



UNECE/FAO
Forest Communicators' Network

Annual workshop meeting

Prague,
20–22 June 2023

Day 1 | Tuesday 20 June 2023

8.30 *Registration*

9.00 **Welcome and introductory remarks**

Kai Lintunen, Head of International Communication, Finnish Forest Association, Team Leader, UNECE/FAO Forest Communicators' Network

Ekrem Yazici, Forestry Officer and Deputy Chief of the Joint UNECE/FAO Forestry and Timber Section, Food and Agriculture Organization of the United Nations

Tomáš Krejzar, Director of the Department of Concepts and Economics of Forest Management of the Ministry of Agriculture of the Czech Republic

Radek Rinn, Vice-Dean for Strategy, Development and International Relations of the Faculty of Forestry and Wood Sciences of the Czech University of Life Sciences Prague (FFWS CZU)

9.30 **Presentation of forests in the Czech Republic**

Eliška Trnková, Department of Concepts and Economics of Forest Management of the Ministry of Agriculture of the Czech Republic

Role of Sustainable Wood

9.45 **Presentation on reconstructing our climate with forest products**

Prof. Dr. Jürgen P. Kropp, Potsdam Institute for Climate Impact Research (PIK), Neues Bauhaus der Erde

Q&A

10.30 *Networking coffee break*

- 11.00** **Presentation on Austrian Platform Forest-Wood-Paper**
Patrick Lenhard, Austrian Platform Forest-Wood-Paper
Q&A
- 11.30** **Presentation on strengthening advocacy and awareness on the role of sustainable wood value chains**
Maria De Cristofaro, Outreach and Capacity Building Officer, Food and Agriculture Organization of the United Nations
- 12.00* *Lunch - University canteen (card payment possible)*
- 13.00** **Roundtable discussion:**
Challenges and opportunities in spreading the word for sustainable wood
Moderated by **Ingwald Gschwandtl**
- 14.00** **Making a change with powerful communication**
10-minute lightning talks by selected FCN members
- **The IUFRO-Mondi Science and business partnership: the podcast**
José Bolaños, Communications Manager, International Union of Forest Research Organizations (IUFRO)
 - **Large-Scale Public Participation and Awareness Raising: Best Practices from Slovenia**
Boris Rantaša, Simon Zidar, Tina Dolenc, Andreja Gregorič, Slovenian Forestry Institute
 - **Cutting through the noise: Communicating effectively in the national arena**
Marcus Kühling, Group Leader Forest, Timber and Building, Agency for Renewable Resources (FNR)
 - **New wood - what wood can do**
Kai Lintunen, Head of International Communication, Finnish Forest Association, Team Leader, UNECE/FAO Forest Communicators' Network
- Discussion and Q&A
- 15.00* *Networking coffee break*
- 15.30** **Presentation on wildfire management communication**
Kai Lintunen, Head of International Communication, Finnish Forest Association, Team Leader, UNECE/FAO Forest Communicators' Network
Q&A
- 16.00** **Presentation on using modern technologies for impactful communication**
Pavel Kucera, communication expert
- 18.15* *Bus transport to the dinner*
- 19.00* *Dinner in the city centre hosted by Forests of the Czech Republic:
Art Restaurant Mánes*

9.00

Podcast training session

Pavel Kucera, communication expert

- Presentation of podcasts
- Team discussion
- Roundtable moderated discussion

10.30

Networking coffee break

11.00

Reporting back on the International Day of Forests and FCN achievements 2023

Maria De Cristofaro, Outreach and Capacity Building Officer, Food and Agriculture Organization of the United Nations

International Day of Forests 2024 – Forests and Innovation workshop

Maria De Cristofaro, Outreach and Capacity Building Officer, Food and Agriculture Organization of the United Nations

- Breakout groups - Key messages and communication products
- Reporting back

12.30

Communicating with the general public, experts and foresters

Josef Svoboda, Forests of the Czech Republic, state enterprise

Communicating with Prague residents

Kateřina Swolová, City of Prague Forests (LHMP)

13.00

Lunch - University canteen (card payment possible)

14.00

Field trip to City of Prague Forests (LHMP) - Transport by bus

LHMP manages over 2,900 hectares of forests and meadows. Learn about Park Stromovka, one of the biggest parks in Prague

Barbora Berecová, City of Prague Forests (LHMP)

17.30

Outdoor activity in Old Prague

- Discover Old Prague by outdoor escape game
- Work in groups
(Needed one fully charged mobile with internet in each group)

Day 3 | Thursday 22 June 2023

9.00 Hands-on training session - Presentation and training session on generative AI

- Learn how to use ChatGPT, Bard and Midjourney, the very latest AI apps (Required: account access and laptop)
- How to make AI do what you want and protect yourself: principles for efficient prompting
- Learn about website and photo creation

Juan Sebastián Gómez López, Journalist, Deutsche Welle

10.30 *Networking coffee break*

10.45 Hands-on training session - Generative AI (cont.)

13.00 *Lunch - University canteen (card payment possible)*

14.00 IUFRO World Congress

Presentation by IUFRO and discussion on communication opportunities

Gerda Wolfrum, Coordinator PR & Communication, IUFRO, Deputy Leader, UNECE/FAO Forest Communicators' Network

14.30 *Any other business*

15.15 Closing remarks

Ekrem Yazici, Forestry Officer and Deputy Chief of the Joint UNECE/FAO Forestry and Timber Section, Food and Agriculture Organization of the United Nations

15.30 *Workshop concludes*



Venue:

Česká zemědělská univerzita v Praze, Kamýčká 129, 165 00 Praha – Suchdol (CZU campus), DP201, Pavilion of Wood Sciences in the Campus (Red building, 4th floor)