

Forest Communicators Meeting

Portland, Oregon USA

29 August – 01 September 2016

Joint Workshop of the UNECE-FAO Forest Communicators Network and
IUFRO Communications and Public Relations Working Party

DRAFT 06/10/2016

Monday, 29 Aug

World Forestry Center

4033 SW Canyon Road, Portland, Oregon 97221

5:30 pm **Reception**

Tuesday, 30 Aug

DoubleTree Hotel

1000 NE Multnomah Street, Portland, Oregon 97232

8:30 am **Welcome** Cindy Miner (*IUFRO, USA*), Ingwald Gschwandtl (*FCN, Austria*)

8:45 am **Keynote Speech** (*TBD*)

COMMUNICATIONS ACROSS SECTORS

9:15 am **Communications as a Strategic Tool for Policymaking:**

- **The Austrian Forest Dialog: Communication as Strategic Tool for Policy Development** Ingwald Gschwandtl (*Austria*),
- **The Finnish Forest Academy** Kai Lintunen (*Finland*)

9:45 am Break

10:00 am **Three Case Studies from the Americas** Session Moderator, Jan Engert (*USA*)

- **Tribal Climate Change Network** Linda Kruger (*USA*)
- **Giving Productive Value to the Forest** Evelyn Vargas (*CATIE, Costa Rica*)
- Panel Discussion

11:15 am **Advancing Teaching and Learning**

- **Get on the Bus: Convening Teachers, Foresters and Scientists** Rick Zenn (*WFC, USA*)
- **Forest Communication for School Children in Sri Lanka: Strategies, Effectiveness, Trust, and Sustainability** Mangala de Zoysa (*Sri Lanka*)
- **Forest Communications at the Slovenian Forestry Institute** Boris Rantasa (*Slovenia*)
- **Forest Genetic Resources Matter: Getting the Message Across Different Sectors** Ewa Hermanowicz (*Italy*)

12:15 pm Lunch

1:15 pm **Interconnecting Forests, Science and People: IUFRO 125th Anniversary Congress 2017 – Brainstorming Communication Opportunities** Gerda Wolfrum (*IUFRO, Austria*)

2:00 pm **Opportunities for Collaboration**

- **Regional Forest Communicators Networks** Maria De Cristofaro (*FAO, Italy*), Kai Lintunen (*Finland*), Ingwald Gschwandtl (*Austria*)
- **European Forest Week**
- **Theme for International day of Forest 2017**
Introduction: Maria De Cristofaro (*FAO, Italy*)
Background: Florian Kraxner (*IIASA, Austria*)
- Other

3:00 pm Break

3:30 pm **Opportunities for Collaboration - continued** (*with breakout groups*)

4:15 pm **Forest Communications Across Continents**

- **Addressing “Communication Among Unequals” to Advance Global Innovations in Forestry** Susan Hummel (*USA*)
- **Communicating to Inspire a Global Movement to Combat Illegal Logging and Foster Good Forest Governance** Roser Cabré-Verdiell (*EFI, Spain*)
- **A Spotlight Tool to Enhance Communication of Forest Landscape Restoration** John Stanturf (*USA*)
- **Panel Discussion**

5:45 pm Adjourn

7:00 pm Dinner (*Location – to be announced*)

Wednesday, 31 Aug

DoubleTree Hotel

1000 NE Multnomah Street, Portland, Oregon 97232

8:30 am **Welcome** Get-to-know-you activity

9:00 am **Scaling Forest Communications: Up, Down and Across the Country**

- **Engagement in Forest Resources in the USA** Christopher Oswald, Charles Perry (*USA*)
- **Communicating Climate Change Information: The Case of the National Climate Change Resource Centre, Kenya** Sheila Shefo Mbiro (*Kenya*)
- **What Factors Contribute to Awareness of Forest Environmental Tax Schemes in Japan?** Takuya Takahashi (*Japan*)

10:00 am Break

10:15 am **1000 Best Practices**

- **Serving Up Mass Consumption – National Communications for U.S. Forest Service Research** Lily Whiteman (USA)
- **The Global Forest Information Service – Making Forest Information Accessible** Michael Huck (IUFRO, Finland)
- **U.S. Forest Service Urban Forestry National Technology and Science Delivery Team** Annie Hermansen-Baez (USA)
- **Communication Campaigns of State Forests in Poland** Jolanta Stankiewicz (Poland)
- **What Makes an Event Attractive** Elina Warsta (UNECE/FAO, Finland)
- **How to Organize Successful Excursions** Kai Lintunen (Finland)

11:45 am Lunch

12:45 pm **Working with the Media in the 21st Century** (Workshop)

Introduction: Maria De Cristofaro (FAO, Italy)

- **New and Traditional Media (Analytics)** Yasmeen Sands, Zoe Hoyle (USA)
- **Energizer Activity**
- **Journalist**

2:45 pm Break

3:15 pm **New Approaches to Communicating about Forests** (Workshop)

- **Story Maps** Sharon Stanton, Christopher Oswald (USA)
- **Video with Impact** Sherri Eng, Jan Engert (USA)
- **Energizer Activity**

5:00 pm **FNC Business and IUFRO Working Group Business Meeting**

5:30 pm Closeout

6:00 pm Adjourn

Dinner on your own

Thursday, 01 Sept

Field Trip to Mount St. Helens