

## CONCEPT NOTE

### Developing Strategic Communications in the Forest Sector

#### Capacity-building forest communications workshop

Bishkek, Kyrgyz Republic, 4-6 July 2017

The Food and Agriculture Organization of the United Nations (FAO) with the support of the UNECE/FAO Forest Communicators' Network will hold a three-day international workshop, Developing Strategic Communications in the Forest Sector, in Bishkek, Kyrgyz Republic, from 4 to 6 July 2017.

The event is organized in collaboration with the State Agency on Environmental Protection and Forestry under the Government of the Kyrgyz Republic and the Kyrgyz Association of Forest and Land Users, and with the financial support of the Government of the Republic of Austria and the Government of the Republic of Finland.

Representatives from Eastern Europe, the Caucasus and Central Asia will attend this important workshop, which will help participants to develop highly effective and realistic communication strategies. It is aimed principally at those who are responsible for planning and managing communications in their organizations and will bring together forestry communication professionals to work in an innovative and highly participatory way.

The workshop is a follow-up event from the first regional workshop on forest communication for countries in the region, which was held in St Petersburg in 2016. Participants there identified improving capacity for developing communication strategies as a priority area for development.

After the workshop, participants will be able to:

- understand and use vital analytical tools;
- understand and develop the components of successful communication strategies;
- identify key audiences and messages; and
- set clear objectives and outcomes and identify robust evaluation methods.

Participants will also be able to share examples of best practice and effective communication tools and techniques. The hands-on workshop will involve three days of intensive training, so unfortunately no presentations can be accommodated.

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