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Department of
Economic and
Social Affairs



Outreach and Communications

UN Forum on Forests Secretariat

UNFF20 | 5 May | UNHQ, New York



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UNFF Updates

- Launched in October 2024 to enhance information sharing among Member States, partners, and stakeholders.
- Features key UNFF activities & international forest-related developments.
- Special issues helped promote the Forest Pavillion and International Day of Forests 2025.
- Average open rate is 40%+
- Audience of 568 before UNFF20.

Sign up for UNFF Updates





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UNFF website

- Regular updates to reflect latest UNFF activities, documentation, and forest news.
- Initiated redesign and migration plan for improved accessibility and user experience.
- Enhanced integration with the GFFFN Clearing House.





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International Day of Forests

- Theme: '**Forests and Foods**' emphasizing the link between forests and food security.
- Organized UNHQ event with high-level participation and broad stakeholder engagement.
- 23 Member States gave remarks with 11 Permanent Representatives and Deputy Permanent Representatives.
- Panel moderated by FAO focused on youth and local communities.





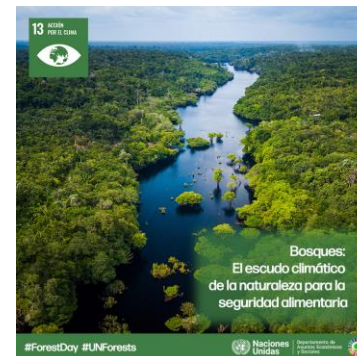
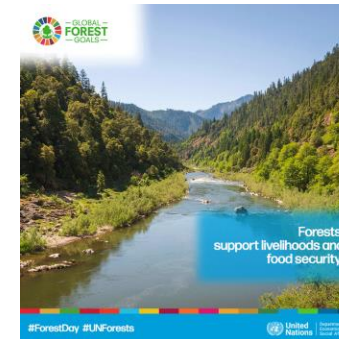
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#ForestDay social media campaign

- Multilingual campaign in six UN languages, reaching global audiences.
- Amplified key messages on the role of forests in achieving SDGs and GFGs.
- Collaborated with FAO, other CPF members, and global partners to streamline audiences.





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Thank You!