

WIE KAMPAGNENFÄHIG IST DIE FORST- UND HOLZWIRTSCHAFT?

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Shaping forest communication in the European Union: public perceptions of forests and forestry

Tender no. AGRI-2008-EVAL-10
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Final Report



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Rotterdam, 17 September 2009

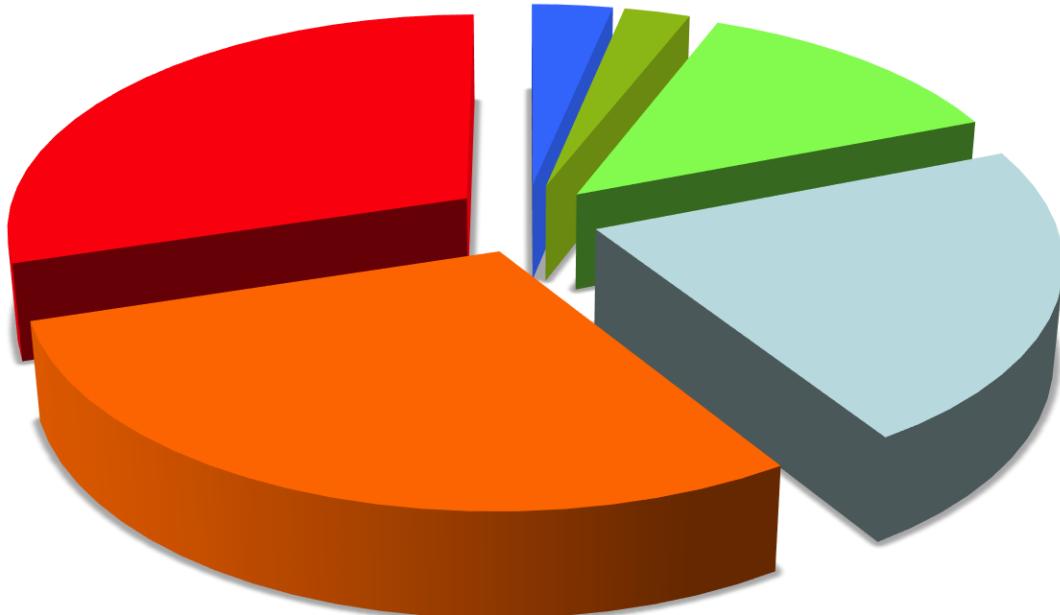


Forest Communicators Network



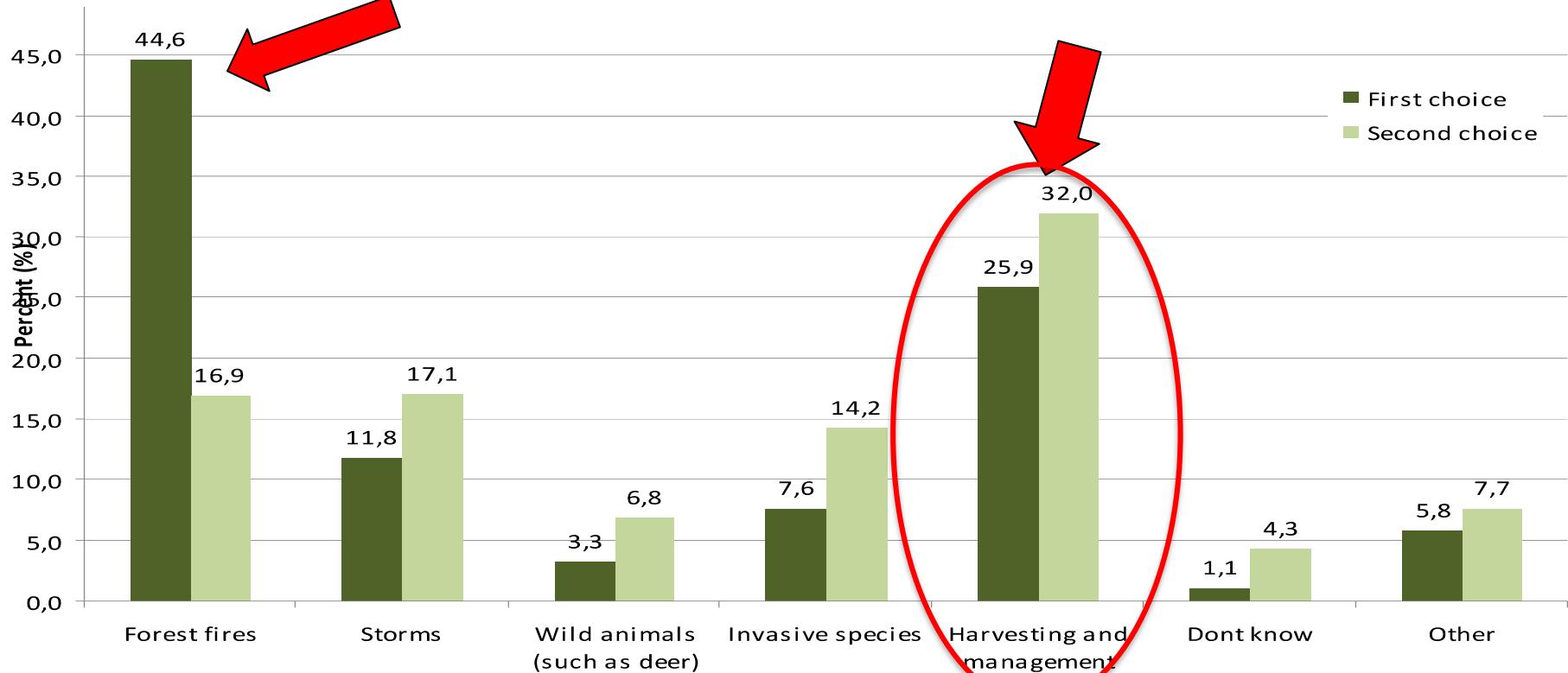
Public perception on total forest area development in Europe

ECORYS 2009



Public perception on damages and threats to forests

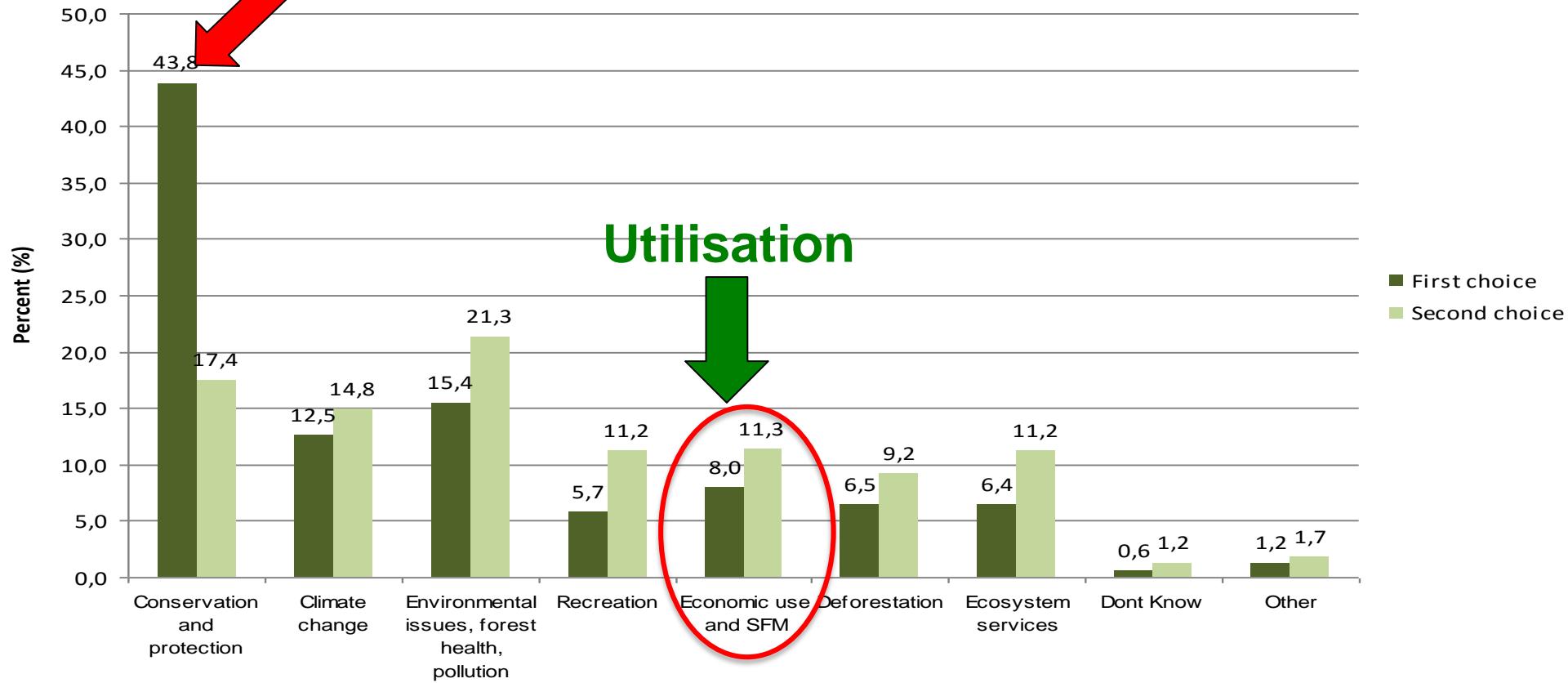
ECORYS 2009



Key concerns regarding forests

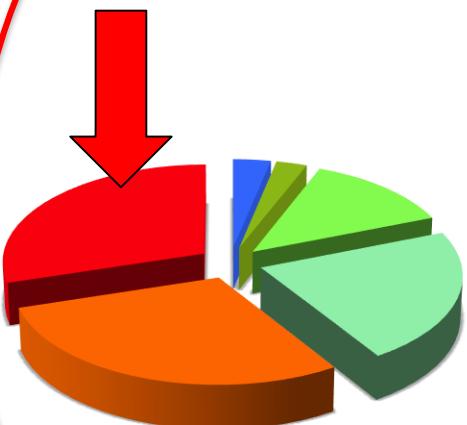
Conservation and Protection

ECORYS 2009



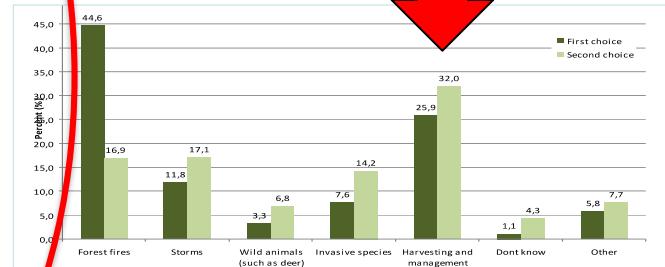
Öffentliche Meinung der Europäer zum Wald

Wald (ver)schwindet

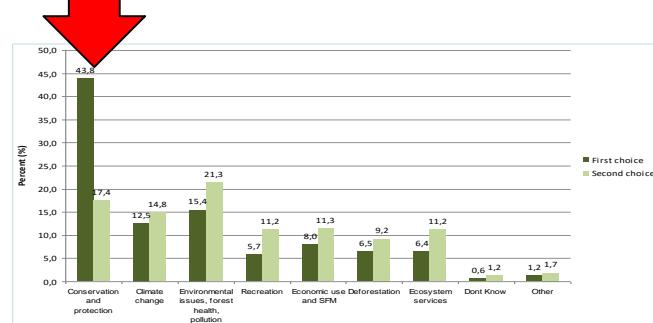


Nachhaltigkeit ??

Nutzung ist schädlich

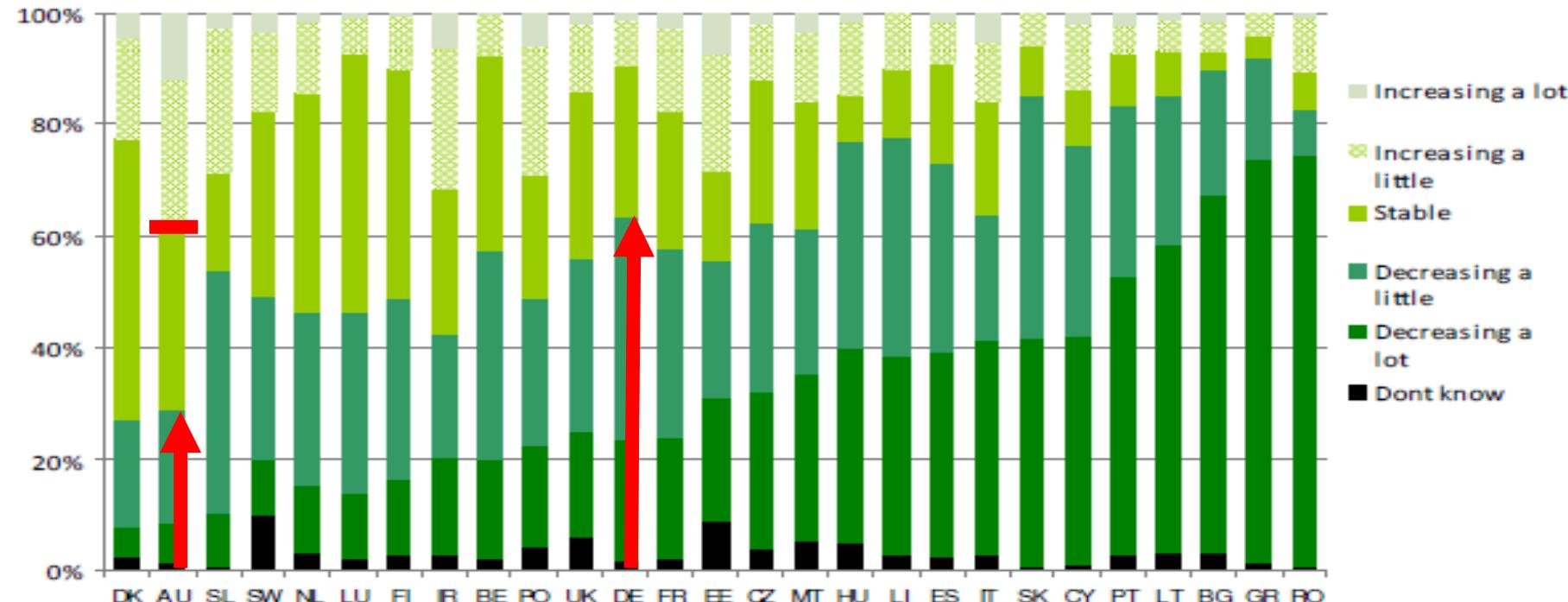


Schutz ist das Wichtigste



Public perception on total forest area development: National comparison

National comparison: public perception on total forest area development



[Source: ECORYS]

MEINUNGSWANDEL IN ÖSTERREICH

BUNDESMINISTERIUM
FÜR NACHHALTIGKEIT
UND TOURISMUS

1. Durchbruch: Massive Kommunikationskampagne
 - Eine zentrale Botschaft hinter der sich alle gesammelt haben
Der Wald wächst – wird mehr und mehr und mehr....
 - Kräfte und Ressourcen gebündelt – Forst/Holz
 - Professionelle Agentur einbezogen (Saatchi&Saatchi)
 - massive Medieneinschaltungen (emotional)
 - Breitgefächerte, zielgruppenspezifische Kommunikationsmaßnahmen (Politik, Architekten, Bauwirtschaft, Schulen, Universitäten u.v.a.)
2. Dauerhaft operationalisiert
 - ProHolz
 - Laufende Aktivitäten, weiterführende Kampagnen
3. Erst im „Kielwasser“ des großen Durchbruchs wurde differenzierte Kommunikation möglich



Holz verwenden ist gut fürs Klima!

MARKUS LÄSST
BÄUME ÜBER SICH
HINAUSWACHSEN.



Machen Sie Ihren Wald klimafit!

ELFRIEDE DENKT
AN DIE ZUKUNFT
DES WALDES.



1. KOMMUNIKATION IST NICHT INFORMATION

- ÜBERZEUGEN - DENKEN, GLAUBEN, HANDELN BEEINFLUSSEN
- PROFESSION

2. KNOW YOUR ENEMY! – DES PUDELS KERN

- „DER WALD (VER)SCHWINDET“ (2009)
- NEUE EUROPÄISCHE MEINUNGSUMFRAGE ? – PERIODISCH ?

3. FOKUSSIEREN UND KRÄFTE BÜNDELN

- DAS GROSZE GANZE ÜBER PARTIKULARINTERESSEN STELLEN
- EIN ANLIEGEN IDENTIFIZIEREN HINTER DEM SICH ALLE VERSAMMELN
- KONSISTENTE BOTSCHAFTEN

4. EINE UMSETZENDE KRAFT

- TRÄGERORGANISATION(EN)
- EIN TREIBENDES TEAM DEM VERTRAUT WIRD

Rolle der Forest Communicators Networks?





Regional Forest Communicators Networks

Over 500 members



FORST COMMUNICATORS NETWORKS

1. NETZWERKE - KEINE UMSETZUNGSAGENTUREN
2. AUFZEIGEN, DASS STRATEGISCHE KOMMUNIKATION ESSENZIELL IST
3. PROFESSIONALITÄT FÖRDERN
 - INFORMATIONS- UND ERFAHRUNGS-AUSTAUSCH, TRAINING
 - KONZEPTE, STRATEGIEN UND INNOVATIVE ANSÄTZE ENTWICKELN
4. KONZERTIERTE AKTIONEN INITIIEREN
 - Z. B. INTERNATIONALER TAG DES WALDES 21. MÄRZ
 - EUROPÄISCHE WALDWOCHE



WELCOME TO THE JUNGLE!

SOUTH AFRICA IS PROUD TO HOST
THE PEOPLE OF THE WORLD



WFC2015
XIV World Forestry Congress

7 - 11 SEPTEMBER 2015, DURBAN ICC, SOUTH AFRICA



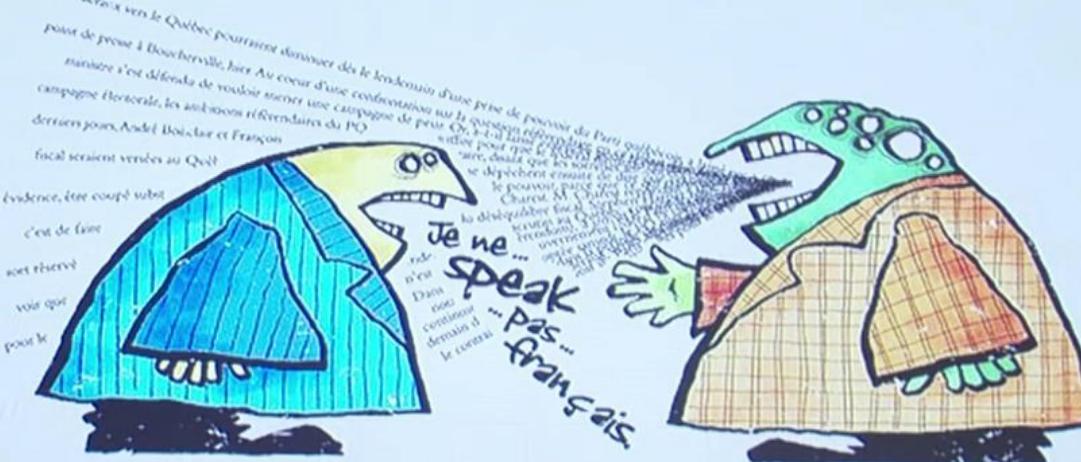
Food and Agriculture
Organization of the
United Nations

NATIONAL
KOSIA ABERLUTY ICC COMPLEX



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vers le Québec pourraient donner dès le lendemain d'une prise de pouvoir du Parti québécois à l'issue d'un référendum sur la souveraineté. On a-t-il le droit de voter pour que le Québec devienne un autre état? Cela dépend de ce que les sondages disent. Mais il est clair que les sondages sont dépeints comme étant faibles. Charest. M. Charest a déclaré lors d'un discours à l'Assemblée nationale, à Québec, le 1er octobre 2012 : « Nous devons déléguer tous nos pouvoirs au fédéral. »

campagne électorale, les deux hommes réfèrent à François Legault et André Boisclair et François Legault seraient vendus au Québec.

évidence, être coupé subi...
c'est de l'ine...
soit risqué...
voir que...
pour le...
évidence, être coupé subi...
c'est de l'ine...
soit risqué...
voir que...
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évidence, être coupé subi...





Panel discussion





**Need to invest in communication was included in the
Durban Declaration**

HOW DO WE LEAD FORESTRY OUT OF THE WOODS ?

Join our groundbreaking forest communication session to find out how to get our message heard and understood.



**23rd Session of the Committee on Forestry,
Rome, Italy, 2016**



Asia Pacific Forestry Week

Communication Session and capacity building workshop

22-26 February 2016





RUN, FOREST! RUN!



FORESTS. A WAY OF



2017 SFI ANNUAL CONFERENCE

SEPTEMBER 27-29, 2017 | THE WESTIN OTTAWA, CANADA

CELEBRATE CANADA'S 150TH
DURING NATIONAL FOREST WEEK



The use of forests requires acceptability in society

- In many countries the owner of a natural resource has had an almost unlimited freedom to use it.
- Environmental and responsibility aspects have entered the process: sustainable development, climate change, biodiversity, forest disputes, protection, effluents etc.
- Increasing regulation of environment
- Emphasis on corporate social responsibility



Продовольственная и сельскохозяйственная организация Объединенных Наций



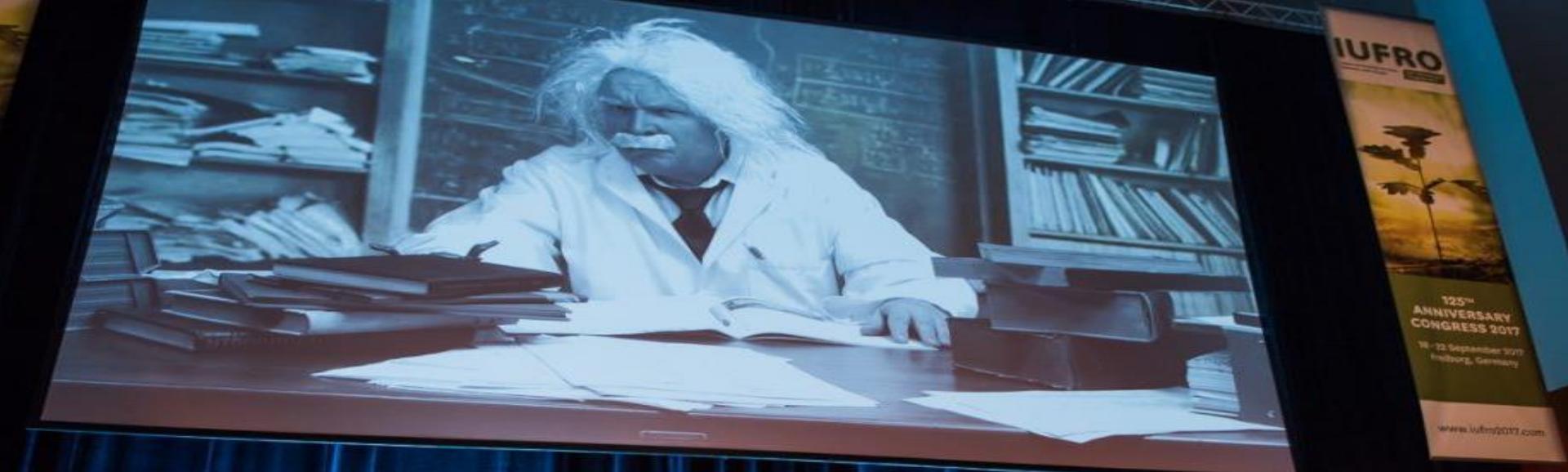
Развитие стран
Developing states
17.07.2017 г.





Social Media Bootcamp





IUFRO



125th
ANNIVERSARY
CONGRESS 2017

10 - 12 September 2017
Freiburg, Germany

www.iufro2017.com



EU Forest Communication Strategy

At no point in the history of humankind have our forests been so necessary for our survival and yet so much in need of our attention. They support all terrestrial life, help stabilise our climate, provide us with smart natural and sustainable materials and energy. Yet they are under threat from fire, pests, flood and disease – dangers exacerbated by climate change brought about, in part, by forest loss and degradation in an ironic vicious circle. Humans pose as big a threat as long as we fail to protect our forests and continue to clear them for our own purposes regardless of the global problems we create.

The value of forests to life on Earth, and the potential benefits and solutions they promise to bring to our increasingly damaged world, are enormous.

However, in the EU studies of public perception ([Annex 1](#)) reveal that the issues are not well understood outside our small forestry community and suggest that there is a significant gap between public understanding and reality. For example, deforestation is a key concern for the majority of European people. Most perceive the total forest area in the EU, as well as the level of biodiversity, to be decreasing. In reality, total forested area in Europe has increased over the past two decades and the loss of biodiversity has at least slowed down due to recent policy measures. While most EU citizens support more active management, harvesting and management are seen as being some of the biggest threats to our forests. Worryingly, there is no reason to believe that the perception of forests and forestry among key decision makers outside of, but relevant to, our sector is any better.

It is clear that we must do more to explain the facts and why forests are so relevant to modern life, and we need to do this globally, regionally, nationally and locally.

The UNECE/FAO Forest Communicators Network and the education focussed Forest Pedagogics provide support for cross-sector communications and platforms for improved coordination of activity. Successful initiatives, such as European Forest Week: 2008, underline that planned, coordinated and sustained communications is possible across our sector and can be very effective.

The EU Forest Action Plan (2007 – 2011) aims to establish better co-ordination on forest-related issues at EU level. It includes a framework for more efficient cooperation and more structured implementation of the EU Forestry Strategy. Within the framework key action 18 details activities for further development of forest communications, and proposed the formulation of this strategy.

The strategy outlines some important steps at EU, Member State and relevant stakeholder level to improve communication on forestry in the Community. It has been prepared in broad terms - specific issues may need specific strategies. Goals, communications objectives, priority target groups, messages, and tactics based on best practice are defined. Much of this is based upon current understanding of public perceptions of forestry and the forest sector and brief analysis ([Annex 2](#)) of the current operating environment. Proposals build on work carried out by the UNECE/FAO Forest Communicators Network, in particular the communication objectives and the core messages, which are relevant beyond the EU.

The strategy was prepared by a working group of the Standing Forestry Committee. It benefits from the input of a wide range of stakeholders. It provides a framework for the development of communications strategies at national or local level. However, it also proposes focusing co-ordinated and concerted effort on key priority audiences such as decision makers and influencers.

Strategic Framework for Forest Communication in Europe

12-09-2011

This Strategic Framework aims to help achieving better informed decision making on matters relevant to forests and forestry by closing the gap between perception and facts on forests and forestry in the wider European region.

For the purposes of this framework, ‘forests’ are ecosystems as well as the raw material inputs for forestry and related industry activities incorporating the economic, the environmental and the socio-cultural dimensions of sustainable forest management.

The framework was developed by the UNECE-FAO Forest Communicators Network (FCN)¹, at the request of the UNECE Timber Committee and the FAO European Forestry Commission, and is based on best practices and latest research.

The framework provides communication objectives, common key messages and approaches, which are designed to be used by governments, public and private sector institutions and organisations and stakeholders at all levels, when formulating individual forest communication programs and strategies.

Geographically the framework addresses the European part of the UNECE region. Out of the 56 Member States of the UNECE, experts from 36 countries² and from 21 organisations³ participate in the Forest Communicators Network and were involved in some form in the elaboration of this framework.⁴

¹ <http://live.unece.org/forests/information/fcn.html>

Forest Communicators Network



² Albania, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, FYR Macedonia, Greece, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Poland, Portugal, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.



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VIELEN DANK!

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