

# JOINT FOREST COMMUNICATORS WORKSHOP

UNECE-FAO Forest Communicators Network and IUFRO Communications & Public Relations  
Work Party

29 August - 01 September 2016

5:30 pm Monday August 29

Reception: World Forestry Center  
4033 SW Canyon Road, Portland, Oregon

Phone: 1-503-228-1367

Tuesday, August 30, 2016

DoubleTree by Hilton Portland  
1000 NE Multnomah Street, Portland, Oregon  
1-503-281-6111

8:30 am	Welcome from U.S. Forest Service Leadership  Welcome from UNECE-FAO-FCN and IUFRO <i>United Nations Economic Commission for Europe (UNECE), Food and Agriculture Organization of the United Nations (FAO), Forest Communicators Network (FCN) and International Union of Forest Research Organizations (IUFRO) Communications and Public Relations Working Party</i>	Station Director, Felipe Sanchez Deputy Regional Forester, Becki Heath  Ingwald Gschwandtl Cynthia Miner
8:45 am	Keynote Address	Steve Amen, <i>Oregon Public Broadcasting</i>

## COMMUNICATIONS - ACROSS SECTORS

9:15 am	<b>Communications as a strategic tool for policymaking</b> The Austrian Forest Dialog The Finnish Forest Academy	Moderator: Cynthia Miner (USA) Ingwald Gschwandtl (Austria) Kai Lintunen (Finland)
9:45 am	Break	
10:00 am	<b>Three Case Studies from the Americas</b> TBD Giving Productive Value to the Forest Tribal Climate Change Network Panel discussion	Moderator: Jan Engert (USA) Don Motanic (USA) Evelyn Vargas (Costa Rica) Linda Kruger (USA)
11:15 am	<b>Advancing Teaching and Learning</b> Get on the Bus: Convening Teachers, Foresters, & Scientists Forest Communication for School Children in Sri Lanka: Strategies, Effectiveness, Trust and Sustainability Forest Communications at the Slovenian Forestry Institute Forest Genetic Resources Matter: Getting the Message Across Different Sectors	Moderator: Yasmeen Sands (USA) Rick Zenn (USA) Mangala de Zoysa (Sri Lanka) Boris Rantasa (Slovenia) Ewa Hermanowicz (Italy)
12:15 pm	Lunch	

COMMUNICATIONS - ACROSS CONTINENTS

1:30 pm	<b>Interconnecting Forests, Science, and People: IUFRO 125<sup>th</sup> Anniversary Congress 2017 – Devising Communication Opportunities</b>	Gerda Wolfrum ( <i>Austria</i> )
2:00 pm	<b>Opportunities for Collaboration</b>  International Arrangement of Forests  Regional Forest Communicators Networks  European Forest Week  Theme for International Day of Forest 2017  - Introduction  - Background	Mita Sen ( <i>UNFF</i> )  Maria De Cristofaro ( <i>FAO</i> )  Elina Warsta ( <i>Finland</i> )  Maria De Cristofaro ( <i>FAO</i> )  Florian Kraxner ( <i>Austria</i> )
3:00 pm	Break	
3:15 pm	<b>Opportunities for Collaboration</b>	Continued in groups / report-out
4:00 pm	<b>Forest Communications Across Continents - Panel</b>  Addressing “Communication among Unequals” to Advance Global Innovations in Forestry  Communicating to Inspire a Global Movement to Combat Illegal Logging and Foster Good Forest Governance  A Spotlight Tool to Enhance Communication of Forest Landscape Restoration  Panel discussion	Moderator: Jennifer Hayes ( <i>USA</i> )  Susan Hummel ( <i>USA</i> )  Roser Cabré-Verdiell ( <i>Spain</i> )  John Stanturf ( <i>USA</i> )
5:30 pm	Adjourn	
7:00 pm	Dinner: <b>Three Degrees Restaurant, RiverPlace Hotel</b> <b>1510 SW Harbor Way, Portland, Oregon 1-503-295-6166</b>	

Wednesday, August 31, 2016

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

COMMUNICATIONS – LOCAL to GLOBAL

9:00 am	<b>Forest Communications: Up, Down, Across the Country</b>  Engagement in Forest Resources in the USA  Communicating Climate Change Information: The Case of the National Climate Change Resource Centre, Kenya  What Factors Contribute to Awareness of Forest Environmental Tax Schemes in Japan?	Moderator:  Christopher Oswald, Charles Perry ( <i>USA</i> )  Sheila Shefo Mbiru ( <i>Kenya</i> )  Takuya Takahashi ( <i>Japan</i> )
10:00 am	Break	

## Wednesday, August 31, 2016 *(continued)*

10:15 am	<b>Best Practices</b> Communication Campaigns of State Forests in Poland Public Science, Health and Policy: Lessons Learned from Portland Moss and Air Quality Study Communications The Global Forest Information Service – Making Forest Information Accessible. U.S. Forest Service Urban Forestry National Technology & Science Delivery Team What Makes an Event Attractive? How to Organize Successful Excursions.	Moderator: Gerda Wolfrum ( <i>Austria</i> ) Jolanta Stankiewicz ( <i>Poland</i> ) Yasmeen Sands ( <i>USA</i> ) Michael Huck ( <i>Finland</i> ) Annie Hermansen-Baez ( <i>USA</i> ) Elina Warsta ( <i>Finland</i> ) Kai Lintunen ( <i>Finland</i> )
11:45 am	Lunch	
1:00 pm	<b>Working with the Media in the 21<sup>st</sup> Century - Workshop</b> What does a Journalist Look for or Want? New Media – Blogs, Analytics, and more	Moderator: Maria De Cristofaro ( <i>FAO, Italy</i> ) David Steves, <i>Editor of EarthFix</i> Jennifer Hayes, Zoe Hoyle ( <i>USA</i> )
2:30 pm	Break	
3:00 pm	New Approaches to Communicating about Forests - <i>Workshop</i> Video with Impact Story Maps	Moderator: Jan Engert, Christopher Bentley ( <i>USA</i> ) Sharon Stanton, Christopher Oswald ( <i>USA</i> )
4:45 pm	FNC Business and IUFRO Working Group Business Meeting	
5:30 pm	Closeout	
6:00 pm	Adjourn	

## Thursday, September 1, 2016

### Field Trip to Mount St. Helens

7:15 am      Board bus at DoubleTree Hotel      Return to DoubleTree Hotel approximately 7:00 pm