

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

Alexander Buck | 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

**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**