



Preparations for the
International Year of Forests
2011

UN Forum on Forests Secretariat
14 May 2010, Nairobi, Kenya



Launch of the Year 2011



- **January 2011 (UNHQ, NY) - Official launch of IYF at UNFF9:**
 - high level panel discussions
 - UN commemorative stamp series
 - media activities
 - other public events
- **December 2010 (Japan) - Int'l Year of Biodiversity closing ceremony, bridging to IYF**

Unique opportunity to celebrate forests



A year-long series of events:

- showcase success stories
- highlight innovative solutions
- galvanise greater public awareness & participation at all levels



- ☑ IYF = celebration of all things forests
- ☑ A “win-win” opportunity for the forest community to put forests on the radar - raise awareness

IYF Key messages *(in development)*



Basis for key messages

- 4 Global Objectives on Forests
- UNFF9 theme: Forests for People

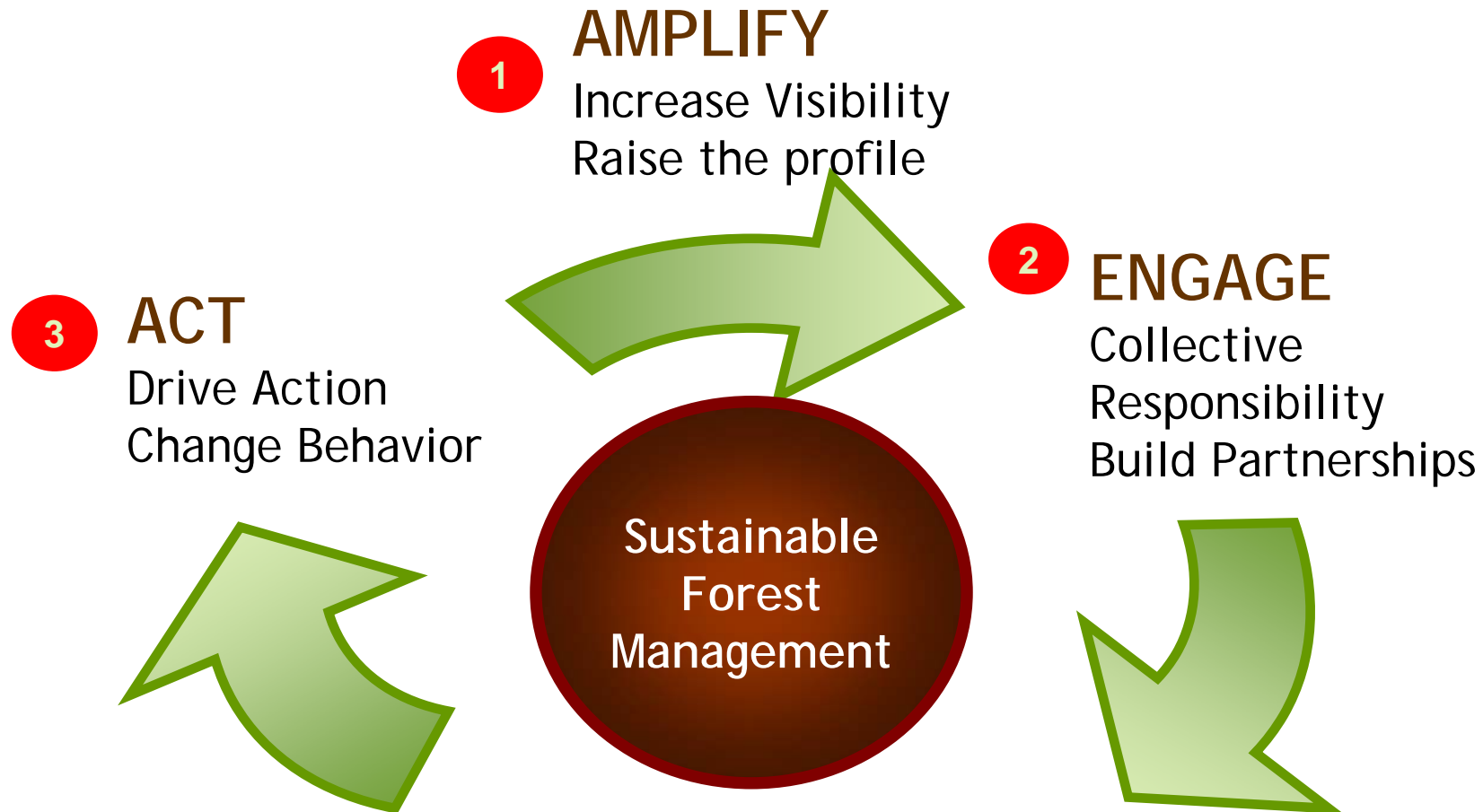
To highlight

- Multiple values of forests
- Sustainable Forest Management in practice
- Forests in Your Daily Life



✓ UNFFS to work with IYF focal points on shaping key messages

Communication Objectives



Inspire action towards sustainable forest management

Target Audiences

Policy Makers

- Governments
- International Organisations

Influencers

- Media
- Public opinion makers

Stakeholders

- NGOs, women, youth, scientists, Indigenous Peoples (major groups)

"General Public"

- Consumers worldwide

- Going beyond business as usual "preaching to the converted" -appealing to a wider audience

A Strategic Communications Approach



1. **Global Branding** (incl. IYF Logo/Visual identity; key messages; Goodwill Ambassador(s) or forest messenger(s))



2. **Promotional Materials** (incl. brochures, banners, fact sheets, press kits, publications, PSAs, etc)

✓ Focus is on developing communication products for a global platform – to channel national/local info.

Cont. Communications Approach



3. IYF Events (incl. UN Stamp series; contests; film festival possibility)

4. IYF Website – An information clearinghouse

- Calendar of events
- Web pages for countries
- E-discussion forums
- Best practices stories
- Communication materials
- Press kit & E-Newsletter
- Social media links

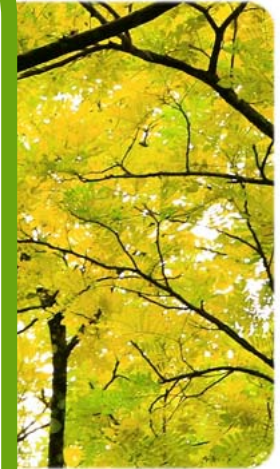


Country level activities



- Tree planting
- Forestry fairs and exhibitions
- Photo, art, and writing competitions as well as athletic triathlons in forests
- Publications: books, brochures and educational materials

✓ Activities will be showcased on the IYF website - through event calendars, photos, etc.



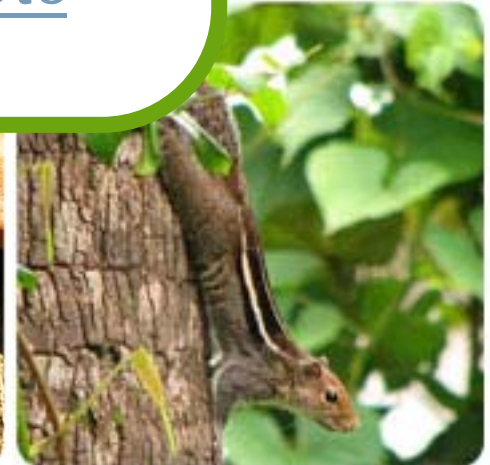
Contact us

IYF Team

UN Forum on Forests Secretariat

email: forests@un.org

<http://www.un.org/esa/forests>



International Year of Forests 2011

Europe: Contributions and Preparations

FOREST EUROPE Liaison Unit Oslo
Side event , 14 May 2010

CBD SBSTTA 14 Nairobi, Kenya



International Year of Forests 2011 – The Role of Europe's Forests

- 25% of world's forests are in Europe, forests cover 44% of continent's land area and is increasing
- Provide wide range of environmental, economical and social benefits
- Important resource for rural development in local communities
- Employment for 4.3 million people in forestry and forest based enterprises



Celebrating Europe's Forests in 2011

- Preparations for key events in 2011- ongoing in Europe
- Collaboration with UNFFS and Forest Communicators' Network
- **FOREST EUROPE -6th Ministerial Conference**
 - 14-16 June 2011 in Oslo, Norway
 - Ministers responsible for forests from all 46 countries and EU
 - Political decisions highly relevant for forests and society in Europe and throughout the world
 - Co-chaired by Norway and Spain
 - Preparations underway



Regional Contribution: Strengthening the Role of Forests & Sustainable Forest Management

- Oslo Ministerial Conference - A major European event embracing the entire continent
- Joint efforts to position Europe's forests on the international political agenda
- Raise awareness & visibility of Europe's forests
- Engage ministers to champion the issues at all levels
- Strengthen coordinated actions for IYF by FOREST EUROPE (signatory countries and observers)



Goals: To Give Insight, Perspective, Engage

- Demonstrate role of sustainable forest management (incl. climate change mitigation & adaptation, biodiversity protection, combating desertification, social & economic development)
- Make visible & raise awareness (among policy & decision makers, media & public)
- Showcase successes & links to achieving the 4 global objective on forests (i.e. pan-European forest policy collaboration)
- Communicate key messages & political decisions
- Create dialogue & engage action



Europe's Forests – Looking Ahead

- Of vital importance for solving climate change challenges, biodiversity loss & fostering a green economy
- Greater need for strengthened political efforts & implementation of sustainable forest management
- Political decisions to preserve forests and safeguard environmental, economic and social benefits:
 - Part of FOREST EUROPE's future strategy - develop a shared vision, goals and targets for forests in Europe
 - Options to strengthen future cooperation, including a possible legally binding agreement on forests in Europe





**Thank you
and
welcome to
www.foresteuropa.org**

Discussion and views

- How can we strengthen the role of sustainable forest management in efforts to halt loss of forest biodiversity?
- And how can the pan-European policy tools be used to best serve forest biodiversity in Europe and other regions?

