

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**

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

10:00 **Short overview of Austrian Forests & Wood Initiative**

Georg Rappold | Director, Department for Wood Policy,
Bioeconomy and Innovation, Austrian Federal Ministry of
Agriculture, 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

13:30 Grow 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

15:30 Communicating 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