

UNFF20

Outreach and Communications Presentation

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Distinguished Delegates, Colleagues,

It is an honour to brief you on the progress of the UN Forum on Forests Secretariat's communications and outreach efforts since UNFF19. I thank my colleagues for entrusting me with this presentation.

My name is Daniela Sinobad, and I am currently serving on a temporary assignment as Communications Officer for the UNFF Secretariat until the end of the year. I must admit, holding this role on a temporary basis raises concerns about the continuity of our future efforts. As you've heard repeatedly, without predictable resources, fulfilling our mandate becomes increasingly challenging.

In line with the UN Strategic Plan for Forests 2017–2030 and ECOSOC resolution 2024/15, we have worked to expand our reach, strengthen partnerships, and amplify forest messages across platforms and audiences.

A key milestone has been the launch of **UNFF Updates**, our monthly newsletter. Since October 2024, it has served as a reliable tool to keep Member States, CPF members, regional organizations, major groups and other stakeholders and partners, informed of intersessional activities, achievements, and upcoming events—ensuring transparency and sustained engagement. In addition to regular issues, we published special editions during the Forest Pavilion at COP29 and ahead of the International Day of Forests 2025. Both formats have been well received, achieving an average open rate of 40%, significantly above the sector average of 27.3%. This reflects our response to your previous requests for improved communication. If you haven't already, I encourage you to sign up via the QR codes shared during this session—and I invite our partners to contribute content, making UNFF Updates a truly collaborative platform.

On the digital front, the Secretariat has advanced efforts to redesign and migrate the **Forum's website**. Despite limited resources, we secured a contractor to lead the technical aspects of this work. Following feedback collected through a survey—distributed via UNFF Updates and open until the end of UNFF20—we are upgrading both structure and content, while integrating the GFFFN Clearing House. I welcome your participation in the survey and would be happy to discuss your needs informally throughout the week—please feel free to stop me in the halls.

Our flagship initiative, the **International Day of Forests**, was celebrated under the theme "*Forests and Foods*". At UN Headquarters, we hosted a high-level event featuring voices from local communities and youth, highlighting diverse experiences—from Haiti's reforestation efforts to landscape restoration in Mali, to food forests in New York City parks—demonstrating

the vital role of forests in global food security. We closely collaborated with FAO to align and promote activities in both New York and Rome.

This was complemented by a **multilingual social media campaign** in all six UN languages, coordinated with DESA and the Department of Global Communications. While FAO led broad outreach, the UNFF Secretariat focused on promoting the Global Forest Goals and highlighting the role of forests in achieving the SDGs. We adopted the #ForestDay hashtag to ensure coherence with FAO and partners—a practice we intend to continue, aligning key messages, logos, and assets moving forward.

Despite resource constraints, we are proud of the progress made. We remain committed to enhancing outreach, fostering collaboration, and building momentum for forests as essential solutions to global challenges.

Thank you.