

August 2012

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|  | منظمة الأغذية<br>والزراعة للأمم<br>المتحدة | 联合国<br>粮食及<br>农业组织 | Food and<br>Agriculture<br>Organization<br>of the<br>United Nations | Organisation des<br>Nations Unies<br>pour<br>l'alimentation<br>et l'agriculture | Продовольственная и<br>сельскохозяйственная<br>организация<br>Объединенных<br>Наций | Organización<br>de las<br>Naciones Unidas<br>para la<br>Alimentación y la<br>Agricultura |
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## COMMITTEE ON FORESTRY

### TWENTY-FIRST SESSION

Rome, Italy, 24-28 September, 2012

### FOLLOW-UP ON THE RECOMMENDATIONS OF THE 20<sup>TH</sup> SESSION OF THE COMMITTEE ON FORESTRY

| Recommendations  | Actions Taken  |
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| <p><b>Global Forest Resources Assessment: the way forward</b></p> <p>Recommended that the next Global Forest Resources Assessment (FRA) be prepared by 2015 and requested FAO to prepare a long-term strategy for the FRA programme and to continue streamlining forest-related reporting; and strengthen country capacities in monitoring forest resources.</p> | <p>A long-term strategy document was prepared and presented to all six FAO regional forestry commissions and is presented to the Committee on Forestry for endorsement. Forest-related reporting is being streamlined through the creation of a new Collaborative Forest Resources Questionnaire with the International Tropical Timber Organization, Forest Europe, United Nations Economic Commission for Europe (UN ECE) and Office of Foreign Assets Control in cooperation with the Montreal Process. Country profiles that combine FRA data and data extracted from FAO Corporate Database for Substantive Statistical Data are in preparation that will allow the more frequent updating of forest-related data that are presently collected annually. A capacity-building plan is in draft for actions to be taken in 2013–2014. About 200 people from 100 countries were trained in the use of standard methods in remote sensing. An expansion of this work, including incorporation of remote sensing data at the global, regional and eco zone scales, is in preparation for FRA 2015. Major regional contributions to FRA were, among others, the report on the <i>State of Europe's Forest</i>, the annual Joint Forest Sector Questionnaire, and the Joint Wood Energy Enquiry.</p> |

*This document is printed in limited numbers to minimize the environmental impact of FAO's processes and contribute to climate neutrality. Delegates and observers are kindly requested to bring their copies to meetings and to avoid asking for additional copies. Most FAO meeting documents are available on the Internet at [www.fao.org](http://www.fao.org)*

| Recommendations   | Actions Taken  |
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| <p><b>Forest Biodiversity in the Context of Climate Change</b></p> <p>Recommended that FAO develop a comprehensive report on the State of the World's Forest Genetic Resources and strengthen its capacity to assist Member Nations in effectively integrating the conservation and sustainable use of biological diversity in the management of forests.</p> | <p>Regional workshops were organized to assist National Focal Points in the preparation of Country Reports in:</p> <ul style="list-style-type: none"> <li>- Latin America (Colombia) with Bioersivity International;</li> <li>- Pacific (Fiji) with the secretariats of the Pacific Community and the Convention Bon Biological Diversity;</li> <li>- Asia (Malaysia) with the Asia Pacific Association of the Forestry Research Institutions and Bioersivity International;</li> <li>- Sub-Saharan Africa (Kenya) with the World Agroforestry Centre, Bioersivity International and the CBD Secretariat;</li> <li>- Near East (Tunisia) with the Ministry of Agriculture of Tunisia, World Wide Fund for Nature, Bioersivity International and the Convention on Biological Diversity (CBD) Secretariat;</li> <li>- Near East (Tabarka, Tunisia) with the Ministry of Agriculture of Tunisia;</li> <li>- Central Asia (Turkey) with the General Directorate of Forestry of Turkey.</li> </ul> <p>More than 30 countries received support from FAO, through the TCP Facility (TCPF) and other projects, to prepare national reports on forest genetic resources on the basis of guidelines provided by FAO.</p> <p>A regional workshop was organized in Pointe-Noire, Republic of the Congo, on the mainstreaming of biodiversity in the management of forest concessions in Central Africa.</p> |
| <p><b>Forest Health and Forest Fire in the Context of Climate Change</b></p> <p>Invited countries to include fire management in reducing emissions from deforestation in developing countries (REDD-plus) programmes and in broader land-use and landscape policies and programmes.</p>   | <p>The <i>Guide to Implementation of Phytosanitary Standards in Forestry</i> was revised and presented to the Commission on Phytosanitary Measures in March 2011. Wide dissemination of the Guide and its clear messages was achieved in regional workshops in Brazil, China, Estonia, Fiji and Uganda. It has been published in Arabic, Chinese, English, French, Russian and Spanish, and is available online at <a href="http://www.fao.org/forestry/foresthealthguide">www.fao.org/forestry/foresthealthguide</a>.</p> <p>A refresher course for forest-sector personnel has been prepared as an interactive e-learning course</p>   |

| Recommendations   | Actions Taken   |
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|   | <p>– “Good Practices for Forest Health Protection” – based on Chapter 3 of the Guide. The course, which has been field-tested and piloted in more than 50 countries, is available at <a href="http://www.fao.org/forestry/foresthealthguide/76169">www.fao.org/forestry/foresthealthguide/76169</a></p> <p>The South Cone Countries Network on Invasive Species is undertaking a project, financed by the Inter-American Development Bank and supported by FAO, to strengthen national capacities.</p> <p>A regional project on “Control and Management of Destructive Forest Invasive Species in South Asian Natural and Plantation Forests” has been formulated.</p> <p>The 5<sup>th</sup> International Wildland Fire Conference in South Africa (2011), attended by around 500 persons from 60 countries, was co-organized by FAO, which also supported participation by developing countries. Relevant sessions included fire and poverty alleviation, fire community awareness and traditional fire management.</p> <p>An assessment of megafires was produced by FAO to show how these are strongly influenced by climate change and general land use at the landscape level.</p> <p>Within the FAO-Finland project in Tanzania, a pilot is being developed for incorporating fire emissions in GHG accounting.</p> <p>The UN-REDD Programme at FAO provides input datasets and summary statistical information to enable the inclusion of fire emissions in national carbon inventories through the Global Fire Information Management System, developed by the National Aeronautics and Space Administration and hosted by FAO.</p> <p>FAO has developed a new publication on community-based fire management and is planning an international meeting on this theme.</p> <p>FAO has developed a Multi-donor Trust Fund proposal to strengthen the fire management programme and increase the use of the guidelines.</p> |
| <p><b>Forests and Water in the Context of Climate Change</b></p> <p>Recommended that FAO continue to review critical issues related to forests, water and soil, and requested FAO to continue its technical support to Member Nations in this area.</p> | <p>FAO is in the process of finalizing a document titled <i>Forests and Water – International Momentum and Action</i>. This publication synthesizes the main outcomes of the international dialogue on forests and water over the last three years and proposes a comprehensive and practical international forests and water</p>   |

| Recommendations   | Actions Taken   |
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|   | <p>agenda for the implementation of its recommendations.</p> <p>FAO has continued to backstop field projects related to watershed management, forest hydrology and soil conservation in Morocco, Mauritania, Ecuador, Guatemala, Pakistan and Yemen and in the Fouta Djallon Highlands of West Africa, where there is the added focus of transboundary issues.</p> <p>FAO recently revived the dialogue on forests and water with the Advisory Committee on Paper and Wood Products.</p> <p>The role of forests and forestry in the prevention and rehabilitation of landslides was reviewed in the forthcoming publication <i>Forests and Landslides</i>.</p> <p>FAO and the European Forestry Commission Working Party on the Management of Mountain Watersheds organized a side-event on “Watershed Management: Linking forestry with other land-use systems in the age of climate change” on the margins of the 28<sup>th</sup> FAO Regional Conference for Europe.</p> |
| <p><b>Strengthening Public and Private Sector Financial Support for Sustainable Forest Management</b></p> <p>Requested FAO to support national efforts to strengthen public and private sector financial support for forests and further requested FAO to collaborate with the members of the Collaborative Partnership on Forests (CPF) on forest financing.</p> | <p>FAO held numerous events and produced a number of studies on forest financing. Highlights include: development of national forest financing and other resource augmentation strategies in nine countries; Heads of Forestry dialogues at three regional forestry commissions; four regional capacity-building workshops in Asia, West Africa and in Central and Latin America; and a study on FAO has supported the CPF by updating the CPF Funding Sourcebook, providing inputs to the Ad Hoc Expert Group of the United Nations Forum on Forests paper on financing Sustainable Forest Management, and supporting the Organization-Led Initiative on forest financing.</p> <p>The Investment Centre of FAO conducted a study, with the participation of Ecuador, Guatemala, Honduras, Mexico, Paraguay and Peru, to evaluate the impact of administrative taxes on sustainable forest management.</p>  |
| <p><b>Forest Governance</b></p> <p>Recommended that FAO support countries to achieve their goals in strengthening domestic forest law enforcement and governance, and that FAO propose an analytical framework for the assessment and monitoring of socio-economic</p>  | <p>FAO implemented the Forest Law Enforcement, Governance and Trade Support Programme for African, Caribbean and Pacific countries (ACP-FLEGT) Support Programme, providing assistance to ACP country stakeholder groups in 31 countries in putting the EU Forest Law</p>   |

| Recommendations  | Actions Taken   |
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| and institutional indicators at the country level.   | <p>Enforcement, Governance and Trade Action Plan into practice and supporting the collection, analysis and dissemination of FLEGT-related information and lessons learned among stakeholder groups.</p> <p>In 2011, FAO and the Programme on Forests/World Bank jointly developed the Framework for Assessing and Monitoring Forest Governance with inputs by an expert group from key countries and international organizations. The Framework facilitates the description, diagnosis, monitoring and assessment of, and reporting on, the state of governance in a country's forest sector. FAO is supporting a range of countries in strengthening their information systems, based on broad awareness that good governance is essential for progress towards sustainable forest management.</p> <p>In 2011, the FAO Regional Office for Africa developed the "Guideline on the Institutionalization and Implementation of Community-Based Forest Management in sub-Saharan Africa" to encourage good governance in forest management and to provide reference material for sub-Saharan Africa. This document provides support for the implementation of the Committee on World Food Security's recently approved "Voluntary Guidelines on the Responsible Governance of the Tenure of Land, Fisheries and Forests".</p> |
| Invited countries to strengthen their efforts to address the challenges of forest governance, in collaboration with other sectors. | <p>FAO supported eight countries in forest policy development and strengthened its support for countries in institutional capacity development. FAO also supported countries to implement the Non-legally Binding Instrument on All Types of Forests and related reporting.</p> <p>FAO supported countries in the Congo Basin in identifying and addressing synergies in implementing REDD-plus and FLEGT initiatives in the context of national forest programmes.</p> <p>With the support of the National Forestry Programme Facility (NFP Facility), FAO published a study on political, strategic and institutional tools for promoting dialogue and agreements between national development sectors and the forestry sector in South American countries.</p> <p>FAO provided substantive input to the "Voluntary Guidelines on the Responsible Governance of the</p>   |

| Recommendations   | Actions Taken   |
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|   | <p>Tenure of Land, Fisheries and Forests” and supports the reform of forest tenure in China’s collective forests in six pilot provinces.</p> <p>Supported by FAO, the NFP Facility continued to provide support to 70 countries and regional organizations, promoting the integration of cross-sectoral issues.</p> <p>In 2011, FAO, jointly with a range of other bodies, proposed an analytical framework for the assessment and monitoring of forest governance.</p> <p>In 2011–12, FAO worked on guidance to strengthen national forest information systems on socio-economic and institutional aspects and provided related support to eight countries</p>                 |
| <p><b>Emerging Opportunities and Challenges in the Context of Climate Change, including REDD-plus</b></p> <p>Integrate forests in national climate change strategies.</p> | <p>FAO supported the execution of national joint UN-REDD programmes that are being undertaken in 17 countries in Africa, Asia and South America.</p> <p>In 2011, FAO published <i>Climate Change for Forest Policy-Makers: An approach for integrating climate change into national forest programmes in support of sustainable forest management</i>. FAO is currently developing <i>Climate Change Guidelines for Forest Managers</i>. These two sets of guidelines will assist countries to integrate climate change into forest-sector policies, plans and practices, including investigating the use of these in the development by countries of REDD-plus strategies.</p> |
| <p>Strengthen information exchange and cooperation in forest-related climate change.</p>  | <p>FAO continues to issue CLIM-FO-L, a monthly electronic newsletter on forests and climate change. Apart from regional analyses, publications include <i>Forest Management and Climate Change: Stakeholder perceptions</i>” and <i>“Forest Management and Climate Change: A literature review</i>. These are both background materials for the climate change guidelines on forest management.</p>   |
| <p>Support forest and climate change-related monitoring.</p>  | <p>In 2011–12, FAO developed guidance on strengthening the monitoring of forest governance as part of national forest information systems and assisted countries in Africa, Latin America and Asia on the topic.</p> <p>UNECE-FAO’s <i>Forest Products Annual Market Review</i> provided an overview of carbon markets (compliance, voluntary), including political, economic and country-specific constraints on</p>   |

| Recommendations   | Actions Taken   |
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|   | <p>carbon market development.</p> <p>FAO's National Forest Monitoring and Assessment Programme developed improved methodologies and tools for forest inventories that also serve REDD-plus and measuring reporting and verification needs. The pilot countries are Tanzania, Ecuador, Peru, Viet Nam and Zambia.</p>  |
| <p>Implement best practices in forest management to facilitate mitigation and adaptation</p>  | <p>In 2011, FAO developed "FAO-Adapt", a framework to guide support for countries in climate change adaptation in the agricultural sectors, including forestry.</p> <p>FAO's <i>Climate Change Guidelines for Forest Managers</i> is under development; it will encourage the use of best practices.</p> <p>Discussions at international fora on climate change and its implications for the Asia-Pacific region were captured in the publication <i>Forests and Climate Change after Copenhagen: An Asia-Pacific perspective</i>. A related publication was produced on <i>Forests and Climate Change after Cancun: An Asia-Pacific perspective</i>.</p> <p>The FAO/WB Framework for Assessing and Monitoring Forest Governance was used to address the governance safeguards for REDD-plus through participatory governance assessments in countries participating in the UNREDD Programme.</p> |
| <p><b>Programme priorities for FAO in forestry</b></p> <p>Recommended areas of emphasis for each Organizational Result of Strategic Objective E for 2012–2013, taking into account FAO's areas of strength:</p> |   |
| <p>Under EO1</p>  |   |
| <p>Improve the Global Forest Resources Assessments programme, assist countries to strengthen their ability to provide robust estimates.</p>   | <p>See the report on the FRA process above.</p>   |
| <p>Under EO2</p>  |   |
| <p>Strengthen COFO and its linkages to the regional forestry commissions to increase relevance, visibility and participation by country representatives.</p>  | <p>The Steering Committee of COFO, which according to the revised Rules of Procedure is composed of the Chair and the Chairpersons of the regional forestry commissions as vice-chairs, has developed a mechanism for coordinating and streamlining the input of the regional forestry commissions to setting the agenda of the</p>   |

| Recommendations   | Actions Taken   |
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|   | <p>Committee and for deciding on the programme priorities of FAO in forestry. The agenda of the 21<sup>st</sup> session of the Committee was developed through this mechanism, by which the regional forestry commissions were informed about and built on the recommendations and priorities of other commissions.</p> <p>The Steering Committee agreed to reach out to those FAO Member Nations who are members of one of the regional forestry commissions but are not members of the Committee by contacting the heads of delegations and inviting them to consider joining the Committee, noting its important role in shaping FAO's strategic objectives and its programme of work in forestry.</p> |
| <p>Work with CPF partners to increase financing from all sources for sustainable forest management and capacity building in developing countries, including increasing the effectiveness of existing forest finance and working to maximize the sustainable forest management benefits of emerging financing opportunities such as REDD-plus.</p> | <p>See the report on forest finance above. In addition, FAO held several capacity-building initiatives and produced a number of studies on forest financing. Highlights include: the development of national financing strategies in nine countries; Heads of Forestry dialogues at two regional forestry commissions; a major Partner Event at the Asia-Pacific Forestry Week; four regional capacity-building workshops; and a study on institutional investments in forestry.</p> <p>A full account of CPF activities is provided in Annex 1.</p>  |
| <p>Under EO3</p>  |   |
| <p>Support community forestry and other participatory approaches in forestry, addressing bottlenecks such as tenure arrangements.</p>   | <p>FAO supported the Forest Connect initiative, which links small and medium forest enterprises with national forest programmes, markets and service providers in 13 countries, and created a network in 58 countries. FAO is active in the "Smallholder Forest Producer Associations in Developing Countries" initiative, working in six countries, and is supporting China in a major tenure reform. Substantive input was provided for the development of the "Voluntary Guidelines on the Responsible Governance of the Tenure of Land, Fisheries and Forests". With support from the NFP Facility, FAO published a study about the community forestry in Caribbean.</p>                              |
| <p>Assist public forestry institutions to enhance the services they provide, including on forestry education.</p>   | <p>FAO developed guidance for strengthening public forestry institutions, supported two countries in institutional reform, and enhanced its collaboration with regional training organizations. FAO Regional Office for the Near east (RNE) published "Public Forestry Institutions in the</p>  |

| Recommendations   | Actions Taken   |
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|   | Near East: The challenges of adapting to a changing world". See COFO/2012/9.3 Annex 3 for an explanation and proposed educational initiatives for the Forestry Programme  |
| Support countries to further develop innovative approaches to enhance forest governance.  | FAO supported the promotion of new approaches to forest governance through the ACP-FLEGT Programme, the NFP Facility and the development of a framework for monitoring and assessing forest governance, and by providing active support to four countries to strengthen forest governance monitoring in existing forest information systems.  |
| Support to effective national forest programmes, including capacity building and knowledge exchange.  | FAO continued to develop capacity-building modules on developing effective forest policy, institutional development, and conflict management. FAO held national and regional workshops in Latin America, Africa and Asia to train trainers on stakeholder participation and conflict management, training at least 600 trainees in each module since their development in 2008.   |
| Host and support the National Forest Programme Facility.  | FAO continued hosting and supporting the NFP Facility, which provided support to 70 countries and regional organizations in developing and implementing national forest programmes.<br><br>National Forest Policy Dialogue seminars were organized at the request of countries (one in France in 2011 and two, in Switzerland and Russia, to be conducted by end 2012).   |
| Under EO4   |   |
| Broaden the understanding of and tools for sustainable management of forests and trees in the wider landscape, highlighting the multiple functions and demands on forests, especially in the context of climate change. | FAO contributed to the development of a series of fact sheets on sustainable forest management, a joint effort carried out in the context of the CPF. Progress was also made in the development of a "toolkit" for sustainable forest management to consolidate and make more accessible the range of guidelines and other tools on SFM, and as a means to implement SFM through a more integrated approach.<br><br>FAO RNE published <i>Forests and Rangelands in the Near East: Facts and figures</i> and <i>Oil Trees for Energy in the Near East Region</i> . |
| Develop best-practice guidelines on priority issues and revise and adapt existing guidelines, with a view to strengthening countries' capacity towards field implementation.  | Guidelines on community-based fire management were produced and initiatives were undertaken to increase the dissemination of FAO's guidelines on planted forests, fire management and forest harvesting through field projects in several   |

| Recommendations   | Actions Taken   |
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|   | countries. FAO also compiled a collection of examples of good forest management practices in LAC countries, with lessons shared throughout the region.  |
| Assist countries to participate in regional and international partnerships on sustainable forest management, landscape restoration, model forests, REDD-plus and others.                  | <p>FAO promoted and facilitated partnerships through such coalitions as the Global Partnership for Forest and Landscape Restoration, the Mountain Partnership, the International Model Forest Network, the new Collaborative Partnership on Mediterranean Forests, <i>Silva Mediterranea</i>, the International Landslide Coalition, the Great Green Wall for the Sahara and the Sahel Initiative, and others.</p> <p>FAO organized Asia-Pacific Forestry Week in Beijing in November 2011, enabling a large number of regional and international initiatives to host about 50 partner events at a single venue, maximizing countries' participation.</p> |
| Under EO5   |   |
| Help countries to develop capacity for communities to access markets for sustainably managed timber and non-timber products to improve livelihoods, with an emphasis on poor communities. | FAO further developed the Market Analysis and Development (MA&D) training approach, making use of lessons learned in the last ten years in more than 20 countries. MA&D is a participatory training approach designed to assist local people to develop income-generating enterprises while conserving tree and forest resources.   |
| Disseminate tools and methods to increase valuations of forests and their products and services.  | <p>FAO produced <i>Sustainable Forest Industries: Opening pathways to low-carbon economy</i>, a book describing how investments in the forestry sector, in partnership with other sectors, can increase revenues and profitability as well as steer the sector towards more sustainable outcomes.</p> <p>FAO launched a study on the valuation of the socio-economic contribution of forests and rangelands in the Near East region.</p>  |
| Strengthen the role of forests in developing and promoting sustainable development and promoting a green economy.   | <p>FAO raised the profile of forestry in a side-event at the Rio+20 Summit, titled: "Forests: The heart of a green economy". Held in collaboration with the International Council of Forest and Paper Associations and the Brazilian Pulp and Paper Association, the event presented examples and lessons learned about how forestry and forest products can deliver benefits for local livelihoods, rural development and ecosystem services.</p> <p>In the UNECE region, forests and timber markets</p>   |

| Recommendations  | Actions Taken  |
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|  | <p>for wood and forest products are monitored and analysed in the annual “Forest Products Annual Market Review”.</p> <p>A draft action plan for the forest sector in a green economy in the UNECE region was prepared with the participation of numerous stakeholders.</p>   |
| Under EO6  |  |
| Assist countries to integrate climate change considerations into forest policy and management practices.   | FAO has produced and released a guidelines on climate change designed to assist countries to integrate climate change into forest policy in 2012. Another guidelines for forest management practitioners is foreseen to be released in 2013.   |
| Enhance collaboration and partnership-building in watershed management, focusing on institutional and policy development and innovative economic mechanisms such as payments for environmental services. | <p>FAO continued to provide support to international processes related to forests and water. In particular, it helped prepare and implement an international workshop titled “Forests and Water in Drylands: A virtuous cycle – information exchange from the Mediterranean to Central Asia” in July 2011.</p> <p>The main theme of the 28<sup>th</sup> Session of the European Forestry Commissions' Working Party on the Management of Mountain Watersheds, held in 2011 in Turkey, was “Forests for Water, Water for Forests”.</p> <p>Relevant activities of the Mountain Partnership are reported in Annex 2.</p>  |
| Support countries in combating desertification and in restoration, afforestation and rehabilitation of degraded lands.   | <p>FAO launched a study on the analysis and compilation of lessons learned and operational guidelines for the restoration and rehabilitation of degraded forest landscapes and lands under difficult environmental and socio-economic conditions in arid and semi-arid zones. As a first step, FAO organized, in collaboration with Turkey and many partner organizations including the German Agency for Technical Cooperation, an international workshop on “Building Forest Landscapes Resilient to Climate Change in Drylands”, which involved 90 experts from 24 countries in Africa, Central Asia, the Near East and the Mediterranean. Participants shared experiences and discussed the comprehensive “Forest Restoration Monitoring Tool”, newly developed by FAO, to guide the planning, implementation and evaluation of field projects and programmes.</p> <p>FAO is implementing a portfolio of projects, including support for the African Union</p> |

| Recommendations   | Actions Taken  |
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|   | <p>Commission and 13 countries with co-funding from the EU, The Global mechanism/United Nations Convention to Combat desertification and FAO, for the implementation of the Great Green Wall for the Sahara and the Sahel Initiative. This is an initiative to combat and prevent desertification, mitigate and promote adaptation to climate change, and improve food security and sustainable livelihoods.</p> <p>FAO supported Asia-Pacific countries in a low-cost, simple forest restoration approach called assisted natural regeneration, which is well-suited to community-based forest management.</p>  |
| <p>Support regional efforts in building strategic partnerships for the conservation, sustainable management and restoration of forests as a key contribution to sustainable rural development and adaptation to climate change.</p> | <p>FAO worked to identify common needs within regions and to stimulate regional cooperation for climate change actions, in particular adaptation. In 2010, FAO published regional analyses on forests and climate change for Asia and the Pacific, Eastern Europe and Central Asia, and the Near East.</p> <p>In May 2011, FAO organized a regional workshop on forest policy development and integrating climate change with national forest programmes. In September 2011, FAO organized a regional workshop for the members of the Near East Forest and Range Commission to identify common needs that could be addressed through sub-regional and regional cooperation programmes in climate change adaptation in the forest and range sectors. Funding to support the sub-regional programmes is being sought. Similar efforts have been initiated in the Latin American and Caribbean sub-regions.</p> <p>Several meetings of <i>Silva Mediterranea</i> were organized, including the Enlarged Executive Committee annual meetings in 2010 and 2011 during the Mediterranean forest weeks held in Antalya and Avignon. The concept of the first “State of Mediterranean Forest” was presented to members of <i>Silva Mediterranea</i> in 2011. A new Collaborative Partnership on Mediterranean Forests was established, and two meetings of its steering committee were convened. Further details on the results of the 21<sup>st</sup> session of <i>Silva Mediterranea</i> are provided in Annex 2.</p> <p>FAO, the National Institute for Space Research and the Central African Forests Commission (COMIFAC) countries (led at the regional level by the Observatory for the Forests of central</p> |

| Recommendations  | Actions Taken   |
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|  | Africa) engaged in the Congo Basin MRV-I project to support the development and implementation of national forest monitoring systems and MRV in COMIFAC countries and the region (in compliance with relevant decisions of the United Nations Framework Convention on Climate Change). An 18-month “quick start phase” is due to start by end 2012.   |
| <p><b>Communicating the role of forests in sustainable development</b></p> <p>Recommended that countries and FAO highlight forests’ contributions to the global developmental agenda at the ninth session of the United Nations Forum on Forests and in the preparations for the Rio+20 Earth Summit (2012) and integrate sustainable forest management into developmental strategies.</p> | <p>The International Year of Forests (IYF) was launched at the ninth session of the UNFF in 2011. FAO participated in a press conference alongside the late Wangari Maathai and launched its flagship publication, <i>State of the World’s Forests 2011</i>. FAO also held international events with partners in the regions and conferences on forests to highlight the connection of forests with sustainable development. A full report on activities related to the IYF is presented in Annex 4.</p> <p>Forests were integrated into the FAO substantive preparations for Rio+20. Five major forest-related events were held in Rio to raise the profile of forests and their relevance to the seven major areas discussed at Rio+20. Forests are the subject of four paragraphs in the Rio+20 outcome document <i>The Future We Want</i>. This text emphasizes the importance of sustainable forest management to meet the future challenges of sustainability and to move countries to greener economies. Forests are also mentioned in the context of food security.</p> |
| <p>Recommended to consider the strengthening of the idea and profile of the observation of an international day of forests.</p>  | <p>FAO prepared a report for the 37<sup>th</sup> Session of the FAO Conference inviting Member Nations to support the establishment of an International Day of Forests. The Conference decided to support this recommendation. This decision was brought to the attention of the Economic and Social Council.</p>   |
| <p>Recommended that FAO support international networks on forest communication, building on regional initiatives, with a view to assisting Member Nations and FAO in developing communication strategies and advising on their implementation and to consider approaches for maintaining public attention on forests.</p>  | <p>Workshops were organized to help launch regional forest communication networks in Latin America (Peru) and in East Africa (Tanzania), and preparations are underway for further initiatives in West Africa and the Latin America and Caribbean region. Communication was on the agendas of many of the regional forestry commissions, either as special items or in the form of regional forest weeks (Asia-Pacific, Africa, Near East). A formal network was established in the Asia-Pacific region.</p>  |

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|   | A communication strategy for FAO Forestry is presented as Annex 5 to this document.  |
| <p><b>Conclusions of the XIII World Forestry Congress and preparations for the XIV World Forestry Congress (2015)</b></p> <p>Recommended that the Council consider the submissions of India and South Africa for hosting the XIV World Forestry Congress for decision, noting that no World Forestry Congress has yet taken place on the African continent.</p> | <p>The Council appreciated the high-quality bids presented by the two countries, and India withdrew its candidature for the World Forestry Congress in December 2010. The Council approved South Africa as the host of the World Forestry Congress in 2015. With the signing of the Memorandum of Understanding between FAO and South Africa, preparations for the event will get under way.</p> |

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**ANNEX 1:**  
**ACTIVITIES OF THE COLLABORATIVE PARTNERSHIP ON FOREST**

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1. The Collaborative Partnership on Forests (CPF)<sup>1</sup> has undertaken a range of activities during the 2011-2012 period. Notably, it accelerated its work during the International Year of Forests 2011 (IYF) (see Annex 4, paragraph 10), an effort that required the comparative strengths of all CPF member organizations; explored the concept of forest finance in greater detail; disseminated updated information on the concept of sustainable forest management (SFM); and improved its communication and outreach activities. This annex explains the progress made in these efforts and proposes ways forward for the mechanism in order to maximize its global impact.

2. Main accomplishments of the CPF during this period include:

- IYF: CPF members jointly produced press releases on a half monthly basis to showcase different forest-related themes and work of CPF organizations on UN recognized 'World Days' or relevant international summits to generate media attention. With the United Nations Forum on Forests (UNFF) designated as the lead agency for the Year, other media attention was garnered through its joint CPF work including through an international IYF launch with partners, promotion of the Forest Heroes Award and the production of a joint coffee table book through Tudor Rose. FAO hopes to continue its communication efforts based on lessons learned from the IYF and work with CPF partners and member countries to establish an International Day of Forests through the UN General Assembly;
- Forest Finance: CPF members provided inputs to the Ad Hoc Expert Group meetings of the UNFF and related papers on financing SFM, and supported the Organization-Led Initiative on forest financing which is scheduled at the FAO HQ 19-21 September. In addition, FAO also supported the CPF by updating the CPF Sourcebook on Funding for SFM;
- Forestry Information/Data Collection: Through the work of the CPF Task Force on Streamlining Forest-Related Reporting, which aims to share experiences and seeks possibilities for common approaches to data and information collection while reducing the reporting burden for countries, a Task Force meeting was held in Rome during April 2012 to discuss progress made on joint data collection through the Collaborative Forest Resource Questionnaire (CFRQ) produced by FAO and partners; obtain an update on country reporting requirements of CPF partners; and explore the potential of the CFRQ for streamlining forest-related reporting and the contribution of CPF members to support joint data collection and analysis;
- Global Forest Expert Panels (GFEP): CPF members met to discuss and review the new GFEP concept note and Terms of Reference for the next thematic Expert Panel on Biodiversity, Forest Management and REDD+;
- Modalities: The CPF held a retreat to address substantive and operational issues and agreed to create the role of CPF Vice-Chair to support the Chair in his duties;
- Rio+20: The CPF held high-level joint events at the Rio+20 Conference (June 2012) to draw attention to the role of the forest sector in moving toward bio-based economies, achieving long-term sustainability and maximizing the benefits of using a landscape approach - events which drew high attention and decision-makers to the event venues. Additionally, CPF submitted a joint policy paper for presentation to decision-makers on the forest sector's contribution to the Rio+20 process and long-term development;

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<sup>1</sup> The Collaborative Partnership on Forests is an informal, voluntary arrangement among 14 international organizations and secretariats with substantial programmes on forests.

- SFM Fact Sheets: CPF developed a series of eight fact sheets on SFM to not only create one 'voice' for CPF members on SFM but also to more effectively communicate about technical issues to a wider community. Other thematic fact sheets are planned to be added in the future;
- Media and Outreach: The CPF rebranded its work by selecting a new visual design and creating a more modern website. It also worked closely with partners, with CIFOR leading the coordination efforts, to convene Forest Days in Cancun, Mexico (2010) and Durban, South Africa (2011), and the Forest Roundtable in Rio (2012). Additionally, it created its own communicators group to boost its activities and facilitate decision-making on communication activities for CPF.
- In 2012, CPF established its inaugural Wangari Maathai Award to recognize outstanding contributions of an individual in the area of social forestry and celebrate the legacy of Wangari Maathai. It produced as well a video on her memory.

3. One of the recommendations resulting from the Strategic Evaluation of FAO's Role and Work in Forestry was to strengthen the operation of the CPF in the future. There are clear possibilities for doing so, recognizing human and financial limitations of the current mechanism. The Committee may wish to consider the impact of the CPF, especially the role of FAO as its Chair, how to strategically position CPF in the international forest related debates, expand its role in delivering useful results and overall improvements in its operations in conjunction with discussions on Item 9 of the COFO agenda.

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**ANNEX 2:****ACTIVITIES OF THE MOUNTAIN PARTNERSHIP**

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1. The Mountain Partnership (MP) is a voluntary alliance of 50 countries, 16 intergovernmental organizations and 127 Major Groups. It was launched at the World Summit on Sustainable Development in Johannesburg in 2002 (which was also the International Year of Mountains) and is dedicated to improving the lives of mountain people and protecting mountain environments worldwide. The MP Secretariat, hosted by FAO Forestry, acts as a networking and liaison point and supports members by delivering key services such as advocacy, capacity development and knowledge management and in developing joint activities.

**MOUNTAINS AND THE INTERNATIONAL AGENDA**

2. The MP Secretariat is actively engaged in ensuring that “mountains” are integrated in various relevant international agendas and acknowledged in fora such as the Rio Conventions. The MP Secretariat contributed to the inclusion of sustainable mountain development in the outcome document of Rio+20 (called *The Future We Want*) by launching a global network to encourage all members to provide inputs to Paragraph 94 of the “Zero Draft”. The prominent attention ultimately given to mountain ecosystems in *The Future We Want* is a clear indicator of the success of this initiative and of the high level of cooperation among MP members at the local, national, regional and global levels.

With the support of the World Bank Development Grant Facility, the MP Secretariat launched the Strategic Initiative on Climate Change in Mountain Regions and organized three regional workshops – in Chile, Tajikistan and Uganda – to raise awareness about the consequences of climate change in mountain areas.

**CAPACITY DEVELOPMENT AND KNOWLEDGE MANAGEMENT**

3. In collaboration with relevant partners, the MP Secretariat produced the following publications on mountains and climate change, biodiversity, drylands and forests:

- *Highlands and Drylands: Mountains, a Source of Resilience in Arid Regions* – FAO, MP Secretariat, Secretariat of the United Nations Convention to Combat Desertification (UNCCD), Centre for Development and Environment of the University of Bern (CDE) and Swiss Agency for Development and Cooperation (SDC);
- *Mountain Forests in a Changing World* – FAO, MP Secretariat and SDC, published in the lead-up to the United Nations International Mountain Day 2011;
- *Mountains and Climate Change, from Understanding to Action* – FAO, MP, CDE, Institute of Geography, University of Bern and SDC.

4. The MP Secretariat completed a 5<sup>th</sup> edition of the International Programme on Research and Training on Sustainable Management of Mountain Areas (IPROMO), a training programme conceived and organized in collaboration with the United Nations Educational, Scientific and Cultural Organization and the University of Turin. The 2012 course focused on understanding and adapting to climate change in mountain areas, complementing the regional workshops held on the same theme.

5. The MP Secretariat coordinated an FAO-funded project on “High Mountain Management for Sustainable Development in Cotopaxi” (2009–2011) in Ecuador, in partnership with the Union of Rural Organizations in the North of Cotopaxi (UNOCANC). Among several significant outputs, the project produced the *Manual of Organic Production of Indigenous Crops*.

6. In the framework of the FAO Mountain Products Programme, the MP Secretariat brokered an FAO-funded project on “Local Capacity Building to develop High-value Mountain Products” in the Moroccan Anti-Atlas Mountains, creating a partnership between the Government of Morocco, FAO, Migrations et Développement and Slow Food. The project aims to develop the capacity of small-scale producers and local organizations to improve the production, processing and marketing of saffron.

#### **GOVERNANCE AND RENEWALS**

7. The MP Secretariat recently launched a renewal process to capitalize on its achievements of the last ten years and to strengthen its governance structure and strategy, and make it more inclusive and participatory. This process was launched during preparations for Rio+20. A special Task Force will convene in Rome in October 2012 to finalize a proposal for the governance of the MP, discuss the MP’s work plan and financial strategy and define its Terms of Reference, and plan for the 4<sup>th</sup> Global Meeting of the Mountain Partnership, which will be held January 2013 with a view to completing the renewal process.

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**ANNEX 3:****THE 21<sup>ST</sup> SESSION OF THE COMMITTEE ON MEDITERRANEAN FORESTRY QUESTIONS -  
SILVA MEDITERRANEA**

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1. At the invitation of the Government of Turkey, the AFWC<sup>2</sup> / EFC<sup>3</sup> / NEFRC<sup>4</sup> Committee on Mediterranean Forestry Questions-*Silva Mediterranea*, held its 21<sup>st</sup> Session in Antalya, on 2–3 February 2012. Eleven members and several observers from international and non-governmental organizations attended the session.
2. The agenda included the following main items:
  - Election of the new President of *Silva Mediterranea* for 2012–2016;
  - Review of progress in implementing the main recommendations of the 20<sup>th</sup> session;
  - Review of the progress reports for the period 2009–2011 of the six thematic working groups and adoption of their work plans for 2012–2013, as well as the methodology for their evaluation process;
  - Review and adoption of the report on activities implemented by the *Silva Mediterranea* Secretariat;
  - Review and adoption of concepts and plans for new collaborative actions: Collaborative Partnership on Mediterranean Forests, State of Mediterranean Forests and Development of a Strategic Framework on Mediterranean Forests;
  - Report on past support provided to *Silva Mediterranea* by members/partners and the planned support for the coming years;
  - Report on the first two Mediterranean forest weeks (held in Antalya, Turkey, and Avignon, France) and presentation of the plan for the 3<sup>rd</sup> Mediterranean Forest Week to be hosted by Algeria (17–21 March 2013).
3. This session highlighted the excellent work done by *Silva Mediterranea* under the Bulgarian Presidency, with support from several active members and financial resources provided by France and Germany (GIZ).
4. Regarding the main activities, a decision was taken to extend the mandate of the Working Group on Cork Oak to the broader strategic question of Mediterranean Non-Wood Forest Products (WG2) in order to reinforce the active participation of all members in 2012–2013.
5. Decision was made to create two new working groups (WG):
  - WG7 on Urban and Periurban Forestry under the lead of Italy with the support of Turkey and FAO;
  - WG8 on Desertification and Restoration of Forest Ecosystems in Arid Zones, to be led by Turkey with technical support from FAO and Italy.
6. The outline and the process for the preparation of the *State of Mediterranean Forests* and the Strategic Framework on Mediterranean Forests were also presented and adopted.
7. The Mediterranean Forest Research Agenda (2010–2020) and the new ERANET scheme were presented by an Mediterranean Regional Office of the European Forest institute (EFIMED)

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<sup>2</sup> African Forestry and Wildlife Commission

<sup>3</sup> European Forestry Commission

<sup>4</sup> Near East Forestry Commission

representative. It was decided to include FAO and the President of *Silva Mediterranea* in the Stakeholders Advisory Group of the new ERANET scheme, FORESTERRA, to be implemented by EFIMED.

8. During this session Turkey was elected as the new Chairman of the Committee on Mediterranean Forestry Questions – *Silva Mediterranea* to 2016. A road map for 2012–2016 will be presented in September 2012 in Rome at the occasion of a special event on *Silva Mediterranea* issues, to be held for all interested Mediterranean country representatives during the 3<sup>rd</sup> World Forest Week.

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**ANNEX 4:**  
**REPORT ON THE INTERNATIONAL YEAR OF FORESTS**

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## **INTRODUCTION**

1. The UN General Assembly declared 2011 the International Year of Forests (IYF) requesting that the Secretariat of the United Nations Forum on Forests (UNFF) serve as the international focal point for the implementation of the Year, in collaboration with governments, the Collaborative Partnership on Forests (CPF) and international, regional and sub-regional organizations and processes as well as relevant major groups. The General Assembly invited FAO, as the Chair of the CPF, to support the implementation of the Year.
2. The purpose of the Year was to raise awareness on the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations. 'Forests for People' was the main theme of the Year, highlighting the dynamic relationship between forests and the people who depend on them.

## **KEY OUTCOMES**

3. The IYF programme was run with a low budget, especially in light of the impact made. Investment officially dedicated to the year was USD250 000, from the FAO regular programme budget. The investment returns for media outreach alone were beyond expectations: based on the air-time received free for IYF spots on international and national news channels, a USD35 000 IYF spot generated commercial value of airtime of USD3.46 million. The total returns are likely to be much higher, however, given the extent of co-sponsored events, publicity, press releases and other concrete work produced during the year. Many of these outputs are listed below.
4. The Year was officially launched at the High-Level Segment of the 9<sup>th</sup> Session of UNFF on 2 February 2011 in the General Assembly Hall in New York. In support, FAO presented its flagship publication, the *State of the World's Forests 2011*, and the IYF Toolkit for Communicators. The FOE division absorbed additional costs of editing, publishing and disseminating the publication.
5. To support national efforts, FAO developed a communications toolkit as an open source for both national authorities and civil society, which saved money and human resources in the field, as officers were not required to invest resources in producing their own materials. Posters were also reproduced for FAO country-driven events using the regular programme budget.
6. FO launched a dedicated website to provide up-to-date information related to the Year: <http://www.fao.org/forestry/iyf2011/en/>.
7. More innovative approaches were also tested, with funds from the 'Innovation Fund' used to create mobile applications containing FAO forestry-related information. The application has been downloaded over 1,000 times and continues to be a tool for learning and education.
8. FAO regional offices increased their visibility of the Year, including through various publicity activities and events. Regional offices sponsored a number of events for the IYF. The Asia-Pacific Regional Office hung banners outside its office, started an educational initiative, "Kids to Forests", which literally brings kids to the forests to help them learn about forests and trees, established a communicators network, and organized the Asia Pacific Forestry Week. The Africa Regional Office dedicated two editions of *Nature and Faune* to the IYF in 2011. In Zimbabwe, a number of tree planting events were held. In Geneva, International Year of Forests opening and closing events were held, a stakeholder consultation meeting was organized to develop a draft action plan on forests and

the green economy, an explanatory video presenting the work of the Section was produced; publications were released to celebrate the IYF, including the FOREST EUROPE/UNECE/FAO report on the *State of Europe's Forests 2011* (<http://www.unece.org/forests/fr/outputs/soef2011.html>) the UNECE/FAO European Forest Sector Outlook Study II (<http://www.unece.org/efsos2.html>) and the UNECE/FAO Forest Products Annual Market Review (<http://www.unece.org/fpamr2011.html>) and a tree planting day was organized on Earth Day.

9. A number of co-led events also achieved cost-savings and boosted a variety of country profiles on forests throughout the IYF. Many other calendar events (e.g. Regional Forestry Commissions) showcased international efforts on the IYF and provided a platform where countries could discuss their activities.

10. Collaborative actions from CPF member organizations have revolved around a special timetable for the Year, with selected members responsible for developing specific programmes, including thematic press releases, related to monthly themes. Out of 26 themes identified, FAO was the lead agency for six:

- Forest and water;
- Managing risks of forests under climate change;
- Forests and tourism;
- Urban forestry;
- Forests and food security;
- Forests and mountains.

11. Several video features on key forestry issues from around the world were developed over the course of the year including:

- IYF Spot. Broadcasted on major TV channels including CNN, NHK, Euronews, Deutsche Welle.
- Philippines Assisted Natural Regeneration project video, which has been widely viewed in YouTube<sup>5</sup>.
- Rwanda 'Wildlife in a Changing Climate' video: received video footage free of charge from Deutsche Welle and is requested by many other TV outlets.<sup>6</sup>
- Other project videos from Ecuador, Senegal, Mongolia and Canada successfully promoted FAO project work around the world.
- FAO's Goodwill Ambassadors were engaged on a variety of occasions to spread messages about the IYF.
- Earth Day Event featuring ADG Rojas-Briaies in Rome, Italy.

12. On 20 December, the Forestry Department held a closing event for IYF 2011 at FAO Headquarters, attended by around 100 Permanent Representatives, Rome-based intergovernmental organizations, external partners, and FAO staff.

13. The IYF has underscored the importance of sustainable forest management and helped key messages reach broad audiences regarding the role and importance of forests. The Year also highlighted the potential advantages to establish one or more mechanisms to sustain attention to forests. At its 20<sup>th</sup> Session (Rome, 4-8 October 2010), the Committee on Forestry (COFO) recommended to countries and FAO to consider strengthening the momentum generated during IYF by observing an International Day of Forests (IDF). The relevance of the IYF was noted by the FAO Conference at its 37<sup>th</sup> Session, which supported the establishment of such day, while UNFF9 recommended to ECOSOC, and through it to the General Assembly the establishment of an IDF.

<sup>5</sup> <http://www.youtube.com/watch?v=9RPDsi7mkSE>

<sup>6</sup> <http://www.youtube.com/watch?v=PAR7Mwv3848>

Further country-led efforts to gain approval for this day will continue in the run up to the 2012 General Assembly in New York.

#### **POINTS FOR CONSIDERATION**

14. The IYF yielded several important results, many of which have implications for Forestry's communications efforts. Given the successful communication approaches used, requests for promotional work and training in communications in the Department have increased by 2-3 times since 2011. The Committee may wish to consider giving communication a higher priority in the FAO Forestry work programme to turn around negative perceptions of forest use and increase visibility of FAO Forestry programmes and projects.

15. Building from previous COFO recommendations, countries may also wish to continue their support for an International Day of Forests in other fora, including the UN General Assembly.

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**ANNEX 5:**  
**ELEMENTS OF THE FORESTRY COMMUNICATION STRATEGY FOR 2012-2014**

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## **INTRODUCTION**

1. The Forestry Department has developed a communication strategy for the FAO Forestry programme in response to the growing need for improved communication on forest issues at the global, regional and national levels. The strategy is intended to ensure that FAO communicate messages about forests and forestry effectively to a range of stakeholders. It identifies gaps in current departmental and corporate communication practices and builds on the lessons learned from communication efforts in the past, in particular the International Year of Forests 2011 (IYF). It proposes new ways for partnerships and programme resources to maximize the impact of communication.

2. In FAO's draft Strategic Framework, "advocacy and communication at the national, regional and global levels in areas of FAO's mandate" forms the seventh of FAO's core functions.<sup>7</sup> The Director-General has also suggested that FAO advocacy and communication work is key to meeting the challenge of eradicating hunger, stating that "the effectiveness and credibility of the Organization as a policy-making forum and unique multilingual centre of excellence, knowledge and technical expertise depends to a considerable degree on its ability to communicate its work and develop strategic partnerships to harness efforts to eradicate hunger."<sup>8</sup> FAO Forestry's communication strategy aims to use communication tools to help meet these corporate objectives.

3. FAO Forestry supported the IYF by promoting and organizing activities around the world. The IYF brought many opportunities to explore communication approaches and helped FAO Forestry to develop new tools to raise awareness about sustainable forest management. Attention to forests improved substantially during the IYF, with FAO Forestry-related events and projects gaining visibility on international news channels and sites and social media platforms and through the work of other members of the Collaborative Partnership on Forests (CPF). Based on the results of the IYF, it was concluded that a stronger and more comprehensive approach to communication was needed within the Forestry programme.

4. Therefore, recognizing the importance of effective communication, and taking into account calls for improved communication in the forest sector made by regional forestry commissions, forest communicators' groups and several international organizations, the following approach is proposed by FAO Forestry to optimize its forest-related communication efforts in 2012–2014.

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<sup>7</sup> *Outline of the Reviewed Strategic Framework*, Hundred and forty-fourth Session of the FAO Council, Rome, 11–15 June 2012, CL/144/14, p.18. Available at: [www.fao.org/docrep/meeting/025/md881e.pdf](http://www.fao.org/docrep/meeting/025/md881e.pdf).

<sup>8</sup> [http://intranet.fao.org/fileadmin/user\\_upload/FAO\\_Communications/dgb/Dgb12\\_32.pdf](http://intranet.fao.org/fileadmin/user_upload/FAO_Communications/dgb/Dgb12_32.pdf).

## GOALS AND OBJECTIVES

5. The overarching objective of the Forestry Communication Strategy is to improve perceptions and awareness of the social, environmental and economic contributions of forests to sustainable development and the role of integrated land and natural resource management across sectors with a view to improving human development through livelihoods, food security, agricultural production and overall human well-being. Specifically, the strategy aims to:

- increase the number of people engaged and interested in forest issues in general and the work of FAO Forestry in particular;
- provide clear, timely and easily accessible information, virtually and in print;
- reverse negative perceptions of forest use and management and increase awareness of the relevance of forest issues to other sectors;
- attract donors to support FAO Forestry.

The strategy intends to achieve its objectives by guiding FAO Forestry in supporting countries in forest communication and in building necessary capacities; and by communicating its activities and achievements to wider audiences.

## CORE COMMUNICATION PRODUCTS AND TOOLS

6. FAO Forestry has previously used a range of publications (e.g. Forestry Papers, flagships and journals), events, partnerships and media and outreach to deliver messages about its work. Based on approaches that have worked well in the past and new approaches used during the IYF, the following products and tools are proposed for inclusion in the Forestry Communication Strategy:

- a) Publications: FAO Forestry is a global clearing house for reliable information on forests and forest resources. It already publishes a range of material in various formats (printed, web-based and CD/DVD) and will continue to produce publications as a key means of communication, keeping in mind the implications of technological developments in this area.
- b) Outreach: FAO Forestry has many audiences, including academics, journalists, the general public, non-governmental organizations and other stakeholders within and outside the forest sector. Key messages will continue to be disseminated in multiple formats (e.g. social media, print and web-based and other digital) in order to reach these diverse audiences.
- c) Media-gathering missions: With the assistance of technical officers, media and information resources will be developed around strategic publications and events. These resources will include Video News Releases, longer-format videos, photographic material, audio files for radio and edited text versions of stories, to be used in different ways to reach different audiences. The extent to which these products can be developed will depend on financing through projects or programme elements of FAO Forestry's budget.
- d) Communication toolkit: Following the success of the communication toolkit developed for the IYF, a series of thematic communication toolkits is being developed for the FAO Forestry website to provide thematic access points for communication materials and resources that describe FAO Forestry's core thematic activities. Communication tools include logos, videos, text, photos, expert interviews and audio files. FAO Forestry will also publish, on the toolkit site, links to regional communication networks and to resources outside FAO. The toolkit will be produced and distributed in DVD format for stakeholders with limited or no internet connection. The toolkit will allow partners and various stakeholders to create their own initiatives. The approach allows FAO Forestry to better communicate its goals, results and key messages to its many target audiences and to foster forestry communication among partners.

- e) Regional forest communication networks: In response to the need for greater communication capacity at the regional level, FAO Forestry is helping to build networks of regional forest communicators. Initial work has already been done to establish such networks in Latin America and East Africa, as well as at a meeting of regional forest communicators during the Asia-Pacific Forestry Week (APFW) in Beijing. The networks bring together forest communication experts from various areas, including relevant ministries and non-governmental organizations. Support is being provided to regional networks with the aim of creating a space in which to share network information, build communication capacity within networks, and update members on events, latest news, research and publications. These networks enable improved coordination of communication efforts on a regional basis and, by creating their own websites, they can provide tools for supporting and promoting professional forest communication. Greater involvement of interested countries and regions is envisaged in the future. Further expansion of this work is planned for 2013, including workshops for Francophone West African countries and Asia, based on the model used in Latin America and Africa and taking into account the outcomes of the APFW meeting.
- f) FAO Forestry website: The communication toolkit will be the primary web-based product available on the FAO Forestry website to disseminate multimedia communication resources across key themes. In addition, the FAO Forestry web pages will continue to be developed and updated to distribute information widely, including the development of tools for users to share content via social media. The website (which now contains over 26 000 pages) is an expanding area of work, in terms of both importance and the investment required in time and human and financial resources.
- g) Social media: Social media such as Twitter, blogs, Facebook and YouTube are potentially powerful ways in which to encourage awareness about, and debate on, forestry issues. FAO Forestry will be proactive and interactive when discussing issues and in preparing responses on such platforms and is exploring the possibility of creating new FAO Forestry Twitter and Flickr accounts. Such accounts require monitoring, which also has implications for financial and human resources.
- h) New technology and mobile tools: As smart phones continue to spread, the mobile web is becoming increasingly important for communicators. The Forestry App is an important first step towards tapping the potential of this new information channel, and information and services on this platform will be further developed and expanded.
- i) Events: Major forest-related events will continue to provide opportunities for releasing key messages and launching relevant publications. An important component of the work is to identify and link communication products with key events. It is significant that the focus of FAO Forestry's efforts in 2012 is sustainable development and the associated theme for COFO is "Forests: A green pathway for human development". In 2013, the emphasis will be on forests and food security, and FAO Forestry is planning a conference on "Forests for food security", to be held in May 2013.
- j) Partnerships: Partnerships provide a further means for spreading the messages of FAO Forestry. The CPF website draws together information from its 14 members and actively promotes joint initiatives. CPF members share their experiences and build on them to produce new benefits for their respective constituencies. In preparing for the IYF, CPF partners intensified their collaboration on forest communication and established a network in this regard. Besides further strengthening cooperation within the CPF, FAO Forestry will seek to establish other partnerships with global and regional partners.

## IMPLEMENTATION

7. The Forest Information and Liaison Team (FODL) is in a position to provide a centralized service for FAO Forestry communication. A department-level, centralized communication service is required both to provide a more strategic, long-term approach to communication and outreach and to

better serve the corporate level, including by working with the Office of Communication, Advocacy and Partnerships (OCP). While technical communication products are also developed by various FAO Forestry teams, a harmonized, corporate approach to the final production, outreach and communication of these products is still needed. This single node approach for channelling communication-related work in the Department could avoid a duplication of effort and advance FAO Forestry's strategic communication within and outside the Organization.

8. The new Forestry Communication Strategy will have cost implications. Areas where immediate costs are foreseen due to the expansion of work include:

- Development of outreach material;
- Development and maintenance of the communication toolkit;
- Capacity building in the regional communication networks;
- Increased work in managing the web and web-based products;
- Monitoring and responding to social-media discussions.

9. Ongoing monitoring of the tools and products developed under the Forestry Communication Strategy will be conducted to assess whether certain elements and approaches should be continued, modified or discontinued. Approaches to measuring progress in each of the specific objectives will be developed and implemented. An update on the effectiveness of the strategy will be provided at the next session of the Committee in 2014.

#### **POINTS FOR CONSIDERATION**

10. The Committee may wish to:

- endorse the approach of the Forestry Communication Strategy and identify further ways in which to achieve the overarching and specific objectives of the strategy;
- consider how FAO Forestry communication activities can best assist the successful on-the-ground implementation of the policies of FAO and its Member Nations;
- request FAO to give greater priority to communication in the FAO Forestry Work Programme, including through the provision of funding dedicated to communication activities in project and regular programme work.