**2019 Activity Report for the IUFRO Working Party 9.01.02 Communications and Public Relations**

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Established in 2011, Working Party 9.01.02 has the purpose of pursuing the practice and research of communications and public relations to facilitate science communication of IUFRO members. The working party goal is to understand the effectiveness and foster the communication efforts of IUFRO scientists including with one another, non-IUFRO scientists, policy makers, and the public.

**Meetings**

**2019—IUFRO 2019 World Congress, Curitiba, Brazil.**  At this Congress with 2,500 participants, the working party supported plenary, technical, and poster sessions and a side event of forest landscape restoration. The technical presentations are on [this Google Drive](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdrive.google.com%2Fdrive%2Ffolders%2F1TLVvdwGsSOXcHBVtzbE93YpaoHGepnlw%3Fusp%3Dsharing&data=02%7C01%7C%7Cdd0aa2e129634b8b84b608d74e679538%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637064079096250675&sdata=oKEH2dCXDYzMZ6%2Fssttmrc5Vi%2BLg25k0bhpX6sgui14%3D&reserved=0). The events were all well attended with much discussion. Communications was a strong emphasis of the Congress with the host country demonstrating many effective communication concepts and practices.

**2017— IUFRO 125th Anniversary Congress, Freiburg, Germany.** The working party was very active at this Congress that was held 18-22 September, conducting a session*Connecting People to Forest Science: Innovative Communication Approaches for Delivering Science.*  Five presentations were provided followed by a panel discussion. Several posters from the working party were delivered. The working party participated in a sub-plenary session organized by the UNECE-FAO Forest Communicator’s Network and IUFRO called *Communicating with Einstein—about forest facts, feelings and fake news* that was very well attended.

**2016—Joint UNECE-FAO-FCN Workshop, Portland, Oregon, United States**. Professional communicators and scientists shared their communication efforts, studies, innovations, and practices in Portland, Oregon, USA, 30 August to 1 September 2016. The workshop addressed major challenges and opportunities for communications about forests. The United Nations Economic Commission for Europe and Food and Agriculture Organization’s Forest Communicators Network and the International Union of Forest Research Organizations’ Communications and Public Relations Working Party held the workshop jointly. Topics included communications as a strategic tool for policymaking, forest communications across continents, communication campaigns, working with the media in the 21st century, and new technology-based approaches to communicating about forests. The meeting opened at the World Forestry Discovery Center where participants observed world-class techniques in communicating with the public about forests. A field trip concluded the workshop at Mount St. Helens. Fifty-six participants came from Austria, Canada, Costa Rica, Czech Republic, Finland, Germany, Italy, Japan, Kenya, Latvia, Poland, Slovakia, Slovenia, Spain, Sri Lanka, and the United States.

**2015—Joint UNECE-FAO-FCN Meeting in Barcelona, Spain.** In 20-22 May 2015, a joint meeting was held to share information about communicating on the topic of bio-energy and the post-petroleum economy with discussion about how to communicate on topics that are emerging and information is not complete. Presentations were made on communications and policy, innovations and best practices. A world café, discussions, and interchange of ideas marked this meeting. A field trip concluded the event with a visit to oak forests used for cork harvest that featured communication issues related to fire prevention, non-timber forest products and landowner needs. The joint session included about 40 people mostly from Europe.

**2014—World Congress in Salt Lake City, USA.** The working party helped sponsor a session *Knowledge Exchange and Communication of Forest Research for Human and Community Well-Being* at this World Congress. The session included 10 oral presentations, 11 posters presentations and a panel discussion. The Knowledge Exchange and Extension Working Party was a partner in sponsoring this session. The working party also assisted with the communications at the Congress including planning, Web communications, social media, outreach to news media and the community, and communications during the congress with and among participants.

**2013—Evidence-Based Forestry Workshop.** With other 9.01 unit working parties, the Communications and Public Relations Working Party sponsored Gillian Petrokofsky in conducting an evidence-based workshop Corvallis, Oregon, USA in May 2013. The workshop was attended by about a dozen people at the Oregon State University.

**2012—Division 9 Conference.** The working party conducted a session at the First All-Division 9 Conference in Sarajevo, Bosnia-Herzegovina entitled “Policymakers, the Public, and IUFRO Scientists: Communicating Science in a Changing World on 9 May 2012. About 30 people attended this session that included three presentations on topics related to media coverage, social networking, and internal communications in IUFRO. The session also included a working discussion about improving internal communications from IUFRO headquarters.

**Book and Training Package**

A book called *Communicating Forest Science* was developed by about 30 authors from the working party for scientists and professional communicators in their efforts to communicate beyond the scientific community. The handbook includes concepts, approaches, and methods for communications including strategic communications, news media, Internet, and social media. Examples from around the world provide success stories in communicating forest science. The second edition of the guide was published in 2015. The IUFRO Special Program for Developing Capacities was a sponsor and publisher of the book. The book has been used as the basis for a training package to increase communication knowledge and skills by scientists. Improvements and updates were made to the training package in 2017

**Trainings**

**2017—Pre-Congress: Communicating Forest Science Training, Freiburg, Germany.** Two working party members were trained to use the communications training package for a pre-congress training at the 125th IUFRO Anniversary Congress in Freiburg, Germany, 16-18 September, 2017. The training was sponsored by the IUFRO Special Program for Developing Capacities. Participants learned about communication models, develop strategies for communications, participate in interviews, and develop a press release and blog. Social media and other techniques were discussed.

**2014—Pre-World Congress: Communicating Forest Science Training, Salt Lake City, Utah, United States.** A pre-congress training was held for scientists on communications in Park City, Utah, USA. It was attended by 35 scientists and professionals across the world in Snowbird Utah, 29 September to 1 October. The training participants developed strategies, press releases, and blogs with some used of their products used when they returned to their countries and others used as part of the Congress. The group maintained communications through Google+. The session was sponsored by the IUFRO Special Program for Developing Capacities.

**2012—Workshop Training for IUFRO-FORNESSA Regional Congress. Muguga, Kenya.** The working party provided two trainers for a pre-Congress Session of the IUFRO-FORNESSA Regional Congress entitled “Communicating Forest Research—Making Science Work for Policy and Management.” This session was held at the Kenya Forestry Research Institute, Nairobi/Muguga, on 23 to 24 June 2012. This session was sponsored by the IUFRO Special Program for Developing Countries. The training was attended by 18 participants from African countries including Benin, Cameroon, Ethiopia, Ghana, Kenya, and Uganda. The training balanced the presentation of concepts and methods with sharing of practical experience. The first day emphasized communicating concisely and with purpose and the second day focused on communicating with policy makers and the science-policy interface.

**Consultations**

**2012 Input for IUFRO Review Panel.** From the discussion at the working party’s session at the Division 9 conference, communication challenges and a set of recommendations were developed for improving internal communications for IUFRO participants. IUFRO headquarters staff helped finalized the recommendations that were then provided as input for consideration by the IUFRO Review Panel in November 2012. Topics of the recommendations included improvement of electronic communications, regular communications with office holders, member institutions contacts, office holder training, and others.