



**Concept Note**  
**“The Power of Communications”**  
**UNFF13 plenary session on the importance of communication and outreach in**  
**promoting implementation of the UN Strategic Plan for Forests 2030**  
**Tuesday 8 May 2018, 3:00 p.m.**

## **Background**

In accordance with the quadrennial programme of work of the UN Forum on Forests, the thirteenth session of the Forum (UNFF13) will consider development of a communication and outreach strategy for the UN Strategic Plan for Forests 2030. The Strategic Plan recognizes that communication and outreach are essential components of the Plan, and the need to raise awareness (within and outside the forest sector) of forests and trees as being vital to life on earth and human well-being.

In September 2017, the UNFF Secretariat held an expert meeting in collaboration with the UNECE/FAO Forest Communicators Network and the FAO Global Coordination Group on Forest Communication to gather lessons learned from successful communication and outreach strategies related to forests. Based on input gathered through this expert meeting a draft communication and outreach strategy has been prepared by the Forum Secretariat, for consideration by the UNFF13. The draft strategy is contained in the annex of the Note by the Secretariat on the Implementation of the United Nations Strategic Plan for Forests 2017-2030 ((E/CN.18/2018/2).

## **Objectives**

In general, communications efforts related to the Strategic Plan should highlight best practices and success stories on the implementation of the Strategic Plan and the UN Forest Instrument, and provide inspiration where additional action is needed.

Accordingly, the session will feature a series “TED talk” style presentations highlighting various aspects of communications – starting with why communication is important, to strategies for success. Four speakers will present brief success stories from their experiences on forest fires, working with local communities in Asia, forest communication experiences in Africa, and communication on abstract issues like the bioeconomy. Implementing the Strategic Plan will undoubtedly require capacity development and training, and this is also an important aspect of communication. The session will include presentations networking for professional and coordinated communications, and the role of capacity building and training for effective communication.

The objective of the session on the “Power of communications” is to set the stage for discussion under agenda Item 3 (d) on development of the communication and outreach strategy of the UN Strategic Plan for Forests.

## **Modality**

The discussion will be facilitated by a moderator who will introduce each of the speakers, before opening the floor for interactive discussions with Members of the Forum. Due to interactive nature of the discussion, there is no need for prepared statements for this session.



## **Panel composition**

Moderator: Chair or Vice-Chair of UNFF13

Speakers:

- ❖ Ingwald Gschwandtl, Forest Communicators Networks
- ❖ Kai Lintunen, Forest Communicators Networks
- ❖ Jennifer Hayes, US Forest Service
- ❖ Caroline Liou, Forest Communicators Networks Asia Pacific
- ❖ Jasson Kalugendo, Forest Communicators Networks Africa
- ❖ Robert Grace, M&C Saatchi Abel