

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 06/06/2016

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*), Ingwald Gschwandtl (*FCN*)

8:45 am

Keynote Speech

COMMUNICATIONS ACROSS SECTORS

9:15 am

Communications as a Strategic Tool for Policymaking:

- **The Austrian Forest Dialog and the Finnish Forest Academy**, Ingwald Gschwandtl (*Austria*), 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**, Mangala de Zoysa (*Sri Lanka*)
- **Forest Communications at the Slovenian Forestry Institute**, Boris Rantasa (*Slovenia*)
- **Forest Genetic Resources Matter**, 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, Ingwald Gschwandtl
 - **European Forest Week**
 - **Theme for International day of Forests – 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**
- **Communication Among Unequals**, Susan Hummel (*USA*)
 - **Communicating to Inspire a Global Movement**, Roser Cabré-Verdiell (*EFI, Spain*)
 - **A Spotlight Tool to Enhance Communications**, John Stanturf (*USA*)
 - **Panel Discussion**
- 5:45 pm Adjourn
- 7:00 pm Dinner (*Location – to be announced*)

Wednesday, 31 Aug

DoubleTree Hotel

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- 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 Oswalt, Charles Perry (*USA*)
 - **National Climate Change Resource Centre**, Sheila Shefo Mbiro (*Kenya*)
 - **What Factors Contribute to Awareness of Forest Environmental Tax in Japan**,
Takuya Takahashi (*Japan*)

10:00 am	1000 Best Practices <ul style="list-style-type: none">▪ Serving Up Mass Consumption, Lily Whiteman (USA)▪ GFIS, Michael Huck (IUFRO, Finland)▪ Urban Forestry Science Delivery Team, Annie Hermansen-Baez (USA)▪ Communication Campaigns of State Forests in Poland, Jolanda 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) <ul style="list-style-type: none">▪ New and Traditional Media (Analytics), Yasmeen Sands, Zoe Hoyle (USA)▪ Energizer Activity▪ Journalist▪ Interviewing with Journalists, Bob Burt (Canada)
3:00 pm	Break
3:30 pm	New Approaches to Communicating about Forests (Workshop) <ul style="list-style-type: none">▪ Story Maps, Sharon Stanton, Christopher Oswalt (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