UNECE

Food and Agriculture Organization of the United Nations

UNECE/FAO Forest Communicators' Network

Annual workshop meeting

Slovenia Forest Service; Slovenian Forestry Institute;
Ministry of Agriculture, Environment and Forestry
of Republic of Slovenia;

7–9 June 2022

University of Ljubljana, Biotechnical Faculty,
Department of Forestry and Renewable Forest Resources
Večna pot 83 - 1000 Ljubljana, Slovenia

Classrooms G6 and G7

Agenda

Day 1 / Tuesday 7 June 2022

8.30 **Registration**

9.00 **Welcome and introductory remarks**

***Kai Lintunen**, Head of International Communication, Finnish Forest Association, Team Leader, UNECE- FAO Forest Communicators' Network;*

***Ekrem Yazici**, Forestry Officer and Deputy Chief of the Joint FAO/UNECE Forestry and Timber Section, Food and Agriculture Organization of the United Nations;*

***Mag. Janez Logar**, Acting Director of Slovenia Forest Service;*

***Prof. Dr. Robert Brus**, Vice Dean for Forestry of the University of Ljubljana, Biotechnical Faculty, Department of Forestry and Renewable Forest Resources;*

***Dr. Primož Simončič**, Director of Slovenian Forestry Institute;*

***Mag. Robert Režonja**, Director of the Forestry and Hunting Directorate, Slovenian Ministry for Agriculture, Forestry and Food*

9.30 **Presentation of Forests, Forestry and Forest Communication in Slovenia**

***Boris Rantaša** and **Dr. Aleš Poljanec**, Slovenia Forest Service*

9.45 **Screening of a Tree Talk by Ewald Rametsteiner, Deputy Director, Forestry Division, FAO, on The State of the World's Forests 2022**

10.00 Coffe break

10.30 **Presentation by Forest Europe**

- *Forest Europe development, new communication strategy and social media*
- *Correct facts and figures for forest development in Europe and their wider implications for communication*

***Jose Bolanos**, Forest Europe*

10.45 **Presentation on the new EU Forest Strategy and the EU Forest Communication Strategy 2011 - is it still fit for purpose?**

***Tamas Szedlak**, Forestry Policy officer, European Commission DG Agriculture and Rural Development tbc*

Breakout group sessions in support of the EU Forest Communication Strategy

12.30 Lunch

13.30 **Roundtable moderated discussion:**
"Pressures facing forests and forestry vs. scaling up innovative green value chains, supporting a green recovery and transitioning to carbon-neutral economies.''
Q&A

*Moderator **Kai Lintunen***

14.30 **Growing the solution – presenting a global campaign for sustainable wood**
***Maria De Cristofaro**, FAO*

14.45 Coffee break

15.15 **Growing the solution – brainstorming a global campaign for sustainable wood**
***Maria De Cristofaro**, FAO*

Discussion and ideas for application in the region - input from meeting participants and reporting back

16.30 **Introduction to training session:**
Practical video production, podcast creation and social media marketing
***Vesna Stanič**, ŠTIRNA komunikacije*

17.00 Day concludes

Day 2 / Wednesday 8 June 2022

9.00 **FCN training session:**
Practical video production, podcast creation and social media marketing (cont.)
Vesna Stanič, *ŠTIRNA komunikacije*

12.00 Lunch

13.00 **FCN training session:**
Practical video production, podcast creation and social media marketing (cont.)
Putting into practice filming and reporting in the Rožnik and Šišenski hrib forest
Vesna Stanič, *ŠTIRNA komunikacije*

17.00 Day concludes

Day 3 / Thursday 9 June 2022

9.00 **Reporting back on the International Day of Forests, World Forestry Congress and FCN achievements and involvement in 2022**
Maria De Cristofaro, FAO

9.20 **International Day of Forests 2023: Forests and Health Workshop**
Maria De Cristofaro *and* ***Gerda Wolfrum***

Breakout groups – Key messages and communication products
Reporting back

11.50 **Current situation of Forestpedagogy in Europe: Activities in spite of COVID-19 restrictions**
Lada Matouskova-Prylova*, Forest Management Institute*

Q&A

12.00 Lunch

13.00 **(i) Fact-checking: how do you present your facts?**
(ii) Innovative communication: products and campaigns

Lightning talks by selected FCN members (max. 10)

Discussion and Q&A

14.00 **Communication session at IUFRO World Congress 2024, Stockholm**
Gerda Wolfrum*, Coordinator PR & Communication, IUFRO, Deputy Leader, UNECE- FAO Forest Communicators' Network*

Q&A

14.15 Any other business

14.30 **Closing remarks**
Ekrem Yazici

14.45 Day and workshop conclude