



PRESS RELEASE

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MCPFE with new Information Services Redesigned Website and Press Kit as Tools for Proactive Communications

The Ministerial Conference on the Protection of Forests in Europe (MCPFE) is extending its information services. The relaunched website www.mcpfe.org provides expanded features, content and information on forest policy and sustainable forest management in Europe. The user-friendly design, enhanced graphics and pictures make the site easy to navigate. New information services for the press, including the newly available press kit are designed to facilitate the work of international media and journalists.

With the new MCPFE information services the international process meets the requirements for communicating its work and great economic, environmental and social importance on the national and international level. "By expanding our communication services and relaunching our website we focus on enhancing the knowledge of professionals in forest related sectors, the media and public about our work, activities, structure and process," says Kristin Dawes, Head of MCPFE Communications and Public Affairs.

To serve users in different languages the website provides concise information about MCPFE in Spanish, French, German and Russian additionally to the main page in English. With its redesigned press section containing the newly edited press kit, current press releases, newsletter and press release subscription services and a detailed glossary of abbreviations and forest-related terms, the MCPFE is actively enhancing its dialogue with international journalists and media. In addition and as part of ongoing improvements to the website, the recently implemented MCPFE news feed provides up-to-date news and information.

Background information: MCPFE - The Ministerial Conference on the Protection of Forests in Europe

MCPFE is the pan-European policy process for the sustainable management of the continent's forests. It develops common strategies for its 46 member countries and the European Union on how to protect and sustainably manage forests. Founded in 1990, the continuous co-operation of MCPFE has led to achievements such as the guidelines and criteria for sustainable forest management.

High-priority topics of MCPFE are to strengthen the role of forests in mitigating climate change, secure the supply of good-quality fresh water, enhance and preserve forest biodiversity and provide forest products. These are highly topical issues on the political agenda in Europe. Other important tasks are to develop a framework for future forest collaboration and to explore the possibilities for a legally binding agreement on forests in Europe. Norway currently holds the chairmanship of MCPFE.

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