



COMMUNICATING THE VALUE OF CRITERIA AND INDICATORS AND IMPORTANCE OF SUSTAINABLE FOREST MANAGEMENT

**International
Workshop and
Seminar on Forest-
based Reporting**

5th December 2012

**Peter Gaulke
USDA Forest Service**

Montreal Process Historical Context

- ▶ Oldest C&I Process on Sustainable Forest Management, but evolution happens
- ▶ Arguably, the MPC&I are one of, if not the most visible set of C&I
- ▶ The MP Working Group has continuously worked to tell its story better – within its “budget constraints”

“A common challenge discussed among countries was the need for improved communications among diverse stakeholders concerning criteria and indicators.”

21st MP Working Group Mtg.

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Select Montreal Process Communication Efforts

- ▶ MP Strategic Plan charted future activities, including:
 - ✿ Enhance relevance and use of MP C&I
 - ✿ Strengthen member country capacity to monitor, assess and report on forest trends and progress to SFM
 - ✿ **Enhance collaboration and cooperation with forest-related and international organizations**
 - ✿ Enhance communication on the value of C&I and MP accomplishments
- ▶ 4th Edition Montreal Process Booklet – Background and Conceptual Basis for MPC&I
- ▶ World Forestry Congress “A Vital Process” Booklet
- ▶ Redesigned the Montreal Process Website

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Redesigned Montreal Process Website

- ▶ Advance communications by being more proactive on the WWW and using social networking options
- ▶ Highlight the good stories to tell. Use “off the shelf” stories whenever possible.
- ▶ Begin with core website and work to build more robust functionality and impact.
- ▶ Need to establish some guidelines on how to use the site, and what to post.



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CHALLENGES



Communication Challenges

The Big Questions

- ▶ Why does any single audience want to know about C&I and SFM?
- ▶ What value does C&I provide to policy makers and decision leaders (those providing funding).
- ▶ What is the social, scientific and economic value of C&I?
- ▶ At what scale do we target our communications: National, Sub-National, Forest Management Unit?
- ▶ What examples (stories) provide the most impact to specific audiences?

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Audience Challenge: Who to Target?

- ▶ Decision makers
- ▶ Foresters & Resource Professionals
- ▶ Researchers
- ▶ Policy Advisors & Political Appointees
- ▶ Forest managers & Practitioners
- ▶ Wood Products Industry
- ▶ Practitioners
- ▶ Children, Students or General Public
- ▶ Press
- ▶ Politically appointed government officials
- ▶ Environmental NGOs

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Challenge of Resources

- ▶ Financial Resources – Everything Costs Money
- ▶ Staff Resources – Availability of skills and time
- ▶ Access to Media Resources – Print, video, web

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PARTNERSHIPS



Energy & Value of Partnerships

- ▶ C&I processes encompass nearly all of the world's forests
- ▶ Strategic Partnerships build stronger voices and influences – e.g. working on GFRA 2015
- ▶ Unifying messages around SFM can better influence and assist policy makers and their decisions
- ▶ Highlight and advance the BEST of the best stories
- ▶ More resources can be brought to the table to develop communication products

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Establishing Strong Partnerships & Being Opportunistic with Our Time

- ▶ Joint Workshop to Streamline Global Forest Reporting and Strengthen Collaboration among International Criteria and Indicator Processes
- ▶ Inter-process Sub-Group on improved communications.
- ▶ Draft 2012 – 2014 Joint Communications Plan
- ▶ 13th Montreal Process Technical Advisory Committee Meeting (MP, UNECE, and World Bank)
- ▶ Multiple Inter-Processes Teleconferences
- ▶ Streamlining Forest Based Reporting Workshop (Jacksonville, Florida)
- ▶ International Workshop and Seminar on Forest-based Reporting (today)

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Joint Workshop Recommendations

- ▶ Improve communication around sustainable forest management;
- ▶ Continue to work together and improve collaboration.
- ▶ Establish a joint communications group that will examine ways to improve communication around sustainable forest management and explore options for a joint long-term communications strategy; and
- ▶ Work to establish a joint partnership of criteria and indicator processes - “Forest Indicator Partnership”.

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Joint Workshop Action Plan Strategy

- ▶ Short-term objective of using existing success stories and materials
- ▶ Long-term objective of establishing a common language across a two-way street
- ▶ Long-term communication strategy to enhance and refine our story and keep it relevant with current events and issue to:
 - ✿ find out who our audience and end-users are;
 - ✿ gather existing stories, communication tools to make our stories resonate with important public issues;
 - ✿ maintain flow of stories (staying relevant)
 - ✿ monitor the impact of improved communications

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Successes! We Have Successes!

- ▶ Paper to UNFCCC on the application of C&I for REDD+ reporting
- ▶ MP submission to the UNFF
- ▶ Forest Europe News Item on Victoria Workshop “Looking After Forests and Responding to Needs
- ▶ Joint Side Event at COFO on the CFRQ
- ▶ Forest Europe News item on the CFRQ Side Event “Side Event Address the CFRQ to Monitor 87% of the World Forests”
- ▶ Continued work, meetings and conversations (Jacksonville, Tokyo and Teleconferences)

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Today's Discussion Points & Objectives

- ▶ Refine short-term communications calendar (2-year or less)
- ▶ Consensus on common concepts, issues or themes to promote in communication products during short-term window
- ▶ Identify steps and resources required to complete and publish jointly approved communications products
- ▶ Progress report on conversations and potential integrated work with CPF Task Force on Communications

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Thank You

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PROCEEDINGS OF THE JOINT WORKSHOP TO

Streamline Global Forest Reporting and Strengthen Collaboration among International Criteria and Indicator Processes



WITH REPRESENTATIVES OF
The Montréal Process, International Tropical Timber
Organization (ITTO), FOREST EUROPE, and the Food and
Agriculture Organization of the United Nations (FAO)

HELD ON
October 18–20, 2011
Victoria, British Columbia
Canada



Short-Term Communications Calendar (from Joint Workshop)

2013

- ▶ 23rd Montréal Process Working Group Meeting
- ▶ United Nations Planted Forests 3rd experts meeting
- ▶ United Nations Forum on Forests, UNFF-10 (May)
- ▶ FOREST EUROPE Ministerial Conference (2013/14)

2014

- ▶ Launch of the 2015 Global Forest Resources Assessment
- ▶ International Union of Forest Research Organizations (IUFRO) World Congress (October)
- ▶ Intergovernmental Panel on Climate Change (IPCC) 5th Assessment Report (2014/15)

2015

- ▶ Montréal Process 20th Anniversary
- ▶ 2015 Global Forest Resources Assessment
- ▶ End of the UNFF Multi-Year Programme of Work (2007–2015)
- ▶ United Nations Forum on Forests, UNFF-11
- ▶ 2015 World Forestry Congress



Consensus on Communication Products during Short-Term Window

- ▶ What are the Common Concepts, Issues or Themes to Promote?
- ▶ Who is the Target Audience?
- ▶ What is the Key Message?
- ▶ What is the Communication Medium(s)?
- ▶ How will it be Delivered?
- ▶ Who will Take the Lead to Deliver It?

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