Federal Ministry Republic of Austria Agriculture, Forestry, Regions and Water Management



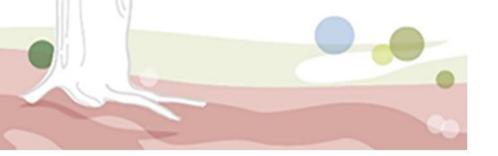


Programme

WoodCircle Communication & Annual Workshop Meeting of UNECE/FAO Forest

Communicators' Network

17–19 December 2024 Haus der Ingenieure Eschenbachgasse 9 1010 Vienna, Austria



Programme

Tuesday 17 December 2024

Opening segment

8:30	Registration
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9:00 Welcoming Words

Elfriede Moser | Director-General for Forestry and Regions, Austrian Federal Ministry of Agriculture, Forestry, Regions and Water Management

Andre Purret | Incoming Deputy Executive Director, International Union of Forest Research Organizations

Maria De Cristofaro | Communications Coordinator, Forestry Division, Food and Agriculture Organization of the United Nations

9:20 Rooted in Knowledge: Navigating the Gap between Value Creation and Conservation Ragnar Våga Pedersen | Director of Communications NIBIO, Norwegian Institute of Bioeconomy Research

10:00Short overview of Austrian Forests & Wood InitiativeGeorg Rappold | Director, Department for Wood Policy,Bioeconomy and Innovation, Austrian Federal Ministry ofAgriculture, Forestry, Regions and Water Management

Coffee break

10:45 Flashlights–Communicating forests & wood Examples from Austria

- What The Bug?! Cross-generational storytelling
- Wood goes Europe App
- Vienna Museum of Science and Technology permanent exhibition
- HOWARD Cubes

Lunch break

Campaigning for sustainable uses of sustainable wood-from global to local

13:30Grow the Solution-a global initiative to reshape the
sustainable wood narrative
With results of an audience profile analysis on media
consumption behaviours and environmental attitudes
Maria De Cristofaro | FAO

 14:15
 Image Campaign "Hey Forest!"

 Georg Binder | Managing Director proHolz Austria

Coffee break

15:30Communicating with policymakers–analysis and findings from
the Forest Communicators Networks' Global Coordination
Group Annual Meeting
Kai Lintunen | Head of International Communication, Finnish
Forest Association

16:00 World Café Interactive part of the programme on upscaling/downscaling sustainable wood campaigns

17:00 Résumé and Outlook

Wednesday 18 December 2024

Training session

9:00 Welcoming words and introduction to programme 9:15 Training session part 1 (theory) How to use AI effectively for forest-related communications, including for communicating trends and data related to forests and forest products

Networking and coffee break

 11:00
 Training session part 2 (practice)

 Hands-on exercises with AI tools to develop products for

 communicating on forest trends and data (text, social media, info graphics)

Lunch break

Field trip

- 13:30–17:30 Field trip Wood in urban buildings and infrastructure Organized by proHolz Austria
- 18:30 Dinner

Thursday 19 December 2024

9:00	Welcoming words
9:10	Best practices in forest communication Lightning talks (5 minutes) presented by workshop participants
10:10	Q & A
Networking and coffee break	
11:00	Update on ECE/FAO communication work and the role of the Team of Specialists
11:30	 International Day of Forests Highlights from International Day of Forests 2024 ("Forests and Innovation: New Solutions for a Better World") Introduction to International Day of Forests 2025 ("Forests and Foods")
12:00	Workshop on social media products Session in breakout groups

- 12:30 Reporting back from breakout groups
- Lunch
- 14:00 Any other business
- 14:30 Closing remarks