



Communication & Outreach Strategy
UN Strategic Plan for FORESTS 2030
 Annex to the Note by the Secretariat
 E/CN.18/2018/2

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Development of the draft strategy

- September 2017, expert meeting held in collaboration with FAO Global Coordination Group on Forest Communication and UNECE/FAO Forest Communicators Network
 - ✓ gather lessons learned from successful communication and outreach strategies
- Based on input from the EGM, feedback received at a COFFI side event, and consultations with DPI - a draft communication and outreach strategy was prepared for consideration by the UNFF13.

Communication Objectives

- Raise awareness of forests and trees as being vital to life on earth and human well-being (within and outside the forests sector)
- Promote sustainable forest management
- Raise awareness of the UN Strategic plan for forests 2017–2030
- Amplify communications from the forest community



Target audiences



- Member States
- United Nations system, CPF members and international and regional organizations
- Major groups and other stakeholders
- Influencers/opinion-makers/communication networks
- The public



Messages

- support the **vision** of the Strategic Plan
- promote awareness of how forests contribute to the 2030 Agenda & the SDGs
- should communicate the idea that forests sustain the **daily lives** of people everywhere.
- should raise awareness of **threats** that impact forests and the **benefits** of sustainably managing them.
- the **Strategic Plan** contains many such messages...

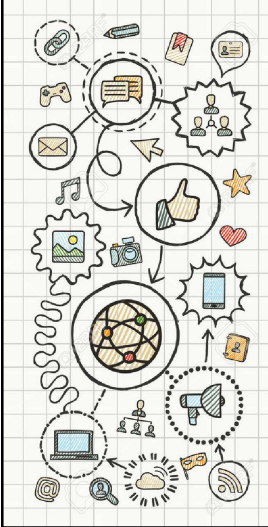


Methods and Activities

- Global **branding**
- Information sharing through **Events**
(Conferences and meetings, International days and decades)
- Advocates/messengers
- Websites
- Social media



Success criteria



- At the global level - voluntary national reporting contains a wealth of information that could be used to monitor communication and outreach in support of the Strategic Plan.
- At the national level, opinion polls and surveys could help measure changes in public knowledge and attitudes.
- Different target audiences respond to different methods of communication - repackaging communications, from multimedia campaigns to publications, could help to compare which types of content were most utilized.
- It is proposed that the communication and outreach strategy be synchronized with the 4POW, and be reviewed and updated, as needed, in conjunction the 4POW.

**Thank you for your
attention!**



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