication approaches to improve the general public's perception of forestry professions and promote a better understanding of SFM
 - Advanced a series of recommendations that fed into a global **Call to Action on Forest Education**, endorsed by participants



Overview of activities and achievements of the Team of Specialists on Forest Communication

- "Changing the public's image of forestry through advocacy and communications"



Overview of activities and achievements of the Team of Specialists on Forest Communication

- Co-organized with IUCN and held a three-day communications training workshop for Young Champions for Forests and Nature at the IUCN World Conservation Congress 2021
 - Trained young people aged 18-25 from 12 countries on how to speak out about some of the world's most pressing environmental and sustainable development challenges, with a special emphasis on



Overview of activities and achievements of the Team of Specialists on Forest Communication

- Held a two-day capacity-building workshop at World Forestry Congress "Forestry communication and digital media - learn, practice, grow"
 - Trained 40 young professionals to become digital reporters and provided hands-on experience in reporting on sustainable forestry issues
 - Guided participants who reported on the World Forestry Congress



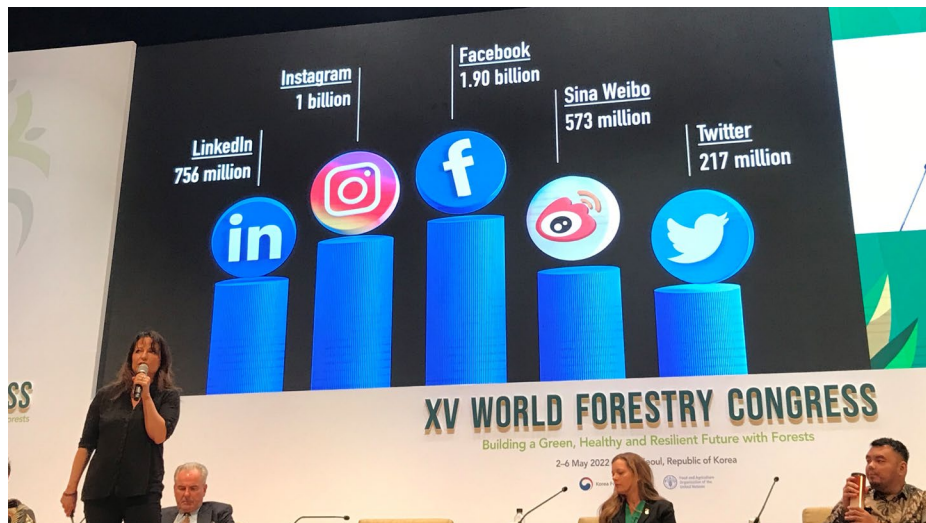
Overview of activities and achievements of the Team of Specialists on Forest Communication

- FCN community actively contributed to outreach efforts which resulted in over 1100 news articles published on the Congress, and over 10K tweets with the hashtag #WFCKorea delivered to over 36 million Twitter accounts.



Overview of activities and achievements of the Team of Specialists on Forest Communication

- Held a forest communications session titled "Harnessing the communication effect: communicating effectively within and beyond the forest sector"
 - Session held under main proceedings under Sub-theme 5 - Managing and communicating forest information, data and knowledge



Overview of activities and achievements of the Team of Specialists on Forest Communication

The Seoul Forest Declaration



The Seoul Forest Declaration

We, the participants from 141 countries gathered in person and online at the 15th World Forestry Congress in Seoul, Republic of Korea, on 2-6 May 2022, assert that forests, forestry and forest stakeholders offer major nature-based solutions to climate change, biodiversity loss, land degradation, hunger and poverty, but we need to act now – there is no time to lose.

We convey the following urgent messages to encourage actions for a green, healthy and resilient future with forests, as a contribution to Sustainable Development Goals, UN Decade on Ecosystem Restoration, Post-2020 Global Biodiversity Framework and green recovery from COVID-19 pandemic.

- Forests transcend political, social and environmental boundaries and are vital for biodiversity and the carbon, water and energy cycles at a planetary scale. **The responsibility over forests should be shared and integrated across institutions, sectors and stakeholders in order to achieve a sustainable future.**
- Vast areas of degraded land require restoration. **Investment in forest and landscape restoration globally must be at least tripled by 2030 to implement global commitments and meet internationally agreed goals and targets.**
- There is no healthy economy on an unhealthy planet. **Production and consumption need to be sustainable and policies should foster innovative green financing mechanisms to upscale investment in forest conservation, restoration and sustainable use.**
- Wood is one of humanity's most ancient raw materials but can take us into the future – it is renewable, recyclable and incredibly versatile. **The full potential of legal, sustainably produced wood must be used to transform the building sector, provide renewable energy and innovative new materials, and move towards a circular bio-economy and climate neutrality.**
- **Forest degradation and destruction have serious negative impacts on human health and well-being. Healthy, productive forest must be maintained to reduce the risk of, and improve responsiveness to, future pandemics and provide other essential benefits for human physical and mental health.**
- **Innovative technologies and mechanisms are emerging for the provision of, and equitable access to, accurate information and knowledge on forests. These must be applied widely to enable evidence-based forest and landscape decision-making and effective forest communication.**

Forest-based solutions must be inclusive of the perspectives of family farmers, smallholders, forest communities, Indigenous Peoples, women and youth and respectful of their rights, and they must empower them to participate equitably in decision-making and sustainable forest value chains.

Greater investment and capacity building in forest communication and education and more research are needed to strengthen understanding and awareness of the benefits of sustainably managed forests and trees.

Close cooperation among nations is required to address challenges that transcend political boundaries. This was strengthened at the Congress by new partnerships such as the Assuring the Future of Forests with Integrated Risk Management (AFFIRM) Mechanism, the Sustaining an Abundance of Forest Ecosystems (SAFE) initiative and the Platform for REDD+ Capacity Building.

The outcomes of this Congress, including this declaration as well as the Youth Call for Action and the Ministerial Call on Sustainable Wood, should be transmitted to the next Conference of the Parties to the United Nations Framework Convention on Climate Change, to the upcoming Conference of the Parties to the Convention on Biological Diversity and to other important forest-related fora.

The Congress calls on governments, the private sector, research organizations, educators, communities and youth organizations to take the urgent actions outlined above, in partnership, as a means for achieving a better future for all.

Congress participants gratefully acknowledge the hospitality of the Government and people of the Republic of Korea and the support of the Food and Agriculture Organization of the United Nations.

Outcome

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wfc2021korea.org

Korea Forest Service

Food and Agriculture Organization of the United Nations



UNECE



Food and Agriculture Organization of the United Nations

Joint Working Party on Forest Statistics, Economics and Management, 1-3 June 2022

Team of Specialists on Forest Communication: foreseen activities

- Hold yearly FCN meeting/workshop in Slovenia (7-9 June)
 - Work on updating the Strategic Framework for Forest Communication in Europe
- Advise on and formulate International Day of Forests 2023 – Forests and Health key messages and outreach products
- Support communication efforts for SW4SW
- Organize a thematic symposium session on strategic communication on Sustainable Forest Management at the XV Conference on Mediterranean-type Ecosystems (MEDECOS)
 - 5-9 September 2022, South Africa
 - Meeting/workshop of Global Forest Communicators Network



International Day of Forests
21 March

Promotion of new publications

- **“Circularity concepts in forest-based industries”**
 - Joint issue of the UNECE/FAO Forestry and Timber Section
- FCN promotion efforts:
 - Press release and social media





THANK YOU

Presenter: Jennifer Hayes, Deputy leader of
UNECE/FAO FCN

For questions:
Kai Lintunen, Leader of UNECE/FAO Forest
Communicators Network
Maria De Cristofaro, FAO Secretariat of the Forest
Communicators Network

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