



Midterm Review of the International Arrangement on Forests (IAF)

Assessment H: “Actions related to the Communication and Outreach Strategy of the UNSPF 2017-30”

(ECOSOC Res. 2022/17, Annex, item H)

David Henderson-Howat

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Presentation Outline

- **Brief introduction**
- **Assessment and findings**
- **Recommendations**



Introduction – Assessment H actions (Annex to res. 2022/17, item H)

1. Assess the progress made in implementation of the COS by Forum members, the secretariat, CPF, regional organizations and other stakeholders – and identify ways to address challenges
2. Assess the impact of the communication and outreach activities carried out to promote the UNSPF and GFGs, including the IDF and the usefulness of its themes, as well as the visibility of the Forum’s work within the United Nations system
3. Identify additional communication options, platforms and channels that have come into prominence in recent years to better reach target audiences and with greater impacts
4. Explore ways to strengthen advocacy on the implementation of the UNSPF.



Introduction – Sources of information for assessment H

1. Review of documents/info on UN-related and other websites, and other relevant publications
2. Responses to consolidated survey developed by consultants to gather views from UNFF members & partners on actions A to J (Annex to ECOSOC res. 2022/17)
 - Survey included 4 questions on assessment H (COS)
 - 18 of the responses addressed questions about the COS
3. Further discussions with 12 individuals (NFPs, UNFFS, CPF member, Reg Orgs, MGs)



Introduction – Aims of the Communication and Outreach Strategy

- To raise awareness of forests and trees as being vital to life on Earth and human well-being...
- To promote sustainable forest management ...
- To raise awareness of the GFGs and encourage implementation of the UNSPF ...
- To amplify communications from the forest community ...



Assessment: progress made in COS implementation

- ✓ COS has provided a useful framework for guiding communication and outreach activities associated with UNSPF implementation
- ✓ Evidence of much activity – at all levels – including use of websites, traditional and social media, publications and other comms products, many events, and educational & youth outreach
- ✓ IDF celebrations have generated a wide range of positive actions – including “good news” stories about trees and forests



Assessment: impact and challenges

Despite all these activities:

- hard to assess COS impact in quantitative terms: its stated aims (e.g. “raise awareness”) are fairly general; and there have been other drivers of interest in SFM!
- UNFF, UNSPF, GFGs still have relatively low visibility
- Desirable if UNFFS had sufficient resources to offer further support

Important challenges include:

- reaching audiences beyond the “forest-community”/other sectors (e.g. agriculture)
- engaging with high-level decision makers
- the ever-continuing need for education and outreach to younger generation



Assessment: additional options, platforms and channels

Much use already made of social media - within constraints of resources and organizational policies

- continuing need to respond to changes in this fast-moving environment
- need to target the content and presentation of messages, tailored for different audiences

Planning and carrying out comms activities requires a professional approach – Comms plans should specify objectives, proposed activities, audiences, messages, channels, and metrics for monitoring/evaluation

- need to share experiences (including through Forest Communicators' Networks)

Need to upgrade the structure and content of the UNFF website.

Assessment: strengthen advocacy

Role for all UNFF stakeholders in highlighting the importance & relevance of the UNSPF/GFGs. E.g.:

- **Member States:** can help senior politicians and officials understand how forests and trees can contribute to wider policy agendas (e.g. tackling poverty & hunger; climate change; biodiversity loss)
- **UNFF/UNFFS:** can use “convening power” of Forum to bring together high-level decision makers; and produce succinct policy briefs to highlight interlinkages with other sectors.
- **CPF & its members:** can provide leadership through high-profile initiatives and authoritative publications
- **Regional organisations:** can develop messages that reflect regional needs & priorities.
- **Major Groups:** can make use of their extensive networks and independent voices.

Potential to use other International Days/Weeks etc. to highlight forest benefits

A UN Special Envoy for Forests could help raise political commitment for forests.



Recommendations – the AHEG may wish to invite the UNFF to:

1. Note with appreciation the efforts made by MS, UNFFS, other CPF partners, regional & sub-regional organisations and MG to implement the COS, and invite them to continue this work
2. Acknowledge valuable role played by the CPF Communicators' Network and the other Forest Communicators' Networks in coordinating communication and outreach activities and in sharing best practice
3. Welcome the continued enthusiasm for participating in the IDF celebrations, with their carefully selected annual themes
4. Recognise the need to do more to reach out beyond the “forest community” to non-forest industries such as agriculture and mining, to engage with high-level decision makers, and to raise awareness of the GFGs



Recommendations – the AHEG may wish to invite the UNFF to:

5. Stress the importance of educational & youth outreach activities and the need to help the next generation understand the benefits of forests & trees
6. Note that the Communication and Outreach Strategy continues to provide a useful framework for action, and that further implementation requires a professional approach that makes cost-effective use of available resources and of existing and emerging communication options
7. Invite Member States to consider opportunities to strengthen advocacy, for example through actions that help high-level politicians and senior government officials to understand better the contribution that forests and trees can make towards achieving wider policy goals



Recommendations – the AHEG may wish to invite the UNFF to:

8. Invite UNFFS to make greater use of the Forum’s convening power to widen participation in its high-level round tables in order to strengthen engagement beyond the forest-sector;
9. Invite UNFSS to develop short, sharp policy briefs, and extend its series of flagship publications to highlight the benefits that trees and forests bring for other global priorities;
10. Invite UNFFS to make progress in upgrading the structure and content of its website, and to develop a communication plan setting out its proposed activities and associated objectives, messages and communication channels for different audiences, together with metrics for monitoring and evaluation



Recommendations – the AHEG may wish to invite the UNFF to:

11. Invite CPF members to continue efforts to raise the visibility of forest-related issues at international forums and meetings, to continue to seek ways to take initiatives that improve understanding of linkages between the forest sector and other sectors, and to use social media and appropriate publications to help raise awareness of GFGs;
12. Encourage CPF members engaged in the Global Forest Education Initiative to make full use of the opportunities it presents to raise awareness of the importance of forests, and the role of sustainable forest management through elementary (primary) and secondary school curricula.



Recommendations – the AHEG may wish to invite the UNFF to:

13. Invite regional & sub-regional organisations to consider the possibility of developing regional communication and outreach strategies with messages that reflect regional priorities and needs;
14. Invite UNFF Major Groups to continue to use their voices to highlight concerns and propose practical solutions to problems associated with the world's forests.





— GLOBAL —
FOREST
— GOALS —

Thank You!

A copy of this PPT is available on the UNFF website
www.un.org/esa/forests/events/ahcg-iaf-mtr/index.html

