



Agenda Annual workshop meeting

Vienna, 17–19 December 2024



Joint Meeting of WoodCircle Communication and Annual Workshop Meeting of ECE/FAO Team of Specialists on Forest Communication – Forest Communicators' Network (FCN)

Tuesday 17 December 2024

Opening segment

- 08:30 *Registration*
- 09:00 **Welcoming words**
Elfriede Moser (BML), Maria De Cristofaro (FAO), Alexander Buck (IUFRO)
- 09:20 **Keynote**
Ragnar Pedersen (NIBIO) *tbc*
- 09:40 **Q&A**
- 10:00 **Short overview of Austrian Forests & Wood Initiative**
Georg Rappold (BML)

10:15 *Coffee break*

- 10:45 **Flashlights – Communicating wood**
Wood Initiative projects' presentations (15 min each)
WoodPassage – European Capital of Culture Salzburg
Wood goes Europe App
Vienna Museum of Science and Technology – permanent exhibition

11:30 **Q&A**

12:00 *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)
- 14:00 **Q&A**
- 14:15 **Image Campaign of the Austrian Wood Initiative**
D.N.S. Werbe GmbH, Falko Mätzler
- 14:45 **Q&A**
- 15:00 *Coffee break*
- 15:30 **Communicating with policymakers – analysis and findings from the Forest Communicators Networks' Global Coordination Group Annual Meeting**
Kai Lintunen (Finnish Forest Association)
- 15:45 **Discussion and Q&A**



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- 16:00 **World café**
Interactive part of the programme – on upscaling/downscaling sustainable wood campaigns
- 17:00 **Résumé and outlook**
- 17:30 **End of day 1**

Wednesday 18 December 2024

Training session

- 09:00 **Welcoming words and introduction to programme**
- 09:10 **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
- 10:30 *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, infographics)
- 12:10 *Lunch*

Field trip

- 13:30 **Field trip**
Wood in urban buildings and infrastructure
- 17:00 **End of field trip**
- 18:30 *Dinner*

Thursday 19 December 2024

- 09:00 **Welcoming words**
- 09:10 **Best practices in forest communication**
Lightning talks (5–6 minutes) presented by workshop participants
- 10:10 **Q&A**
- 10:30 *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
Introduction to International Day of Forests 2025 (Forests and Foods)*
- 12:00 **Workshop on social media products**
Session in breakout groups



Food and Agriculture
Organization of the
United Nations



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

12:30 **Reporting back from breakout groups**

13:00 *Lunch*

14:00 **Any other business**

14:30 **Closing remarks**

15:00 ***Day and workshop conclude***