



# *Forests for peace and well-being*

## **Asia-Pacific Forestry Week 2019**

**Incheon, Republic of Korea**

**17-21 June 2019**

### **DRAFT CONCEPT NOTE**

#### **Introduction**

Asia-Pacific Forestry Week 2019 (APFW2019) will be held in Songdo Convensia Convention Center, Incheon, the Republic of Korea on 17-21 June 2019. It will be one of the largest and most important forestry gathering in the Asia-Pacific region in 2019. APFW2019 will be the fourth Asia-Pacific Forestry Week following events held in Hanoi, Viet Nam in April 2008; Beijing, China in November 2011; and Pampanga, the Philippines in February 2016. The last APFW attracted in excess of 1000 participants and encompassed around 40 individual workshops, seminars, and other events. APFW2019 is expected to be an event of similar or even larger magnitude.

The Korea Forest Service (KFS) will host the event together with the Food and Agriculture Organization of the United Nations (FAO). As in the previous forestry weeks, APFW2019 will also be supported by partners and collaborators including government, civil society, research, academia, and the private sector.

#### **The main theme**

The overall theme of the Fourth Asia-Pacific Forestry Week (APFW2019) will be ***Forests for peace and well-being***. This theme reflects the positive dimensions of forestry and suggests the need to proactively integrate forestry into the wider context of environment, society and sustainable development, under which economic, social, human and cultural dimensions are considered in a holistic manner.

#### **Structure**

APFW2019 will be held alongside the 28<sup>th</sup> session of the Asia-Pacific Forestry Commission (APFC). Plenary sessions will be convened where leading experts and public figures will share their views pertaining to the overall theme. As with the previous APFWs, APFW2019 will be organized along five parallel streams.

##### **1. *Restoring our forests and landscapes***

Forest restoration is a global and regional priority. This stream will not only discuss different restoration focuses and approaches (for example, urban and peri-urban forestry, forest and landscape restoration, community-based restoration and so forth), but also explore the linkages between restoration efforts and financing and investment opportunities including the involvement of the private sector.

**2. *People and forests living in harmony***

Forests play an important role in reducing poverty, enhancing food security and supporting local livelihoods. The stream will focus on social dimensions of forests, addressing issues related to tenure, equity, gender, and community participation and discuss how forests can provide more tangible opportunities for communities to improve their incomes and livelihoods sustainably.

**3. *Building a resilient environment***

A range of old concerns and new ideas are expected to be discussed under this stream, including progress on REDD+ implementation, forest sector contribution to Nationally Determined Contributions (NDCs), reduction and management of disaster risks and emerging green technologies to help us to increase resilience to climate variability.

**4. *Promoting responsible trade and markets***

The stream will discuss emerging trends in trade, markets and consumer behavior of timber and non-timber forest products as well as forest ecosystem services. Forestry industry development in the region and with a focus on smallholders will also receive attention in this stream.

**5. *Innovating governance and institutions***

A number of countries in Asia-Pacific region have completed or are undergoing forestry policy and governance structure reforms in recent years. This stream will share and exchange experience from the countries related to such reforms. At the same time, the stream will discuss how to address natural resources conflicts and transboundary issues as well as how forests have been contributing to the SDGs and other international agreements.

Table 1 summarizes the proposed five streams and subsidiary topics that might be addressed for each stream.

Table 1. The five major streams of APFW2019.

<b>Streams</b>	<b>Potential topics to be covered</b>
<b>1. <i>Restoring our forests and landscapes</i></b>	<ul style="list-style-type: none"><li>• Forest and landscapes restoration (FLR)</li><li>• Landscape and watershed management</li><li>• Urban and peri-urban forestry</li><li>• Financing and investment for restoration efforts</li><li>• Regional cooperation for forest and landscape restoration</li><li>• Private sector involvement in restoration</li><li>• Forest genetic resources and biotechnology</li><li>• Biodiversity</li></ul>
<b>2. <i>People and forests living in harmony</i></b>	<ul style="list-style-type: none"><li>• Poverty reduction</li><li>• Community forestry</li><li>• Sustainable livelihoods</li><li>• Tenure</li><li>• Gender</li><li>• Forest foods and food security</li></ul>

	<ul style="list-style-type: none"> <li>• Social media and forestry</li> <li>• Capacity development</li> </ul>
<b>3. <i>Building a resilient environment</i></b>	<ul style="list-style-type: none"> <li>• Disaster Risk Reduction and Management (DRRM)</li> <li>• Nationally Determined Contributions and the Paris Agreement</li> <li>• REDD+</li> <li>• Climate financing</li> <li>• Green technologies</li> <li>• Forest health and invasive species</li> <li>• Forest monitoring technologies (e.g. drone, GIS, remote sensing, etc.)</li> </ul>
<b>4. <i>Promoting responsible trade and markets</i></b>	<ul style="list-style-type: none"> <li>• Forest Law Enforcement, Governance, and Trade (FLEGT)</li> <li>• Non-Timber Forest Products (NTFPs)</li> <li>• Bioeconomy</li> <li>• Compensation for Ecosystem Services/Cultural Ecosystem Services</li> <li>• Sustainable wood production</li> <li>• Forest industry development</li> <li>• Small-scale forest enterprises</li> <li>• Forest certification</li> <li>• Timber harvesting and processing technologies</li> <li>• Wildlife monitoring and trade</li> </ul>
<b>5. <i>Innovating governance and institutions</i></b>	<ul style="list-style-type: none"> <li>• Forest tenure reform and decentralization</li> <li>• SDGs and other international and regional agreements</li> <li>• Conflict management</li> <li>• Transboundary issues</li> <li>• Forest policy and governance structure reform</li> <li>• Regional cooperation and networks</li> <li>• Forest institutions</li> <li>• Forest communication</li> <li>• Role of youth in forestry</li> <li>• Forestry education and training</li> <li>• Strategic planning</li> </ul>

## **Organization of the five streams, stream leaders, and major partners**

Each of the thematic streams will be led by *stream leader(s)* that will take overall responsibility in designing, organizing and implementing the stream. The ToR for stream leaders is provided in a separate document. To ensure each stream is lively, innovative and generates maximum interest it is recommended that each stream organize various activities in a participatory way and by using different formats, such as plenary sessions with sufficient Q&A time, small discussion groups, workshops, mini-seminars, moderated debates, visual events, market places, town halls, etc. Events which have applicable geographic variety are also encouraged to capture distinct experiences, provide overarching lessons, and contribute to the overall framework of APFW2019.

### **The overall structure of APFW2019**

Table 2 provides an overview schematic of the structure of APFW2019. The 28<sup>th</sup> APFC session will start on Monday June 17. The APFW2019 will kick-off on Tuesday 18 June with an opening ceremony..

The plenary sessions in the morning of Tuesday, Wednesday and Friday will comprise introductory statements from high-level dignitaries and keynote speakers. FAO RAP's flagship publication – Third Asia-Pacific Forestry Outlook Study (APFSOS III) – will be launched during the plenary session on Tuesday 18 June.

The parallel stream activities of APFW2019 such as workshops, seminars, and other events will be conducted on Tuesday, Wednesday, and Friday (18, 19, and 21 June).

The 28<sup>th</sup> APFC sessions each day will allot a time slot for the reporting back of stream events' highlights.

On Thursday 20 June field trips will be organized to various locations.

Side events will be accommodated throughout the week as reflected in Table 2. Side events may take various forms e.g. publication launches, targeted mini-seminars, specific meetings, etc.

The closing ceremony will be held in the afternoon of Friday 21 June. Designated coordinating rapporteurs from each stream will be invited to deliver brief reports on conclusions and outcomes of the events in their streams.

Table 2. The overall structure of APFW2019.

<b>Monday, 17 June</b>							
07.30 – 08.30	<b>REGISTRATION</b>						
08.30 – 17.00	<b>28th Session of APFC</b>						
08.30 – 17.00	Side events						
<b>Tuesday, 18 June</b>							
08.00 – 09.00	<b>REGISTRATION</b>						
09.00 – 10.30	<b>OPENING CEREMONY OF THE APFW2019</b>						
10.30 – 11.00	COFFEE/TEA BREAK						
11.00 – 12.30	PLENARY SESSION + LAUNCHING OF APFSOS III						
12.30 – 13.30	LUNCH						
13.30 – 15.00	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events	
15.00 – 15.30	TEA/COFFEE BREAK						
15.30 – 17.00	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events	
18.00 – 20.00	<b>CULTURAL EVENTS</b>						
<b>Wednesday, 19 June</b>							
09.00 – 10.30	<b>PLENARY SESSION</b>						
10.30 – 11.00	COFFEE/TEA BREAK						
11.00 – 12.30	<b>28th Session of APFC</b>	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events
12.30 – 13.30	LUNCH						
13.30 – 15.00	<b>28th Session of APFC</b>	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events
15.00 – 15.30	COFFEE/TEA BREAK						
15.30 – 17.00	<b>28th Session of APFC</b>	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events
18.00 – 20.00	<b>EVENING EVENTS</b>						
<b>Thursday, 20 June</b>							
07.30 – 17.00	<b>FIELD TRIPS</b>						
<b>Friday, 21 June</b>							
09.00 – 10.30	<b>PLENARY SESSION</b>						
10.30 – 11.00	COFFEE/TEA BREAK						
11.00 – 12.30	<b>28th Session of APFC</b>	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events
12.30 – 13.30	LUNCH						
13.30 – 15.00	<b>28th Session of APFC</b>	Stream 1	Stream 2	Stream 3	Stream 4	Stream 5	Side events
15.30 – 16.00	TEA/COFFEE BREAK						
16.00 – 17.00	<b>CLOSING CEREMONY</b>						

## **Communication strategy**

A communication strategy will guide the organizing team, host country, and stream leaders to harmonize efforts and effectively bring forward the message of the APFW2019 to the public. The overall goal of the communication strategy is to communicate the role of forests in sustainable development and to our everyday lives. Specifically, it aims to engage people to act on pressing forestry issues, raise the discourse on forests and forestry issues, shape the narrative on forests and influence public perception, and contribute to science-policy interfacing.

The APFW2019 is the largest gathering of the different forestry sector stakeholders in the Asia-Pacific region. The message from APFW2019 should cater to a wide range of audience including – governments, civil society, research and academia, donors, etc.

Stocktaking of the available and untapped resources is needed to fully realize the implementation of the strategy. In terms of human resources, the staff from FAO and KFS will be the main foundation of the support for the communication aspect of APFW. In addition, partners and volunteers will be tapped to provide support in promoting the event and providing coverage using social media channels. The Asia-Pacific Forest Communicators' Network (APFCN) can be potentially mobilized to provide technical expertise. Capacity-building of communicators, journalists, and forestry officers can also be done through a communication boot camp/workshop prior to the event.

Availability and accessibility to infrastructure should also be taken into consideration. A dedicated website for the APFW2019 will be developed which will provide all the important information for the participants. The page for APFC will be hosted by FAO and will include a link to the APFW2019 site. Through sharing materials and key messages, communicating through social media can encourage participation and partnerships of partner organizations. Physical infrastructures such as photo booths and world café can provide creative spaces for people to take part and help spread our messages during the event. Taking advantage of the technology in the Republic of Korea, webcasting of the events can be explored to connect with people who are not able to physically attend the event.

Engagement of mass media through releasing press materials and conducting press conference onsite will be done. Other portals such as monthly/quarterly newsletters, mailing lists, and D-Groups can be used to spread information and key messages. The promotion in upcoming webinars and events may be explored drumming up towards the APFW2019.

The tradition of Champions of the Asia-Pacific Forests, which is an award that recognizes and celebrates the success of exemplary contributions to forests and forestry, will be continued and present inspiring stories of to complement the key message of APFW2019 to provide context and supplement the narrative. Other APFW2019 contests, such as photo, poem, songwriting, blog, can help pick interests and stir virtual conversation regarding forestry issues.

The preliminary results of the Third Asia-Pacific Forest Sector Outlook Study (APFSOS III) analysis can be presented in an infographic to inform our audience. The communication activities for APFSOS III can also be tied to the messages and timeframe of the communication strategy for

APFW2019. Table 3 provides the phased-approach with specific activities under each phase of the communication strategy.

Table 3. Phases and timeline of the APFW2019 communication strategy.

<b>BUILD-UP (JUN-AUG)</b>	<b>LIGHT (SEP-DEC)</b>	<b>MODERATE (JAN-MAR)</b>	<b>PEAK (APR-JUN)</b>	<b>POST-EVENT</b>
<ul style="list-style-type: none"> <li>▪ “Save the date” is released</li> <li>▪ Flyers are printed</li> <li>▪ Online version of posters and flyers in social media accounts event countdown post are posted</li> <li>▪ Conference venue teasers are released</li> <li>▪ Website, date and venue, official hashtag, social media accounts to follow, and theme are announced</li> </ul>	<ul style="list-style-type: none"> <li>▪ Email to mailing lists is sent</li> <li>▪ Promotional teasers from stream leaders and partner organizations are shared</li> <li>▪ Call for session proposals is released</li> <li>▪ Call for entries and nominations to competitions is announced</li> <li>▪ Promotional video is released</li> <li>▪ Participation guidelines, booth application, session proposals, and poster are released</li> <li>• Event countdown is posted</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stories of 2 nominees for Champion of AP Forests story (articles and videos) are released</li> <li>▪ Infographic is posted</li> <li>▪ Second email to mailing lists is sent</li> <li>▪ Videos of KFS and/or Thomas inviting people to participate are posted</li> <li>▪ APFW2019 is promoted in webinars and events</li> <li>▪ Creative events are announced</li> <li>▪ Event countdown is posted</li> <li>▪ Field trip venue teasers are released</li> </ul>	<ul style="list-style-type: none"> <li>▪ Programme is released</li> <li>▪ Videos or quotes of keynote speakers and personalities are released</li> <li>▪ Communication boot camp is conducted</li> <li>▪ Stories of 2 nominees for Champion of AP Forests story (articles and videos) are released</li> <li>▪ Press materials are sent to media outlets and online news portals</li> <li>▪ Social media live wall during the event is mounted</li> <li>▪ Newsletters are distributed daily (print and online)</li> <li>▪ Plenaries and other special events are live-tweeted and webstreamed</li> <li>▪ Video interviews of selected participants are posted</li> <li>▪ Highlights of the day and walk through are posted (video)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thank you notes are posted</li> <li>▪ Highlights of the events are released</li> <li>▪ Event snapshots are posted</li> <li>▪ Post-event article is published</li> <li>▪ Publication is released</li> <li>▪ Evaluation is conducted</li> </ul>

## **Resource mobilization**

Keeping with the participatory nature of APFW, partners and sponsors are engaged to complement the resources of the host country and FAO in organizing this event. This approach, which was applied in APFW2016, has been beneficial to forge synergies and cooperation among partner organizations. It is therefore proposed to follow a similar costing model and funding arrangements like in APFW2016. . The stream leaders, the host country, and FAO will discuss and agree on the costing model that will cover the general stream session and the incremental costs.

In addition, external support from international organizations and private sector will be explored to complement the efforts of the partner organizations.

## **Contact information**

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