

Strengthening Forest Communications in the Asia Pacific Region

Hanoi

17-19 September 2013

Workshop Report

More than 30 communication officers and forestry officers from both private and public sector organisations in the Asia Pacific Region gathered in Hanoi from Sept. 17-19, 2013.

A varied programme (Annex 1) encouraged participants to identify common forest communication issues and challenges in the region; share solutions and best practice techniques to overcome these challenges; discuss common issues; and explore the possible benefits that might accrue from creating a forest communications network for the region.

The final day of the workshop included discussion of the possibility of setting up a regional network, guided by three questions: how would a network be desirable for you; how could the network be created and sustained; what would be the network's objectives?

Participants agreed that a network to strengthen forest communication capacity throughout the region was feasible and desirable.

Participants agreed to form a working group to guide further discussions of how this network -- tentatively, the Asia Pacific Forestry Communications Network -- could be formed and what it should do.

The following actions and initiatives were agreed:

- Nicole Kravec from LEAF volunteered to set up a Google+ mailing list through which the participants can send and receive information about the network and related issues
- Patrick Durst, FAO regional forestry officer, offered space on his department's website for initial promotion and communications of the regional network.
- A working group of eight people was established, which met immediately upon completion of the workshop. This group is composed of:
 - Caroline Liou, Communication Manager, RECOFTC – The Center for People and Forests
 - Earl Paulo Diaz, Communication and Knowledge Management Officer, Non-Timber Forest Products - Exchange Programme (NTFP-EP)
 - Nguyen Thuy Anh, Communications and Outreach Officer, IUCN Viet Nam Office

- Tom ter Horst, Communications Officer, EU FLEGT Facility, Kuala Lumpur
- Jalesi Mateboto, Fiji
- Luu Thi Ngoc Anh, communications specialist, Vietnam Forests and Deltas Program, Winrock
- Nicole Kravec, Communications Specialist, LEAF -- Lowering Emissions in Asia's Forests
- Phung Thanh Xuan, Assistant Program Officer - Communication, RECOFTC Vietnam

The working group subsequently drafted and circulated a concept note (Annex 2).

17 October 2013

Annex 1 – Workshop Programme

Strengthening Forest Communications in the Asia Pacific Region Workshop

17 - 19 September 2013 Hanoi, Vietnam

Session	Time	Subject	Notes	Presenter/Facilitator
Day 1 - 17 September 2013				
1	8:30	Registration		
2	9:00	Opening remarks	Importance of effective communication to the forester	Jong-Ha Bae, FAO Representative in Viet Nam Dr. Nguyen Ba Ngai, Deputy Director General, Viet Nam Administration of Forestry
3	9:20	Introductions and welcomes		
4	9:45	Preview of workshop programme, aims, objectives and logistics	What to expect	Jeff Rutherford, Facilitator, Fair Earth Consulting Company
	10:00	Break		
5	10:30	Forest communications challenges in the Asia Pacific region	Perspective of a forest policymaker of regional issues and how communications can play a part	Patrick Durst, Senior Forestry Officer, FAO
6	11:00	Support tools for forest communicators	Introducing and using the new FAO Forestry Communication Toolkit.	Maria DeCristofaro, Forestry Communications and Outreach Officer, FAO
7	11:30	Networks, social media and forest communications	A look at the opportunities and challenges from a forest communicators perspective	Kai Lintunen, Deputy Leader of UNECE/FAO Forest Communicators' Network
	12:30	Lunch		
8	13:30	Basic principles	Communication principles	Jeff Rutherford,

			for building trust and engagement	Facilitator Maria DeCristofaro, FAO
9	14:00	Strategic communications Breakaway session 1	Analysing the situation. SWOT analysis technique	Jeff Rutherford, Facilitator Maria DeCristofaro, FAO
	15:00	Break		
9	15:30	Resume Breakaway session	Report back	Group leaders
10	16:30	Conclusion and end of day 1		
Day 2 - 18 September 2013				
11	8:55	Recap of day 1		
12	9:00	Working with the media	The relationship between media and the forestry sector	Jeff Rutherford, Facilitator
13	9:30	Case study 1:	Participatory communications and working with stakeholders	Caroline Liou, Strategic Communications Manager, RECOFTC - The Center for People and Forests
	10:00	Break		
14	10:30	Case study 2:	Topic TBC	Nicole Kravec, Communications Specialist, LEAF and Tom ter Horst, Communications Officer, EFI FLEGT
15	11:00	Strategic communications – Breakaway session 2	Understanding our operating environment	Jeff Rutherford, Facilitator Group leaders
	12:00	Lunch		
	13:30-17:30	Group excursion		
	19:00	Evening Reception		

Day 3 - 19 September 2013				
17	8:30	Recap of day 2		
18	8:35	Panel discussion	Experience-sharing: Communications practices, challenges, and success, and solutions in the region	Presenters: Fe Oliveros, Ding Hongmei, Kinley Dem, Mizanur Rahman, Saiful Lathif: Moderator TBC
19	9:30	Panel discussion	Experience-sharing: Communications practices, challenges, and success, and solutions in the region	Presenters: Anita Karn, Earl Diaz, Jalesi Mateboto, Bounsouane Phonphichith, Kedar Dahal: Moderator TBC
	10:30	Break		
20	11:00	Introducing communicators' network concept.	Experience of the European Forest Communicators Network & other regional networks	Kai Lintunen
				Maria DeCristofaro
21	11:30	Breakout groups	Exploring ideas for a regional networks	Group leaders
	12:15	Lunch		
22	13:00	Plenary session	Feedback on previous session & complete feedback forms	Jeff Rutherford, Facilitator Maria DeCristofaro, FAO
23	14.30	Closing session and collect certificates		FAO
	15:00	Workshop ends		
Departure Date/ Times				

Annex 2

CONCEPT NOTE

Asia Pacific Forest Communication Network

18 October 2013

Background

Policymakers, Governments and international organizations increasingly recognize the urgent need for the forestry sector to improve its communication capacity and activity across countries and regions. There is a growing appetite for a more strategic approach to strengthen the ability of forest-related bodies to communicate effectively.

The 24th session of the Asia-Pacific Forestry Commission held in China in 2011, recommended:

to establish a Forestry Communications Working Group, under the auspices of the Commission, to pursue the following objectives:

- (i) share experiences and knowledge related to forestry communications among member countries and international partner organizations;*
- (ii) exchange communication materials, photographs, mailing lists, expertise, etc. and facilitate the access to other resources for effective information management; and*
- (iii) Strengthen member countries' capacity to effectively address communication issues and challenges.*

To address this, twenty six (26) communication and forestry officers from both private and public sector organisations from the Asia-Pacific region gathered in Hanoi from 17 – 18th September 2013 to discuss and identify regional opportunities for collaboration in forest communication issues and knowledge sharing. The meeting resulted in wide-ranging agreement on the need for a communication network and a working group was formed to define the details of how the network will be formed and operated.

Following the workshop, participants identified the need to develop an Asia-Pacific forest communication network to:

- Connect the many forestry initiatives in the AP region, working on a wide range of related aspects
- Speak in a collective voice on overarching themes and strengthen regional linkages
- Increase the reach and overall impact of communication activities by network members
- Learn from each other on best practices and successful communication initiatives; and also learn about what hasn't worked well to avoid repetition
- Avoid overlapping work, competing with each other, or contradictory work

On 17-19 September, 26 communication and forestry officers from both private and public sector organisations from the Asia-Pacific region gathered in Hanoi to discuss and identify regional opportunities for collaboration in forest communication issues and knowledge sharing. The meeting resulted in wide-ranging agreement on the need for a communication network and a working group was formed to define the details of how the network will be formed and operated.

Following the workshop, participants identified the need to develop an Asia-Pacific forest communication network to:

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Objectives

The Asia-Pacific Forest Communication Network serves as a platform to:

- Share information and knowledge
- Network with others working in the region who are working on forest-related communication projects
- Exchanging lessons learnt
- Joint work and outreach on overarching themes and goals that most of us work towards
- Joint capacity development opportunities

Ground rules and operations

Who can be a member:

- Anyone who conducts communication activities and works in the forestry sector to promote social and environmental issues in the Asia-Pacific
- Network members can nominate themselves to be part of the working group on an annual basis
- Members can be either individual members or organization members

The role of the task team:

- Task team members take the lead in jointly developing and implementing projects, including:
 - Proposal development,
 - Identifying funding opportunities, and
 - Developing and carrying out the workplan.

Selecting a network leader

- The leader of the network is elected based on a voting procedure by the members of the network on an annual basis

Activities

Capacity development

- One (or more) joint capacity development opportunity per year (either a regional workshop or virtual activity) – the topic will be decided by consensus among members

Information sharing & networking

- Regular featured country/organization. Aside from widening member-base, it may also be good to deepen relationships with the current member base. This could help members deepen their respective knowledge about our respective units/organizations, including strengths and probable gaps for others to learn from and possibly fill in. This may allow for more collaborative work in the future.
- The network will serve as a platform to update members on training, professional development and fellowship opportunities, and to share experiences as well as good practices
- Mailing list and social media used for circulate information among members
- Members can seek advice or reviews from others about communications activities

Joint activities

- Conduct a stakeholder mapping exercise. Who are we and who are we talking to? To which stakeholder groups and how? Are there gaps? If so, should these be filled by expanding the network?
- Develop a central virtual archive of forest related resources, information and knowledge covering the AP region.
- Develop a joint social media communication campaign launched on World Forest Day (for example, see <http://350.org/en/organizing>)

Annex 3

List of participants

Name	Country	Title	Organization	E-mail
Country participants				
Amara Liyanaarachchi	Sri Lanka	Senior Deputy Conservator of Forests	Forest Department	sdcfpm@yahoo.com
Kedar Dahal	Nepal	Under Secretary (extension)	Department of Forest	kedarfor@yahoo.com
Saiful Lathif	Indonesia	Public relations officer	Ministry of Forestry	sayla_graph@yahoo.com
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Piyachat Chuayplod	Thailand	Foreign relations officer	Royal Forest Department	ch_piyachat@hotmail.com
Fe Oliveros	Philippines	Sr. Forest Management specialist	FMB-DENR	Fe_carpio@yahoo.com
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Pak Chealy	Cambodia	Deputy Director	Department of Forestry and	pak_chealy@yahoo.com

			Community Forest	
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Organization participants				
Tom Ter Horst	Malaysia	Communications Officer	EFI FLEGT	tom.terhorst@efi.int
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Phung Thanh Xuan	Viet Nam	Assistant Program Officer - Communication	RECOFTC- Vietnam	xuan.phung@recoftc.org
Nicole Kravic	Thailand	Communications Specialist	LEAF	nkravec@leafasia.org
Jalesi Mateboto	Fiji	Community Forestry Technician	Secretariat of the Pacific Community	JalesiM@spc.int
Arnel Santander	Philippines		Asia Forest Network	arnelsantander@essc.org.ph
Earl Diaz	Philippines	Communications and Knowledge Manager	NTPF Exchange Programme for Sth and SE Asia	earlpaulodiaz@gmail.com

Quynh Nguyen Thuy	Viet Nam	Communications Manager	WWF Viet Nam	Quynh.Nguyenthuy@wwfgreatermekong.org
Nguyen Thuy Anh	Viet Nam	Communications and Outreach Officer	IUCN Viet Nam	Thuyanh.NGUYEN@iucn.org
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Workshop organizers				
Maria DeCristofaro	Italy	Communications and Outreach Officer	FAO Headquarters	Maria.DeCristofaro@fao.org
Patrick Durst	Thailand	Senior Forestry Officer	FAO Regional Office for Asia and the Pacific	Patrick.Durst@fao.org
Jeff Rutherford	Thailand	Consultant	Fair Earth Co.	tiefrutherford@gmail.com
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