



What is the International Year of Forests?

The United Nations General Assembly has proclaimed 2011 as the International Year of Forests (Forests 2011). Everyone from Governments and the UN system, to major groups and other forest-related organisations are invited to come together to raise awareness on strengthening the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations.



FORESTS 2011

السنة الدولية
للغابات • ٢٠١١

2011 • 国际森林年

INTERNATIONAL YEAR
OF FORESTS • 2011

ANNÉE INTERNATIONALE
DES FORÊTS • 2011

МЕЖДУНАРОДНЫЙ
ГОД ЛЕСОВ • 2011

AÑO INTERNACIONAL
DE LOS BOSQUES • 2011

Celebrate
forests
for
people.

www.un.org/forests

Quick Facts:

- Forests cover 31 percent of total global land area.
- Forests store more than 1 trillion tons of carbon.
- Over 1.6 billion people's livelihoods depend on forests.
- Trade in forest products was estimated at \$327 billion in 2004.
- Forests are home to 80 percent of terrestrial biodiversity.
- 30 percent of forests are used for production of wood and non-wood products.
- Forests are home to 300 million people around the world.
- Deforestation accounts for 12 to 20 percent of the global greenhouse gas emissions that contribute to global warming.

The Basics

- **Goals:** Forests 2011 is a unique opportunity to highlight the key role of forests in our lives. By showcasing success stories and solutions, the year will galvanise greater public participation in forest-related activities.
- **Theme:** "Forests for People" is the main theme of the Year. It highlights the dynamic relationship between forests and the people who depend on them.
- **When:** The official launch ceremony of the Year is taking place as part of the high level ministerial segment of the ninth session of the UN Forum on Forests at UN Headquarters on 2 February 2011. The launch ceremony will feature high level guest speakers from around the world, clips of winning films from the International Forest Film Festival, media activities, and the premiere of "Forest," a short film by Yann Arthus-Bertrand.
- **Where:** The Year is a global event to be celebrated at all levels - regional, national and local. A variety of events have already been planned worldwide, and more continue to develop. Activities include tree planting, reforestation efforts, forestry fairs, conferences, and competitions in areas ranging from photography and art to athletic triathlons in forests. Other activities include publication of books, educational materials, public service announcements and media campaigns.
- **Focal Point:** The UN Forum on Forests Secretariat (UNFF) was requested by the UN General Assembly to serve as the focal point for Forests 2011, in collaboration with Governments, the Collaborative Partnership on Forests (CPF), major groups and other relevant organisations.
- The success of Forests 2011 will be a combination of actions on the local, national and regional level. All organisations, from governments to schools, are encouraged to hold activities in celebration of the Year. These activities can be showcased through the Forests 2011 website, which is managed by the UNFF Secretariat, in cooperation with the UN Department of Public Information (DPI).



Events

- 🏠 **The International Forest Film Festival** was announced in October 2010 and received over 165 submissions from more than 30 countries. Winners were selected across six categories, with “The Queen of Trees” winning Best of Festival. Winning films will be screened during the ninth session of the UN Forum on Forests. Additionally, screenings will be held around the world throughout 2011 as a part of the continuing festival. More information on screenings can be found at www.forestfilmfestival.org.
- 🏠 **Forests 2011 trailer:** Award-winning filmmaker Yann Arthus-Bertrand has created a 7 minute short film “FOREST” as a “trailer” for Forests 2011, which will be premiered at the launch ceremony and will be available on the Forests 2011 website.
- 🏠 **Art, Video & Photo Competitions:** These virtual events will recognize individuals who use art, photography, film and short videos to communicate their views and celebrate forests for people. The UNFF Secretariat is working with museums, environmental filmmakers, media representatives and the forest networks to develop these competitions.
- 🏠 **Public Service Announcements (PSAs) Video & Films:** These short films and PSAs are being developed for distribution worldwide for use on television and other distribution channels, including pro bono shows to convey inspiring messages of action for forests.
- 🏠 **Forest Heroes Awards:** The Forest Heroes Awards aim to recognize and honour the efforts of “everyday” people who work tirelessly to nurture, protect and develop our forests. These “unsung heroes” are an inspirational. Their stories will be showcased on the Forests 2011 website, and honoured at the Forests 2011 closing ceremony.

Promotions and Materials

- 🍌 **The Forests 2011 website** will create an interactive environment for dialogue and action. A searchable calendar of Forests 2011 activities worldwide will serve as one of the main platforms for actions. Photographs, videos, audio and other forms of multimedia will serve both as informational resources and inspirational messages on the importance of forests.
- 🍌 **Logo & Other Informational Materials:** Since the launch of the logo in July 2010, the logo has been distributed to over 500 organisations and translated into more than 40 different languages. An animated version of the logo has been created for use in videos, on the website and for products such as eGreetings. Templates for printing Forests 2011 bookmarks, folders and postcards will soon be available on the website. Additional informational products, including brochures, posters, and presentation templates will be posted to the website as they become available.
- 🍌 **Forests 2011 Stamp Series:** The UN Postal Administration is developing a UN commemorative stamp series for the International Year. The UN stamp series will be issued in New York, Geneva, and Vienna. Other countries have also produced or are working on a stamp series. The Canadian Post has issued a commemorative stamp, and Japan and Slovenia are planning on launching their stamps in May 2011. The PostEurop is also planning on releasing a Forest 2011 stamp in Europe.
- 🍌 **Forest Messengers:** The UNFF Secretariat is identifying individuals who can use their leader or celebrity status to help raise awareness and generate media attention. These “ambassadors” are being sought from around the world and would travel to events to promote Forests 2011 as part of public outreach efforts.
- 🍌 **Advisory Committee:** An informal committee comprised of influential leaders and experts in communications and media, including well-known film makers, has helped guide Forests 2011 activities.