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STRATEGIES FOR THE SOUND USE OF WOOD
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The FAO-ECE Forest Communicators Network
Poster Session

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Summary

In support of the overall goal of creating a positive image of the forest sector (including all phases of forest resource management and forest industry), the FAO-ECE Forest Communicators Network (FCN), formerly called the Team of Public Relations Specialists in the Forest and Forest Industries Sector, was established by the UNECE Timber Committee and the FAO European Forestry Commission with a mandate until 2004 to:

- Promote networking among member states for capacity building and exchange of information in public relations and communication;
- Identify key common concepts and promote their incorporation in forest sector communications and public relations activities in the member countries;
- Identify key needs for improvement of forest sector public relations and communication and communicate them to the TC and the EFC;
- Assist the TC and the EFC to improve public relations and information related to their work;

- Promote the development of national capacity in forest sector public relations and communication, particularly in countries in transition;
- Stimulate and promote the sound use of wood and other forest products as environmentally friendly and renewable resources.

Participation is open to all, sharing these common objectives. Currently the contact database of the network contains over 120 persons from 30 countries out of the UNECE region (Europe and North America) representing both, governmental and private sector organisations. The team meets annually and has a number of accomplishments and on going projects of relevance for wood promotion.

The 2003 meeting is held from May 5 – 8 in Edinburgh/UK.

More information is available on <http://www.unece.org/trade/timber/pr/pr.htm>.

Key words: strategic communications, public relations, wood production, sustainable forest management, forestry.
