



ASIA-PACIFIC FORESTRY WEEK

Beijing, China
7 - 11 November 2011

New challenges New opportunities

A summary of events of
Asia-Pacific Forestry Week 2011



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Beijing, China
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Food and Agriculture Organization of the United Nations
Regional Office for Asia and the Pacific
Bangkok, 2012

ACKNOWLEDGEMENTS

Asia-Pacific Forestry Week (APFW) 2011 was made possible through the generous support provided by a wide range of partners and contributors who together shape the vibrant and changing landscape that characterizes Asia-Pacific forestry. With more than 40 partner events taking place throughout the week, the energy and enthusiasm provided by a wide range of partners, collaborators, sponsors and resource people ensured the success of APFW 2011. FAO wishes to express its gratitude to the 75 organizations that accepted the opportunity to support and be involved in APFW 2011 and the 24th session of the Asia-Pacific Forestry Commission. Although the individuals contributing to the success of APFW are too numerous to list it is hoped that this publication does justice to their efforts in capturing the activities and outcomes of the events held by partner organizations during the week.

Particular gratitude is expressed to the Government of the People's Republic of China and the State Forestry Administration (SFA) as hosts and to the Asia-Pacific Network for Sustainable Forest Management (APFNet) for spearheading the organization and arranging the logistics of the event.

Many thanks to the following organizations for their support in holding partner events:

- Aravali Foundation for Education
- ASEAN Social Forestry Network (ASFN)
- ASEAN Wildlife Enforcement Network (WEN)
- Asia Forest Network (AFN)
- Asia Forest Partnership (AFP)
- Asia Indigenous Peoples Pact (AIPP)
- Asia Network for Sustainable Agriculture and Bioresources (ANSAB)
- Asian Development Bank (ADB)
- Asia-Pacific Association of Forestry Research Institutions (APAFRI)
- Asia-Pacific Forest Invasive Species Network (APFISN)
- Asia-Pacific Forestry Commission (APFC)
- Asia-Pacific Network for Sustainable Forest Management and Rehabilitation (APFNet)
- Association of Southeast Asian Nations (ASEAN)
- Beijing Forestry University
- Bioversity International
- Center for International Forestry Research (CIFOR)
- Center for Science and Technology Development, State Forestry Administration (SFA)
- Center for Urban Green Spaces
- Certification Management Office, Technology Development Center, State Forestry Administration (SFA)
- China Green Carbon Foundation
- China National Forestry Industry Federation (CNFIF)
- China National Forestry Product Industry Association
- China Wood and Wood Products Distribution Association
- Chinese Academy of Forestry (CAF)
- Climate Change Commission (CCC), Philippines
- CoDe REDD-Philippines
- Department of Environment and Natural Resources-Forest Management Bureau (DENR-FMB), Philippines
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Environmental Investigation Agency (EIA)
- EU-FLEGT Asian Programme
- European Forestry Institute (EFI)
- Food and Agriculture Organization of the United Nations (FAO)

- Forest Stewardship Council (FSC)
- Forest Action Nepal
- Global Witness
- Greater Mekong Subregion Core Environment Program and Biodiversity Conservation Corridors Initiative (CEP-BCI)
- Indian Council of Forestry Research & Education (ICFRE)
- Indian Institute of Forest Management (IIFM)
- Institute for Global Environmental Strategies (IGES)
- International Centre for Bamboo and Rattan (INBAR)
- International Partnership for Forestry Education (IPFE)
- International Teak Information Network (TEAKNET)
- International Union for Conservation of Nature (IUCN)
- International Union of Forestry Research Organizations (IUFRO)
- Japan International Cooperation Agency (JICA)
- Kerala Forest Research Institute
- Korea Forest Research Institute
- Lowering Emissions in Asia's Forests (LEAF)
- National Bureau to Combat Desertification, State Forestry Administration China (SFA)
- National Forest Programme Facility (NFP Facility)
- Programme for the Endorsement of Forest Certification (PEFC) China Office
- Putra University of Malaysia
- RECOFTC - The Center for People and Forests
- Renmin University of China
- Research Center for Eco-environment Science (CAS)
- Responsible Asia Forestry and Trade (RAFT)
- School of Environmental Management, GGS Indraprastha University
- Secretariat of the Pacific Community (SPC)
- Seoul National University
- State Forestry Administration of China (SFA)
- Swedish International Development Cooperation Agency (Sida)
- The Global Network for Forest Science Cooperation (IUFRO)
- The Nature Conservancy (TNC)
- The Treadmill Group
- Transparency International, Malaysia
- United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD)
- United States Agency for International Development (USAID)
- United States Department of Agriculture (USDA) Forest Service
- University of British Columbia
- University of Melbourne
- USDA Forest Service
- World Bank
- World Wildlife Fund (WWF)

PHOTO COMPETITION WINNERS



'Fly in the Sky', Asep Ayat, Indonesia



'Slash and Burn', Rebeca Sandoval, Cambodia

FOREWORD

Much of the impetus for hosting a second regional forestry week in Beijing, China was derived from the success of the first Asia-Pacific Forestry Week, held in Viet Nam in April 2008. The previous experience of organizing such a large event left no doubts about the challenges involved, but also reinforced the opportunities – particularly to engage and involve more participants and more organizations than the first time.

Whilst the goal was to build on the success of the initial forestry week by expanding and diversifying further we were delighted with the enthusiasm that APFW 2011 engendered. Representing all dimensions of forestry, more than 1 000 participants from governments, non-government organizations, research institutions, regional and international networks, UN agencies, universities and colleges attended the meeting. Seventy-five organizations were involved in the week, the majority supporting one or more of the 40 partner events that covered topics as diverse as governance, forest nutrition and communications through to REDD+, forest regeneration, forest modeling and empowerment and human rights in forestry.

Significant amounts of time and energy went into making APFW 2011 a dynamic, interactive and participatory event. For the first time, a specific space, ‘the Culture and Networking Room’, also known as the ‘CANopy’ room, was created for informal networking and learning. The room provided displays of forestry art, photo exhibitions, short films, essay and photo competition entries and a children’s drawing competition. Forestry film night further complemented these activities by showcasing high quality films on topics including forest conservation, forest regeneration and community forestry. The SFA and APFNet graciously accepted requests to support these activities and their logistical assistance made them possible.

In addition to these formal and informal activities, the Champions of Asia-Pacific Forestry award was launched and a student job fair was held to encourage the younger generation to seek and find careers in the ever-expanding forestry world.

Asia-Pacific Forestry Week: New challenges – new opportunities. A summary of events of the second Asia-Pacific Forestry Week provides a synthesis of discussions held during the event. As so many activities took place simultaneously during the week, it is hoped that the report will allow APFW 2011 participants to learn more about parallel sessions they were unable to attend, and for those who missed APFW 2011, the report provides useful information about the new opportunities and challenges that were discussed.



Hiroyuki Konuma
Assistant Director-General and Regional Representative for Asia and the Pacific
Food and Agriculture Organization of the United Nations

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Mr Zia Zhibang, Minister, State Forestry Administration China (SFA)



Ms Shalini Rajakaruna, Essay Competition Winner, Sri Lanka

INTRODUCTION

In conjunction with the 24th session of the Asia-Pacific Forestry Commission (APFC), Asia-Pacific Forestry Week 2011 provided a forum for participants to consider, discuss and debate the most pressing issues facing the region's forestry sector. In a world struggling to attain food security while facing the threats of climate change and environmental degradation wrought by expanding individual consumption and a population that has recently expanded beyond 7 billion, never before has it been so important to address basic forest management challenges.

The theme of APFW 2011 was taking stock of existing challenges while exploring new developments and possibilities in an effort to improve management of forest resources in the Asia-Pacific region and taking full account of the social, economic, cultural and environmental dimensions of forestry.

The week was centred around three morning plenary sessions which explored the following areas:

- Governance: Addressing impacts on forests, lessons learned and strategies for the future;
- Communications: Exploring ways to better communicate forestry messages; and
- The future for forestry: Identifying future trends and opportunities.

These sessions reiterated that whilst there is an ever-present challenge to balance social, economic and environmental needs there is also a tremendous and long-held desire to reconcile tensions between environmental conservation and economic growth. This desire was revisited many times over the course of the week by representatives from government, non-governmental organizations (NGOs), research institutions, regional and international networks, UN agencies, the private sector, universities and colleges – all of them willing to share their experiences, ideas and knowledge in efforts to support forestry in maintaining a central role in the region's rapid development.

To complement these plenary events, each afternoon overlapping partner events were held on a huge variety of topics. These events were open to all participants to attend.

The 24th session of APFC ran parallel to APFW partner event activities on the afternoons of Monday, Tuesday, Thursday and Friday. Delegations from 29 member countries attended the APFC session.

During lunchtime breaks and evenings a number of informal networking and happy hour events were held in the Culture and Networking Room on topics including governance, the private sector's role in forestry and the work of Responsible Asia Forestry and Trade (RAFT). These events also provided opportunities for participants to network and socialize. The forestry film night and other innovative communication mediums used throughout the week – including a sand artist, a student job fair and informal networking sessions – were designed to bring people together to view and discuss forestry-related topics in unique ways.

A highlight of the week was seeing so many young people from across the region networking and discussing forestry-related topics with enthusiasm and passion. We trust that participants left APFW 2011 with new networks, connections and renewed vigour to continue to work towards sustainable forest management in the region. We hope this publication assists in helping to make sustainable forest management a regional reality.



Philippines participants included Ms Janet Martires,
Ms Gwendolyn Bambalan, Ms Remedios Evangelista,
Ms Mayumi Quintos Natividad



Mr Jerker Thunberg (FAO) presenting at the partner event on
Transition to SFM and Rehabilitation in the Asia-Pacific Region

OPENING ADDRESSES

Eduardo Rojas-Briales

**Assistant Director-General, Forestry Department
Food and Agriculture Organization of the United Nations**

It is my great pleasure to welcome you to the second Asia-Pacific Forestry Week. The week is your key opportunity as members of the forest community to set regional priorities for FAO's forestry work for the coming biennium and discuss important themes affecting the region. This week builds on the success of the first Asia-Pacific Forestry Week, held in Viet Nam in April 2008. Much of the original concept for regional forestry weeks was pioneered then, and because of its great success, the format has been replicated in other regions. We now see the success of these events turning full circle, back to this week, in Beijing, China.

This would not have been possible without the extensive and helpful cooperation of the Government of the People's Republic of China, particularly the State Forestry Administration, as well as the Asia-Pacific Network for Sustainable Forest Management. I know that your immense efforts to prepare this event will ensure its success for the region.

I would also like to thank the numerous organizational partners who have come together to arrange activities for APFW 2011, provided support and resources, and contributed to making this a notable event and one that will impact the forest community in the coming biennium.

The theme of Asia-Pacific Forestry Week 2011 is 'New challenges – new opportunities'. This theme encapsulates the dichotomous state of our world today, a world on the brink of another financial crisis, a world struggling to address the challenge of providing global food security and one that is coming to grips with climate change and environmental degradation as the global population passes the 7 billion mark.

Despite high population density, the Asia-Pacific region has been able to reverse deforestation trends and showed positive gains in the forestry sector over the last ten years, thanks to successful mitigation of deforestation, impressive afforestation programmes and natural expansion of forests. No other region of the world has ever shown such a dramatic positive change in such a short period of time.

Many lessons can be drawn from this experience: first, these lessons must be shared with other countries in the region that lag behind in reversing deforestation. These lessons could also be spread to Latin America and Africa, where progress in halting deforestation is still slow. Economic development, green urbanization and political will have all been essential to contributing to the Asia-Pacific region's positive experiences in reversing deforestation. China has taken the lead in this process, working in cooperation with a number of its partner countries in the region.

The region is gathering impressive experiences in forest restoration that are worthy of broader dissemination. However, these restoration efforts will only be sustained if forest management is implemented effectively and successfully addresses the threats of thinning, forest fires and forest pests in a changing climate.

In recent international debates on forests, many forest ecosystems and issues have not received equal attention. For instance, semi-natural forests are frequently ignored even though they account for more than 60 percent of the world's forests. Most forests in the Asia-Pacific region are semi-natural and excellent initiatives such as the Satoyama Initiative can help provide examples of how these types of forests can thrive when given adequate care and attention.

Beyond whole ecosystems, forest, soil and water will receive increasing attention in the coming years. Water scarcity is expected to rise due to climate change. Yet, insufficient attention has been given to dryland forests in comparison to other forest types. The interaction between forests and water in quantitative and qualitative terms will need further attention in the coming years, especially in a densely-populated, mountainous region such as Asia and the Pacific.

However, the future is not all doom and gloom for the forestry community and sector. Out of the challenges come many new opportunities, new ways of thinking, new ways of working, new ways of doing business, new products, new technologies and new markets.

For instance, the critical challenge of climate change has provided opportunities for the forest community. We see carbon as a new forest product and new markets have emerged in which carbon can be sold. New funding streams to improve forest management by reducing emissions from deforestation and degradation schemes have emerged, which could provide potential new income streams, opportunities for conservation and protection, the creation of jobs and improved revenues and livelihoods for forest-dependent people.

Additionally, emerging economies will raise energy prices and at the same time more pressure to reduce carbon emissions will lead to increased substitution of fossil fuel sources. As a result, biomass from agriculture, forests and waste will gain increasing attention. Building materials will also be affected. Conventional concrete buildings are considered high-risk areas in earthquake-affected zones and have a high environmental impact, but lower-risk building construction could be achieved through the increased use of wood or bamboo. In the run-up to the Rio+20 debates, the forestry sector can make a significant contribution in moving towards a green economy and promoting green growth, including national use of emerging and innovative industrial processes as well as developments such as biorefineries.

For the forestry sector, the principal challenge is to understand the forces that are shaping the world and anticipate the resultant opportunities that will emerge. What will be the impacts of changing demographics? How will the economic landscape change? What social and ecological pressures will come to the fore? How do we need to adapt our policies and institutions to best confront these challenges? How can technology help us?

The programme for the week centres around three dynamic plenary sessions that will address such issues confronting forestry in the region:

- i. *The governance challenge:* Impacts on forests, lessons learned and strategies for the future will lay out key governance challenges, highlight the successes and set the foundation for active and engaging dialogue with participants.
- ii. *New media – new messages:* Forestry communications in Asia and the Pacific will highlight ways to better convey forestry messages to the rest of the world and showcase cutting edge examples of forestry communications. A meeting of forest communicators from the region will follow to consolidate a network for the Asia and Pacific region on this important topic.
- iii. *Journey to 2020:* The future for forestry in Asia and the Pacific will help us chart how key forestry trends will unfold and identify opportunities for the upcoming decade.

You may also wish to use the Heads of Forestry dialogue ‘Forestry’s role in the green economy’, which takes place on Thursday afternoon, to further explore new opportunities for the forestry sector and take into account outcomes of the European Forestry Commission discussions on this same topic less than a month ago.

All of these activities will be supported by many other inspiring events that collectively will constitute an outstanding Asia-Pacific Forestry Week 2011.

In FAO, as in other organizations, we are working to adapt to rapid change, to evolve into a twenty-first century organization – one that is more flexible, collaborative and responsive – and to reinvent ourselves in ways that enable us to successfully confront new challenges.

As the Immediate Plan of Action for FAO Renewal takes effect, this meeting is an important part of showing how regional forestry commissions are key statutory bodies for FAO and link to its core work. These sessions allow us to incorporate the views, perspectives and proposals from the heads of the national forest services from a regional viewpoint by first prioritizing FAO's engagement in the region in forestry, and second to identify the priorities of FAO on a global scale. Regional conferences, as well as the Committee on Forestry, profit considerably from the strategic work done by the Regional Forestry Commissions. In the absence of these commissions, a comprehensive regional perspective that includes forestry as part of its priorities would not be sufficiently taken into account.

At the heart of change in FAO is the recognition that knowledge is essential for sound decision-making. FAO has committed to being a knowledge organization, serving as a knowledge network and bringing new knowledge to the field. To ensure this outcome and build FAO's ability to deliver relevant and timely information, FAO forestry officers would benefit from the establishment of an Advisory Panel on Forest Knowledge to promote education and knowledge initiatives on forests worldwide.

As you know, this session of the Asia-Pacific Forestry Commission also provides a critical opportunity to shape FAO's programme of work for the next biennium and beyond. When deciding on your priorities for the coming biennium, I invite you to consider the outcomes and recommendations of the recently concluded European Forestry Commission in Antalya, Turkey. This will help the commissions in other regions when they meet in 2012 (Africa, Near East, Latin America and North America), forming a comprehensive picture of the discussions taking place around the world and a consistent view of our priorities at the global level.

I would like to applaud you all again for your helpful efforts in making this event possible and am pleased to see the enormous attendance. It is clear that the many participants are a reflection of how the region has successfully mobilized support for the Regional Forestry Commissions and embraced the concept of the Asia-Pacific Forestry Week.

I wish you the best in concluding your work this week and look forward to our discussions together.

Seize opportunities, embrace challenges and advance sustainable forestry development in Asia and the Pacific

Jia Zhibang, Minister

State Forestry Administration, China

Today, as fellow foresters and colleagues from Asia-Pacific countries and forestry-related international organizations, we are gathered here to attend the second Asia-Pacific Forestry Week and the 24th session of the Asia-Pacific Forestry Commission, to conduct in-depth discussions on the theme of 'New challenges - new opportunities' and to deliberate on how to advance sustainable forestry development in the region. Hereby, on behalf of the State Forestry Administration, I would like to extend my warm congratulations on the opening of the event and my warm welcome to all of the delegates.

Forestry has economic, ecological, cultural and social functions. *Vis-à-vis* rapid socio-economic development and escalating ecological problems, the role of forestry has been underscored in the overall socio-economic development scenario. The United Nations Conference on Environment and Development (UNCED) in 1992 was a watershed in the attention attached to forestry globally. In the new century, besides daunting challenges like global climate change, ecological crises, energy security, food security and major natural disasters, promoting green growth and sustainable development are yet to be sufficiently addressed. The understanding of and demand for forestry have also undergone significant changes. To leverage multiple functions of forestry has become the trend and common course that most countries opt for. This has brought new opportunities for forestry development and presented new demands to forestry.

The Asia-Pacific region is an area with the most dynamic potential for development in the world. Its economic volume occupies over half of the world total and it has an important role to play in the global economy. Meanwhile, this region boasts the richest and most unique forest ecosystem, with 53 percent of the global forest area. Recent years have witnessed the robust development of forestry in the region and the continuous growth of forest area, which has become a major force in reversing the trend in global forest resource reduction. In the new era, every country should keep in mind the importance of forestry in socio-economic development. This is a time to seize critical opportunities, renew the understanding and position of forestry, expand and adjust forest management objectives, develop new forestry industry, further improve forest resource management and use policies, better manipulate the multiple roles of forestry in economic, ecological and social spheres, and together address and conquer the common challenges facing forestry development.

China is a populous country with a frail ecology. The Chinese Government attaches great importance to forestry development in overall socio-economic development. It has mandated the SFA to develop and protect forest ecosystems, manage and restore wetland ecosystems, treat and improve desert ecosystems and safeguard and develop biodiversity. It is clear that forestry is crucial in promoting sustainable development, has top priority in ecological development and is fundamental in addressing climate change. The government has increased investment in forestry development, encouraged institutional innovation, established technical support systems and promoted forestry reform and development.

We have tapped and leveraged the ecological functions of forestry. Some major ecological projects have been launched nationwide, such as the Grain for Green programme and the Natural Forest Protection Program; the national voluntary tree planting campaign has been implemented now for 30 years; prevention and control of desertification as well as wetland protection is ongoing; a national ecological security system composed of forests and grass vegetation is in place. Currently forest cover in China has reached 20.36 percent, forest stocking volume is up to 13.721 billion cubic metres and the forest area exceeds 196 million hectares, of which forest plantations constitute 61.68 million hectares, foremost in the world. The expansion of desertified land in China has slowed down from 3 436 square metres per year in the last century to 1 717

square metres per year. Approximately 2 035 forest nature reserves have been created, accounting for 12.9 percent of the national territory; they provide shelter for 90 percent of terrestrial ecosystems, 85 percent of the wild fauna, 65 percent of the high-end flora and 50 percent of the natural wetlands.

We have made full use of the economic functions of forestry. The collective forest tenure reform has been strengthened. Now, 168 million hectares of forests, that is 92 percent of the collective forests, have been contracted to households; 8 220 households have been given forest tenure certificates; altogether 400 million farmers have directly benefited from the reform, which has greatly motivated farmers in developing forestry. The direct output from forest land amounts to over 3 000 yuan per hectare; this has improved farmers' income and boosted forestry development. We strive to develop forestry industry and expand the scale of green economy. In 2010, the total national output value of forestry industry reached 2.28 trillion yuan and forestry trade value was US\$90 billion, which has facilitated the regional economy and the supply of forest products.

We have explored the function of forests as carbon reservoirs. The Forestry Action Plan to Address Climate Change has been implemented and efforts have been strengthened to expand forest area, improve forest resource quality, protect forest resources, reduce deforestation and forest degradation and enhance carbon sequestration of forests. Now, the total carbon sequestered by China's forest vegetation has already reached 7.8 billion tonnes, which is a significant contribution to addressing climate change. The Asia-Pacific Network for Sustainable Forest Management and Rehabilitation (APFNet), proposed by China, has become a platform for forestry cooperation and combating climate change in the region. China is strengthening afforestation efforts and trying its best to achieve the goals of increasing forest area by 40 million hectares by 2020 compared with 2005, and increasing the forest stocking volume by 1.3 billion cubic metres by 2020 over 2005.

Forestry cooperation in the region is underscored by the Chinese Government. In September this year, China organized the First APEC Meeting of Ministers Responsible for Forestry in Beijing with the theme of Enhanced Regional Cooperation for Green Growth and Sustainable Forestry Development. Chinese President Hu Jintao delivered an important speech at the opening ceremony and elaborated the importance and functions of forest in green growth. He proposed to strengthen forestry development, bring into full play the multiple functions of forests and promote regional cooperation and expressed great expectations for regional forestry cooperation. The Chinese Government will continue to take measures to develop modern forestry, shape a stable and robust forestry ecosystem and expand forest industry as strong support for sustainable socio-economic development. We will adhere to the principles of mutual respect, equal cooperation and creating win-win scenarios, actively engage in and promote regional forestry interaction and cooperation, strengthen capacity building and support communication and information sharing in regional forestry to contribute to sustainable forestry development in the region.

Ecological impact respects no boundaries and poverty is indifferent to race. Countries in the Asia-Pacific region should seize opportunities and boost forestry communication and cooperation in the region, respect forestry development paths taken by countries according to respective national conditions, share practices in sustainable forestry development, learn from success stories, promote socio-economic development and realize prosperity and progress.

I sincerely hope that we can take advantage of this event to conduct in-depth discussion and interactions, and look forward to forestry cooperation towards 2020. The Chinese delegation will actively engage in various agenda items of the event, study the successful practices of other countries and share the development of China's forestry sector. Meanwhile, China will also hold a partner event introducing the new challenges and new opportunities facing China's forestry sector. All delegates are welcome to attend.

We gather in Beijing for a common wish and goal. In the following week, discussions will surround topics like strengthening forest governance and applying new media to strengthen forestry cooperation in the region. I believe, with the concerted effort of all the delegates, the APFW 2011 and APFC sessions are bound to build

up our friendship, promote communication, enhance cooperation and make a contribution to sustainable forestry development in the region. We will try our best to provide strong support for the smooth convening of the meeting and create favourable conditions for everyone.

Last but not least, I wish all delegates a pleasant stay here in Beijing. And I wish the second APFW and the APFC session great success. Thank you.

Opening speech

Jan L. McAlpine

Director, United Nations Forum on Forests

It is a pleasure and honour to be with you here at the China National Convention Centre in the fascinating city of Beijing to celebrate the Asia-Pacific Forestry Week 2011 and the International Year of Forests. I would like to express my sincere appreciation to the Asia-Pacific Forestry Commission for inviting the UN Forum on Forests Secretariat to be part of this event. I wish to congratulate the Asia-Pacific Forestry Commission on their invaluable work in providing support to the countries of the region by developing regional guidelines for best forest management practices and by building capacity for the implementation of the guidelines at both national and local levels.

Today we are celebrating Asia-Pacific Forestry Week 2011. It is particularly appropriate that this milestone coincides with the global celebration of the International Year of Forests, also known as Forests 2011. As many of you already know, Forests 2011 is truly a historic first for the United Nations. It is such a testament to the rising visibility of forests in the global policy debate that the UN General Assembly decided to declare an International Year to highlight the key role of forests in our lives.

We all recognize that agriculture and forests are critical for human life and poverty eradication. Sustainable agriculture and related food security are the keys to ensuring that the world will produce enough food to feed the nine billion people who will be on this planet by 2050. At the same time, many rural communities rely not only on subsistence agriculture, but on forests for their livelihoods, including for food, fuel, water and medicine as well as the cultural and spiritual values so fundamental to people in different countries. The forest is their natural garden. For instance, more than 80 percent of total energy consumption in many developing countries comes from fuelwood. All of these elements taken together reinforce the message that agriculture and forests are vital to the survival and well-being of all of us.

I would like to point out that agriculture and forests sustain and are interdependent on each other. While the world has recognized the need for forests' contribution to climate change, increasing pressure for food has resulted in unsustainable deforestation in some of the largest areas of forest cover in the world. It is therefore absolutely critical that agricultural land management and forest land management function in a far more integrated fashion. This requires a cross-sectoral approach which breaks down the institutional silos, facilitating a partnership between all government and private sector institutions across the physical landscape, including agriculture, forests, wetlands, mountains, dry lands, rivers, biodiversity and people. Simply put, a landscape approach brings together local communities, governments, the private sector and NGOs to identify socially, economically and environmentally ideal land use. It is intended to shift the emphasis away from simply maximizing only the environmental benefits to optimizing the social, economic and environmental functions within the physical landscape.

In order to effectively address increasing pressure for food, one focus in landscape restoration should be on how all institutions can work together to achieve sustainable agriculture and sustainable forest management or SFM. Each country's government must determine its own priorities and put in place incentive mechanisms for local governments, the private sector, communities and multilateral institutions to support the needed changes.

According to the Global Partnership on Forest Landscape Restoration (GPFLR), in which our United Nations Forum on Forests (UNFF) team is an active partner, it is estimated that 1.6 billion hectares of forests worldwide are eligible for landscape restoration as they currently contribute little to sustainable agriculture or SFM. This poses daunting challenges while also offering enormous opportunities to enhance food security for all

seven billion of us and our future generations.

Building on existing local government, private sector and multilateral systems and institutions, there is an urgent priority to facilitate leadership for just such a landscape approach, beginning with agriculture and forests. What is essential for this exploration is a practical approach to leverage effective collaboration in the areas of finance and trade in sustainably produced agriculture and forest products, in transferring environmentally-sound technologies, on the ground capacity building and cross-sectoral governance.

In shining a spotlight on the positive actions people can take for forests, the message of restoration is a compelling one. China's Loess Plateau has been a story of rebirth and transformation. Innovative action, supported by the World Bank, regenerated a barren landscape that had been degraded from centuries of unsustainable land management. Communities worked to replace overgrazing with terrace-building and tree-planting practices. In just a decade, the dry, dusty plateau had become a mixed green landscape of forests and fields, an incredible feat of recovery for an area approximately the size of Belgium, 640 000 square kilometres. Moreover, this restoration contributed towards lifting 2.5 million people out of poverty. This is truly one of the best practices in landscape approach and was dramatically portrayed in one of the winning films of the first-ever 2011 International Forest Film Festival entitled, *Hope in a Changing Climate*. These are the stories that inspire others to take action. At the launch of Forest 2011, Minister Stanislas Kamanzi of Rwanda announced President Kagame's commitment to achieve border-to-border landscape restoration over the next 25 years. By 2015, Rwanda and its partners will have designed a restoration plan to achieve sustainable agricultural production, low carbon economic development, adequate water and energy supplies, increased forest cover and new opportunities for rural livelihoods.

2011 has been a truly momentous year for forests as it was declared the International Year of Forests by the UN General Assembly to promote awareness of SFM of all types of forests. The Year has been particularly close to our hearts as our Secretariat was designated the focal point of the Year. As you know, the UNFF is a world body comprised of all 193 UN countries with a focus on all things forests and trees outside of forests. The UNFF has a unique role in catalysing and strengthening cross-sectoral linkages with various partners within and outside the UN system.

The theme for the Year is 'Forests for People' – to celebrate people, from all walks of life, who take action, every day, for forests around the world. I often like to point out the simple reality that we cannot manage our forests by putting a fence around them; people are a critical part of the equation. During the Year we have had hundreds of Film Festival screenings, hundreds of other events including conferences, art exhibits, publications and community forest activities around the world.

Looking at the Web site traffic data from the beginning of November 2011, the Web site has been viewed nearly 1 million times. Over 1 000 organizations are using the Forests 2011 logo in their publications and events, and the logo has been translated into over 50 languages, including the six UN official languages.

The UN Stamp Series was launched in October 2011 in partnership with the UN Postal Administration. The series was designed by celebrated artist Sergio Baradat. Through this year's Forest Heroes programme we have been privileged to hear about 90 amazing individuals who have made a difference in 40 countries.

As part of the Year's celebration, the Universal Postal Union organized a letter-writing competition that asked young people to imagine they were a tree living in a forest, and asked them to write a letter explaining why it was important to protect forests. Nearly 2 million children from 60 UPU member countries participated in the contest; the Gold Prize winners were 13-year-old Wang Sa from China and 15-year-old Charlee Gittens from Barbados. In Ms Wang's letter one of the main protagonists is quoted as saying, "Forests are the wealth of all our generations – from our ancestors to our great-great-grandchildren. We will not cut down trees. We will plant more trees."

I am honoured to mention some other important activities.

The UNFF collaborated with the international non-profit foundation, Gabarron Foundation, for the International Children's Art contest. The International Children's Art contest is a programme of the Queen Sofia Children's Art Museum – an annual contest which has been organized for over 30 years. Each year they pick a theme with a meaningful message and the theme of the contest in 2011 is 'Celebrate the Forests' – in keeping with the spirit of the International Year of Forests. Children between the ages of five and 14 are invited to submit their work through the end of 2011. An awards ceremony for the winners will be held at the Gabarron Carriage House Center for the Arts in New York, New York in February 2012. The Gabarron Foundation, along with the Queen Sofia Children's Art Museum in Spain, has been developing programmes aimed at promoting diversity of arts and culture for over 20 years.

We are also co-publishing the book *Forests for life* with Tudor Rose, a beautiful 300-page hardcover book containing reports from a wide range of authors looking at the significance of forests in their lives. The book will be published at the end of 2011, and launched at the closing ceremony of Forests 2011 in February 2012.

I would like to point out that communication activities will not end with the year; we intend to continue to raise awareness of the importance of forests for people in 2012 and beyond. UN Secretary-General Ban Ki-Moon has said "Rio+20 will be one of the most important global meetings on sustainable development in our time. At Rio, our vision must be clear: a sustainable green economy that protects the health of the environment while supporting the achievement of the MDGs through growth in income, decent work and poverty eradication."

Thank you for your time and attention.

Welcome remarks

Qu Guilin

Director-General, APFNet

I am honoured to be here on the grand occasion of the opening ceremony of the Second Asia-Pacific Forestry Week, the largest gathering of foresters in the region, to welcome all participants and extend my gratitude to the State Forestry Administration of China and the FAO Asia-Pacific Regional Office for giving APFNet the opportunity to organize and sponsor this grand event.

The Second Asia-Pacific Forestry Week is convened at the right time when forestry development in this region is situated at the transitional period towards sustainable management. This is driven by the shift of modes of economic growth and resource consumption as well as the increasing social demands for ecological goods and services from forests. This meeting features new challenges and new opportunities facing forestry sectors of the region in the changing world.

The Asia-Pacific region is endowed with abundant forest resources that play an important role in such areas as growth of GDP, employment, ecosecurity and livelihood improvement. The region has witnessed robust economic growth in a sustainable way and sustainable forest management has been integrated into national social and economic development strategies and plans of each nation, aiming at achievement of multiple functions of forests; this provides an historical opportunity and platform for the forestry sector. But it has to be realized that there are challenges ahead of us as ecological problems and poverty still accompany the process of forest resource management and utilization. While we are better off from using forest resources, our excessive consumption of them is draining our environment, posing a severe threat to ecosystems and the survival of future generations.

Ecological problems do not only come from the ecosystem itself, but also from our culture. Culture here means our habits in consumption of the resources and environment of the planet. The traditional advantages of rich forest and human resources could be turned into challenges if our thinking and attitude towards our behaviour and forest resources remain unchanged.

To seize the new opportunities and meet the new challenges, we must avoid or abolish outdated patterns of forest management, which requires ways to transform our culture or habits to improve our policy, governance, market, trade and benefit-sharing incentives and balance conservation, management and utilization of forests to give full play to all related stakeholders and the multiple functions of forests. The region's forestry sector is at a turning point of transformation which needs the efforts of all concerned to make it happen.

APFNet was proposed by China and co-sponsored by the United States and Australia in the 2007 APEC Leaders' Meeting in Sydney. Our mission is to promote and improve sustainable forest management and rehabilitation in the Asia-Pacific region through capacity building, information sharing, regional policy dialogues and pilot projects. To achieve our mission, we mainly focus on activities in four categories, namely capacity building, pilot projects, information sharing and policy dialogues. We believe that the quantity and quality of forests are the basis of sustainable forest management; the key vehicle is forest policy and legislation, the preconditions are participation and capacity building of all stakeholders and information sharing and the short cut is demonstration of best practices through pilot projects.

Though APFNet is still young, we have established close cooperation with our members, carrying out activities such as pilot projects with six economies and three organizations, training workshops and scholarships. As a regional organization open to all economies, civil society organizations and the private sector in the region, APFNet will continue its efforts to work with its members to address challenges facing the forestry sector in this region.

Last but not least, I wish this event success and for all of you a pleasant stay here in Beijing.

Thank you.

Welcome address

Anggun Cipta Sasmi

FAO Goodwill Ambassador

I am very proud to be with you today on the occasion of this important gathering to address the challenges and opportunities concerning forestry and environmental issues on a global and regional scale.

Most of you probably know me as a singer. Many of you will also know me as a Goodwill Ambassador for the Food and Agriculture Organization of the United Nations. And some of you may know about my involvement in the campaign for the UN Millennium Development Goals, and in particular MDG No. 1: reduction of hunger and extreme poverty and MDG 7: environmental sustainability. Asia-Pacific Forestry Week will be an important event in taking stock of progress made, identifying key areas for improvement and presenting recommendations for bold, innovative forestry and environmental policies which are critical for the achievement of MDG 7.

The year 2011 has been designated by the United Nations General Assembly as the International Year of Forests. The theme of the year 'Forests for People' conveys the key message that forests are essential to over 1.6 billion people who depend on them for their livelihoods.

Deforestation, caused by human activities that convert forests to other land uses, is directly affecting the livelihoods of millions of people worldwide. Deforestation and land degradation are reversible; it is a very difficult task but it can be achieved. It requires political will and adequate law enforcement.

Forest conservation and the sustainable management of forests is a long-term process. Nurturing this process is the key objective of FAO's support to the forestry dialogue, with the aim to develop policies and regulations to protect and to manage forests effectively.

I was born in Indonesia, so allow me to speak about my country. Indonesia contains the world's third largest tropical forest. Around two-thirds of the land area is covered by forest and woodland, making it an important resource for Indonesia and its people. As a growing economy, Indonesia has used its forests intensively – leading to high deforestation rates. After a peak in the 1990s, Indonesia has managed to reduce its deforestation to around 0.3-0.6 percent per year for the last ten years. But forest land is still being cleared; including for timber and for conversion to oil-palm and other plantation crops.

Indonesia is making an effort to manage its forests more sustainably. The President of Indonesia has committed to reducing the country's greenhouse gas emissions by as much as 41 percent in order to avoid climate change. Reducing deforestation plays an important role in achieving this target. It is estimated that forest loss contributes approximately 17 percent to global greenhouse gas emissions. In Indonesia, this share is significantly higher. FAO, together with the United Nations Development Programme and the United Nations Environment Programme, is supporting the Government of Indonesia through the UN-REDD programme to prepare for an international mechanism aimed at reducing emissions from deforestation known as REDD+. The focus is on sustainable management of Indonesian forests so that Indonesia can profit from the forests without losing them.

The crises bedeviling modern society and our way of living and thinking, of producing, consuming and wasting have led to the depletion and degradation of nature and to widespread indifference to the tragic problems of the developing world.

Climate change affects us all, but people who are already vulnerable and food insecure are the first to suffer. Droughts in Africa or flooding caused by torrential rains in Asia and elsewhere hurt most those whose livelihoods are already at risk and they may never recover. Environmental degradation and poverty go hand in hand. They are the two faces of the same coin, a vicious circle we must break together.

Every single person can contribute to improving the world's forest resources and the environment. Countries, organizations and the general public are encouraged to take action.

In 2008, the threshold of 1 billion people living in hunger was reached. What a sad record for humankind! Even if the 2010 FAO report has shown some improvements, the number of hungry today still amounts to 925 million. That is 925 million TOO MANY, and this is shameful.

We need to break the world's long pattern of empty promises and ignoring the poor. We want food for all people to meet their subsistence needs and to live full and healthy lives. Is that asking too much?

One of the lessons learned during my ambassadorship and my collaboration with the United Nations and FAO, is that the welfare and well-being of every one of us is linked to that of everyone else. We are all responsible, in some measure, for each other's welfare, and that global solidarity is both necessary and possible. I have learned that development ultimately depends on respect for basic human rights.

I am an artist. Many artists like me are increasingly getting involved in the social and humanitarian arena, supporting and promoting environmental and social activism. Think of Bono, of Bob Geldof; think also, amongst the FAO Goodwill Ambassadors, of the Mexican group Manà, who have created a foundation focused on environmental and forestry issues in Latin America.

By their very nature, art and music are about participation, they are about inclusion and citizenry. Arts and music bring individuals and communities together, highlighting commonalities and bridging cultural or technical divides.

Music has the ability to fill the silence. The rhythm and beat of music can make people from all over the world come together; tearing down the barriers of incomprehension. Music comes from the heart and can therefore inspire others that share the same goal and today we all have a common concern, the protection and safeguarding of our world.

We, the artists, are also well acquainted with competition, which pushes us to do our level best at all times so as to leave a lasting impact of our talents.

Allow me to ask a question: Why not consider a kind of competition between the governments of this world? A competition in which governments that provide the best policies in the fight against hunger, on sustainable protection of our environment and on solutions to all the pressing global challenges that threaten humankind today and jeopardize the lives of future generations, are celebrated and honoured? To overcome these challenges is so much more important than being able to win a Grammy Award; it is an achievement that should be honoured and incentivized with just as many prizes!

This competition should exist every year in the international arena. It should be carried out conscientiously and judiciously. This may seem like utopian musings, but the fundamentals for this kind of utopia are already in place.

I am pleased to have the possibility to help, through my voice, through my work with FAO and through my presence here, to amplify the universal message of building a world truly fit for all and especially future generations.

Allow me to end by mentioning the importance of decision-makers paying attention to youth. Children and youth represent over one-third of the world's population. They are concerned, thoughtful citizens who possess a unique ability to address issues of key environmental and social concerns. Children and youth have demonstrated they are capable of taking up the challenge and acting as effective agents of change at a local and international level. Through the Youth and United Nations Global Alliance (YUNGA), of which I am also proud to be an advocate, we are motivating and supporting young people to take responsible action against climate change and food insecurity.

Growing together in a changing climate requires shifting attention away from narrow interests towards an approach that creates bonds and collaboration. That is why children and youth are an inspiration to us all, demonstrating their ability to be global citizens working for the common good.

In this context, I am pleased to hear that Asia-Pacific Forestry Week has made efforts to include youth at this event, through a specific 'Make it Young' policy, through involvement of the Kids to Forests programme and through provision of student sponsorships and the organization of an essay contest open only to students.

It is time for all to follow their example and join our voices in the unified chorus that asks our leaders to take action and 'seal the deal'.

I am delighted to be here to help make this happen. Thank you.

Vote of thanks

Patrick Durst

Senior Forestry Officer, FAO Regional Office for Asia and the Pacific

It is my very great pleasure to welcome you all to Asia-Pacific Forestry Week 2011, and to offer a vote of thanks on behalf of the Food and Agriculture Organization of the United Nations and the Secretariat of the Asia-Pacific Forestry Commission.

I would like to begin by offering our sincere appreciation to Ms Ying Hong, Vice-Minister of the State Forestry Administration and to the Government of China, for your welcome offer to host this second-ever Asia-Pacific Forestry Week, including the 24th Session of the Asia-Pacific Forestry Commission. China's willingness to undertake this enormous task speaks volumes for the country's increasing regional and global leadership and emphasizes the country's much-famed hospitality. We are particularly thankful for the help and support of the State Forestry Administration, which has been an excellent collaborator in the organization of this Forestry Week. Ms Ying Hong, please accept our grateful appreciation for all the efforts of the SFA.

To Mr Qu Guilin, Director-General of APFNet and to your organizing team. The APFNet staff have borne the brunt of the organization of Forestry Week, and have done so with unfailing courtesy, cheerful enthusiasm and steady competence. It has been our great pleasure to work with you and your staff in preparing for this event, and we look forward to continued excellent collaboration through the remainder of the week and, indeed, into the future. Mr Qu, please accept our heartfelt thanks to you and your team.

Of course, Forestry Week could not have taken place without the help and assistance of a wide range of partners, collaborators, sponsors and resource people. The list is very long and there are so many people deserving of our thanks that I cannot begin to name them all. In fact, at last count, we had more than 70 partner organizations involved in Forestry Week activities.

I would, however, like to make special mention of three institutional partners whose help in coping with the enormous logistical challenges has been particularly helpful. May I offer our heartfelt gratitude to the Asia-Pacific Association of Forestry Research Institutions (APAFRI), the Asia-Pacific Forest Invasive Species Network (APFISN); and the Secretariat of the Pacific Community (SPC).

Finally, on a personal note, I would like to thank my colleagues at FAO – in the Regional Office for Asia and the Pacific, in the FAO Representative's Office here in China and in FAO headquarters in Rome. Many have worked far beyond the call of duty – and in the case of Bangkok staff in extremely trying personal circumstances. The Bangkok-based staff has not only been swamped with work in preparing for Forestry Week; they have literally been inundated by the severe flooding that has afflicted the city, forcing several to abandon their homes. In this respect, we also thank all of you who have been in communication with us over the past several weeks – for your thoughts, concerns, prayers and support – and for your understanding of the challenges we have been confronting.

Ladies and gentlemen, to conclude this vote of thanks, I invite you to join me in acclamation of our hosts, organizers, collaborators and contributors. It is through their immense efforts that we are ensured of the success of Asia-Pacific Forestry Week 2011.

Thank you very much.

Keynote address

Andrew Steer

Special Envoy for Climate Change – World Bank

In a keynote speech, Mr Andrew Steer, Special Envoy for Climate Change, World Bank, noted that Asia and the Pacific is the region that is driving the world.

Commenting on the upcoming Rio+20 meeting he highlighted the differences between the Rio+20 themes of 'green growth' and 'sustainable development'. He noted that in the past 20 years global population has increased by 1.2 billion and per capita GDP by 80 percent. He said that a previously narrow definition of 'capital' has now expanded to cover physical, social, natural and human capital – with all elements working together.

He emphasized that the forestry sector has been a pioneer in the 'greening' trade through the development of global certification and product tracking systems, but that other sectors, such as energy and transport, have developed more coherent messages to seek political support.

In particular Mr Steer observed that forestry, unlike other sectors, was going into Rio +20 without a clear narrative of success. He suggested the forestry narrative needs to be built around five key aspects:

- i. Reducing poverty and creating employment is a core business for forestry;
 - ii. Consumption patterns are changing and emerging markets are increasingly shaping the future for forestry;
 - iii. Forestry approaches should encompass the holistic rural landscape and, specifically, ensure REDD is integrated into broad concepts of 'green growth';
 - iv. Forestry needs to find means to spend international funding more quickly and more efficiently; and
 - v. There is no single silver bullet; the forestry sector needs to creatively combine a full range of approaches. Mr Steer emphasized that what works in one place typically does not work in another, so it is important not to streamline forest policies too much.
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Keynote address

Tim Rollinson

Director - General, Forestry Commission, United Kingdom
Chair, Global Partnership on Forest and Landscape Restoration

Context

As we know, we face a very uncertain future. There are many challenges, all of which require responses to secure livelihoods and a healthy planet:

- Economic security;
- Water security;
- Food security;
- Energy security;
- Climate security; and
- Forest security.

There are many initiatives around the world to address the problems of security. But they do not appear to be working as quickly as we need. And our needs are growing all the time.

But we should not despair yet because many of the challenges can be met. There are many examples, around the world, and on all continents that demonstrate that the tide can be turned, that the downward trends can be reversed.

I want to begin by looking at food and farming, rather than forestry. I hope the reason for starting my address to a forestry conference with the topic of agriculture will become clear by the end!

Earlier this year, the British Government published a report called *The future of food and farming – challenges and choices for global sustainability*. Building upon existing work, it also drew upon over 100 peer-reviewed evidence papers and engaged several hundred experts and stakeholders from across the world.

Just a week ago, the UN estimated that the world population had surpassed 7 billion people for the first time. Over the next 40 years – the space of just over one generation – that figure is expected to increase to over 9 billion.

The report explored the pressures on the global food system between now and 2050 with the aim of identifying the decisions that policy-makers need to take today, and in the years ahead, to ensure that a global population rising to 9 billion or more can be fed sustainably and equitably.

The report noted that the global food system will experience unprecedented pressures over the next 40 years.

Competition for land, water and energy will intensify, while the effects of climate change will become increasingly apparent. The report also noted that, while the food system continues to provide plentiful and affordable food for the much of the world's population, it is failing in two major ways, which demand decisive action:

First, hunger remains widespread, with nearly 1 billion people experiencing hunger and malnutrition. Second, many systems of food production are already unsustainable. Without change, the global food system will

continue to degrade the environment and compromise the world's capacity to produce food in the future, and it will contribute to climate change and the destruction of biodiversity.

Given the current failings in the food system and the considerable challenges ahead, the report is clear that decisive action needs to take place now.

A major conclusion of the report is the critical importance of interconnected policy-making. It argues that policies in other sectors outside the food system also need to be developed in much closer conjunction with that for food. These areas include energy, water supply, land use, ecosystem services and biodiversity. Achieving much closer coordination with all of these wider areas is a major challenge for policy-makers.

The report gives three reasons why this coordination is needed.

First, these other areas will crucially affect the food system and competition for land use and other factors will therefore impact upon food security.

Secondly, food is such a critical necessity for human existence, with broad implications for poverty, physical and mental development, well-being, economic migration and conflict, that if supply is threatened, it will come to dominate policy agendas and prevent progress in other areas. So food security will always take priority place in policy consideration.

Thirdly, as the food system grows, it will place increasing demands on areas such as energy, water supply and land – which in turn are closely linked with economic development and global sustainability. We know that food, water, energy and forest security are intricately bound together, as is their relationship to economic and political security. Making progress on these important issues will be much more difficult, or even impossible, if food security were to be threatened.

Consider too, that half the world's population relies on woodfuels to cook, boil water and to provide heat. How do we meet that demand with a growing population but a dwindling resource?

The report concludes that we must redesign the whole food system to bring sustainability to the fore, and reminds us that “This is a unique time in history” – because decisions made now and over the next few decades will disproportionately influence the future.

When we look at the statistics on land use globally, and at the changes that are taking place, it is very clear that competition for land will continue to be intense. It is imperative therefore that we make wise choices and make better use of the available land. It is therefore increasingly apparent that we need to take a much more integrated approach to the management of all our natural resources. We need to find more coherent ways of working together, across all land uses.

Our land is a finite resource, and as competition for land increases, it is crucial that we stop setting each land-use interest as being in competition with the others. For a very long time we have been used to portraying agriculture as the enemy of biodiversity, or forestry as the enemy of agriculture, for example.

In future, we will have to work hard to intensify the production of many resources – whilst finding ways to conserve or protect others. The sectoral approach in which we polarize land-use interests has not served us well, nor will it improve. We need a more coherent approach – a truly holistic and integrated approach to the use of land and the management of our natural resources.

Restoration

We know that the benefits we derive from the natural world and its ecosystems are critically important to human well-being and economic prosperity – but we also know that they are consistently undervalued in economic analysis and decision-making. As a result, we have been steadily degrading many of our natural resources for the simple reason that we have not placed a sufficient value on them.

There are now huge areas of land that are deforested and degraded leading to declines, often catastrophic, in the ecosystem services that such land can provide.

More than three-quarters of the world's forests have been cleared, neglected or degraded. Forests have completely disappeared in 25 countries.

The sheer scale of degradation demonstrates how much damage we have done, but also the scale of the opportunity to repair and restore – a vast opportunity to reduce poverty, improve food security, reduce climate change and conserve biodiversity.

A recent analysis commissioned by the Global Partnership on Forest and Landscape Restoration has shown that more than 2 billion hectares of the world's deforested and degraded landscapes are likely to offer potential for restoration.

Reversing the decline will require a better balance between production and other ecosystem services. One of the major challenges is to increase food production, but with a smaller environmental footprint, for example through sustainable intensification.

The good news is that improving coordination across sectors and across issues is possible. As Chair of the Global Partnership on Forest and Landscape Restoration, I want to give you a brief glimpse of what can be done.

The Global Partnership on Forest and Landscape Restoration is a worldwide network that brings together governments, major UN and non-government organizations, companies and many others. The recent addition of a high profile Global Council will help us build on our support and provide further momentum.

The Partnership brings together people working on the ground – the practitioners – to restore degraded landscapes. We encourage and support action by providing information, expertise and tools to catalyse and reinforce action on the ground. A 'bottom up' approach.

A restored landscape can deliver many benefits through an integrated package of land uses, such as crops, forest reserves, well-managed plantations, on-farm trees, plantings to protect water supplies and prevent floods, and areas of degraded forest left alone to regenerate. The aim is to restore the natural capital that we have been depleting for too long.

In Forest Landscape Restoration, the most important word is not Forest or Restoration but Landscape. By working at a landscape scale, we are forced to integrate action and activity across all land uses. This makes us take a truly integrated approach across all sectors – agriculture and food, energy, water, forests and climate. Our focus is on restoring the services and goods that landscapes provide – not simply on increasing forest cover. How we use the land – land use – sits at the heart of this approach.

Over the last eight years that we have been working together, the Global Partnership has achieved much:

- We have created a global learning community with people and institutions from over 50 countries across all continents – and held more than 30 national workshops with learning networks we are supporting in Brazil, Indonesia, Central America and Central Africa.
- We have mobilized and supported restoration activity and pioneering projects across the globe, such as Rwanda and a recent partnership between the UK and India.
- We have secured supportive international policies through UN programmes and initiatives – the plus part of REDD+.
- We have organized several major ministerial-level events and won the support of many partners.

More remains to be done through linking many of the current international processes – for REDD+, for sustainable agriculture and for landscape restoration. Jointly, we need to invest in land-use mapping and planning, gathering improved information and knowledge, and sharing all of this through strengthened extension services.

This needs increased collaboration, coordination and working between ministries, and between the public and private sectors. It requires national-level actions, led by governments. It will mean setting up proactive partnerships across the different land-use sectors in each country and across public and private sectors – with the aim of scaling up reforestation and afforestation and restoring degraded land and increasing agricultural productivity.

The Partnership facilitates, catalyses action, promotes learning and sharing and standard setting. Our approach provides a mechanism that brings players together – to develop crucial ‘coalitions of the willing’ to mobilize resources and make things happen on the ground. It offers a vehicle for achieving economic growth with conservation of natural resources.

So, clearly we can make a big contribution to the transition to a global Green Economy where growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services.

Last month, with the Government of Germany and the IUCN, the Partnership convened a Ministerial Roundtable and Leadership Forum on Forests, Carbon and Biodiversity. Together, the Partnership launched an ambitious challenge – a global drive to restore 150 million hectares of forest by 2020. The benefits of this restoration will be felt everywhere.

It will improve the livelihoods of millions of people; greatly enhance biodiversity; provide food security; improve water quality and regulate water flows; and increase substantially the storage of carbon.

In other words, we have a mechanism – landscape-scale restoration – that can, used properly and based on best practice and the knowledge available, address all of the challenges I mentioned at the beginning.

However, we must not underestimate the urgency of moving to more sustainable and resilient ways of using our land and our other natural resources. We need to design policies and systems that work across all sectors – forestry, agriculture, water, energy – that are central to maintaining and enhancing, not depleting, our natural capital.

We should be optimistic, for this is all do-able. We know the values and benefits of landscape restoration. We know where to restore and we know how to do it.

Examples

There are many practical examples around the world – and not least in Asia – that demonstrate how forest landscape restoration is making a solid investment in our future.

In the Shinyanga region of Tanzania, around half a million hectares of woodland have been restored across 850 villages to the benefit of around two and a quarter million people. Fuelwood can be collected in 20 minutes rather than four hours. This allows women to spend more time at home with their families. A large variety of products are harvested – thatching grass, forage and grass for livestock, building poles, food and fruits, medicines, gums and resins, and honey. The forest helps generate US\$14 in income per person per month – 50 percent higher than the agricultural production for rural Tanzania. A well that used to be empty in the dry season is now full throughout the year. A dam now provides water for cattle and fresh fish for people. Farmers have used the income from their restored forests to enable their children to go to university or to buy improved livestock, or to contribute to school fees and support the construction of class rooms and teachers' houses.

Of course, China has pioneered forest restoration initiatives and has restored many millions of hectares of forest.

The Miyun Watershed area provides 80 percent of the drinking water for the 17 million residents of Beijing – a city that faces serious water supply problems. Despite tree-planting efforts and a logging ban that has been in force since the late 1970s, three-quarters of the forests in the watershed were in poor condition, unhealthy and unproductive.

With the encouragement of the State Forestry Administration of China (SFA), the IUCN is working with the Beijing Forestry Society to demonstrate how forests can be managed to deliver multiple benefits to the local population while recovering their productivity, biodiversity and watershed functions. As well as recovering these functions, the project aims to increase household income by 25 percent.

This is a successful example of cross-sectoral, cross-boundary collaboration that will have highly significant positive implications for China.

So, the great news is that this is not only possible, but has been done. These are just a few examples. There are many more projects happening in most areas of the world. But just not on the scale that is needed.

Need for action

So, what needs to be done? A step change is needed. We need to mobilize resources and our actions need to be truly global in scale. We have identified the following key priority actions:

- We must secure contributions to meeting the 150 million hectare target.
- We must develop more pilot programmes in countries working across sectors and across public and private sectors.
- We must undertake national assessments of the carbon mitigation potential and take the global assessment of restoration opportunities to national and local levels. We are currently piloting national assessments in Ghana and Mexico to assess their national restoration and carbon mitigation potential linked with their REDD+ strategies.
- We will develop the economic analysis of the costs and benefits of restoration.
- We will build the Partnership's global restoration learning network to strengthen capacity, learn lessons of what works and what does not, and share findings to help upscale restoration initiatives.
- Finance for restoration around the world must be mobilized across public and private sectors.
- Lastly, we will promote forest and landscape restoration for its full range of benefits – food security,

tackling land degradation and desertification, adapting to climate change, water security and job creation.

So, there is now increasing recognition that restoration can deliver the triple win of strengthened local livelihoods, greater food security and climate change mitigation and adaptation, as well as other ecosystem benefits.

The Partnership will be taking its work to COP17 in Durban and to Rio +20 to build our capacity and promote forest landscape restoration within the international processes and to other countries.

Conclusions

In summary, there are three key things we need collectively to do if we are to meet the challenges ahead and seize the opportunities.

First, we need to look at land use as a whole, not simply at agriculture or forestry. This means breaking down the silos, operating across all land uses avoiding destructive competitive approaches in favour of more integrated ways of working.

Second, we must avoid further degradation of our lands and begin to restore our natural capital. This can only be achieved if we begin to place a true value on the world's natural capital.

And third, we need to think bigger – move from small-scale measures to holistic landscape approaches based on coherent ways of working across land-use interests and across public and private sectors.

While I have been talking you have seen images of restored landscapes behind me. They come from many different places, and span five different continents.

They all have certain things in common: just 20 to 30 years ago these were barren landscapes unable to support life in any meaningful way.

They were all restored to provide the services they once had. They now support livelihoods, livestock and healthy soils for crops. They all provide sustainable water supplies, food, fuel for heating and cooking, and building materials for housing. The landscapes are all returned to supporting life. The richness of tree cover has brought economic activity, tourism, health and wealth to local people. And this incredible change was all achieved in the space of less than one generation.

The current economic crisis has taught us that we cannot continue in a crazy downward spiral of taking and borrowing without reinvesting – without putting something back. That is just as true for our natural environment.

If we want a future that is better than the one we have now, that is fit and healthy for our children to live in, that is truly economically, socially and environmentally sustainable, then we must reinvest in our natural capital, and we must do this now.



Peter Walpole, Asia Forest Network (AFN), discusses his photo exhibition on 'Making Forests Work for the Poor' in the CANopy Room

PLENARY SESSIONS

The governance challenge: impacts on forests, lessons learned and strategies for the future

Tuesday, 8 November (08.30-12.00)

Organizers: The Nature Conservancy (TNC); Responsible Asia Forestry and Trade (RAFT); United States Department of State.

Overview

There is no shortage of calls from political leaders, the private sector and community stakeholders about the need to adequately balance the social, economic, ecological and climatic values that forest provide. Yet 'governance challenges' have long been identified as a major obstacle in striking this balance. Governance in this sense refers to the mechanisms and processes through which decisions that affect forested landscapes are taken, the means by which power and authority are exercised and the extent to which accountability is maintained.

Governance tools include legal instruments, institutional structures, coordinating mechanisms and the full suite of policies and incentives – both formal and informal – that apply to everything from the structure of land tenure systems to the principles governing the role of different stakeholders in land-use decision-making to the flows of private sector investment. Improving governance of the forestry sector is therefore an essential prerequisite to achieving such ambitious objectives as slowing deforestation; improving the livelihoods of forest-dependent communities; conserving biodiversity; maintaining ecological functions; reducing greenhouse gas emissions; and, sustainably meeting global demand for both wood-based products and agricultural commodities.

The plenary session entitled 'The Governance Challenge' used a diverse and experienced group of panellists to explore the main challenges and opportunities for improving forestry sector governance throughout the region to ensure that the sector remains a foundational element of the green economy in the twenty-first century.

Introduction

Mr Lu De, Deputy Director of APFNet, introduced the plenary session, thanking the US Department of State and TNC/RAFT for their support to APFNet.

Ms Rose Niu, WWF's US-China programme managing director, serving as the session moderator, thanked the Chinese State Forestry Administration for its support of the Asia-Pacific Forest Week.

Panellists

Ms Nguyen Tuong Van, Viet Nam, Ministry of Agriculture and Rural Development, International Cooperation Department;

Mr Yati Bun, Papua New Guinea, Executive Director of the Foundation for People and Community Development;

Dr Yurdi Yasmi, RECOFTC's Capacity Building and Technical Services Unit Leader;

Mr Tuuka Castren, World Bank Forest Governance Team Leader; and

Ms Ivy Wong, WWF Malaysia, Senior Manager Forest Conservation Program.

Questions to the panel

During the first half of the plenary session, Ms Rose Nui presented three focal questions to the panellists, allowing each to answer in turn:

- What does governance mean to you and what are the key attributes of governance that are most important for forests and forest land management?
- What have been the most significant advances and achievements relating to forest governance of the past decade?
- What are the most important unresolved governance challenges, and what are the best ways to address them in the coming decade?

Prior to the coffee/tea break written questions were solicited from the audience and combined and/or reworked by the organizers. In the second half of the plenary a total of eight questions were posed to one or more of the panellists:

- How do you encourage participation from other actors in the governance process?
- How to deal with the drivers of deforestation coming from outside the forestry sector and to find a balance with economic growth?
- Does the 'naming and shaming' of corrupt officials work?
- What are the main gaps in institutional reform for improved governance?
- In regard to addressing conflict in the forestry sector, what progress is being made by governments to address social justice issues?
- What other tools exist for addressing violations of rights?
- Do global initiatives such as REDD+ and certification help or hinder local forest governance?
- What excites you most about your work in forest governance?

One or more of the panellists answered each question.

A synthesis of the key points made during the session is presented as follows:

Panel discussion: first half of the session

The meaning of 'governance' and the key attributes most important for forests:

- While there may be many definitions of governance, from a government perspective it is a process related to making and implementing public policy for the country.
- From a civil society perspective, governance can simply be seen as the laws that are in place, and the enforcement of those laws. The process of law must be clear to everyone, with no ambiguity. This should ideally occur with full, meaningful stakeholder involvement. Such involvement can work if the time is taken to explain options, and the implications of these options, to communities so they can make informed decisions and inputs to policy-making.
- Governance can also be thought of as managing multiple interests, with the aim of achieving social justice. Social justice is achieved when crime and disempowerment are avoided and a balancing of interests is achieved.
- Governance can be narrowly defined as dealing with the technical issues of how public institutions work, how information is accessed and how the accountability of institutions is maintained. But forest governance is often defined in much broader terms these days making the topic more open-ended and difficult. It would be better to keep the definition narrower and more technical in nature as this would help define the scope of work to address governance.
- Good governance is difficult in the Asia-Pacific region where the lack of capacity of forest administrations is an issue. Stability of policy and implementing institutions is needed, as well as engagement of all stakeholders, civil society organizations, communities and business.

The most significant advances and achievements relating to forest governance of the past decade include:

- Acknowledgement that illegal logging is happening, that it is a serious crime and that we need to do something about it at the global level.
- Development of market instruments that address illegal logging, such as certification and development of Voluntary Partnership Agreements (VPAs), have been shown to work. VPA negotiations are helping to create permanent change.
- Identification of high conservation value forests (HCVFs), using a participatory process, is becoming a mainstream activity in public and private forestry in Malaysia.
- That societies are also becoming more willing to discuss difficult issues such as tenure reform and the rights of indigenous people. Discourse is now happening and there is some progress in land tenure reform in countries such as Viet Nam, China and Nepal.
- The fact that governance is no longer secretive and that everyone is now talking about it is in itself a significant advancement. There is acceptance that problems need multistakeholder solutions and changes to laws are occurring to accommodate advances in governance.
- Improvements in the policy and legal framework. For example with land allocation throughout the region, as the roles and responsibilities of government in relation to other stakeholders are changing. For example, in the last decade Viet Nam has allocated about 2 million hectares to households and community forestry is recognized by law, where previously forests only belonged to the state. Viet Nam has also made efforts to develop Payments for Ecosystem Services (PES) schemes to compensate rural people for managing forests that deliver downstream benefits.

The most important unresolved governance challenges and the best ways to address them in the coming decade include that:

- Law enforcement is still weak and ineffective, in part due to poor coordination between line agencies as well as persistent problems with corruption.
- There is also a need to improve the quality of stakeholder engagement, especially in the involvement of the private sector.
- Formulation of laws needs to be more strongly based around the social and cultural context. For example, in Papua New Guinea where 97 percent of the land is owned by the communities it is important to ensure that laws and the formulation process recognize clan ownership and local customary approaches to management.
- Better connections among stakeholders in Papua New Guinea with processes and outside organizations will help the evolution of forest management.
- We have not been able to adequately address issues of social injustice. In Indonesia, about 12-20 million people are affected by forest conflicts. In Thailand, 400 000 people live illegally in protected areas. Of 229 forest conflicts studied, 60 percent of these involved violence to local people. There is a need to use learning networks to promote creative solutions to addressing social injustice.
- A stepwise approach to improving governance would be assisted by a narrow definition of what governance in this context means. Secondly, institutional reform should be focused on making agencies more service-oriented. And finally there is the opportunity to use the widespread ownership of cell phones to support forest monitoring by citizens. There has been a revolution in Information and Communications Technologies (ICT), with 1.5 billion cell phones in the Asian region now. This could amount to 1.5 billion independent forest monitors, but we have not been able to tap this potential yet.
- There is still lack of confidence on the part of consumers with the forestry sector in terms of knowing if wood comes from legal or illegal or from sustainable or unsustainable sources. Forestry is a renewable resource, if managed properly, and verified legal, sustainable wood products can build confidence in consumers.

Panel discussion: second half of the session – questions from the floor

The questions, answers and discussions revolved around the three key issues, and are summarized below:

Approaches for strengthening governance

- Information must be available in terms that can be understood by people in local languages to ensure a common knowledge base among stakeholders. Some stakeholders will need help to prepare for discourses on governance.
- The discourse needs to happen at a landscape level as well as in higher ministries such as the Ministry of Finance.
- Reliable spatial data are needed.
- More participation is needed in the green growth dialogue so all externalities are identified and included in decision-making processes. HCVMs must be recognized in planning so the right balance can be struck. High-level political commitment will be needed to achieve this.
- ‘Naming and shaming’ of bad behaviour, such as publicly advertising corrupt officials, may be a useful approach in some cultures and when there is limited power of others to address the issue. Putting it in the public eye can deter others in the future from doing similar things and stop bad behaviour. However, after being ‘named’, often nothing happens, so there is a need for a strong judiciary and other strong institutions for follow up.
- Governance will be best when there is a clear legal framework in place, followed by a clear set of roles and responsibilities of actors coupled with the required resources to implement the reforms.
- Global initiatives such as certification and REDD+ can help improve governance, if they are relevant to the situations on the ground, tailored for each country and donors are committed. Such processes can be a distraction if they are applied poorly, so there is a real challenge to harmonize all of the various initiatives taking place in a particular country (e.g. the Ministry of Forestry deals with FLEG, while the Ministry of Environment deals with REDD+, but they are not talking to each other). In Papua New Guinea, the promotion of certification is a good thing because it is a tool to address questions of legality.
- Technologies, such as remote sensing, etc., can help improve governance if they are used effectively. A transformational change is happening now, in which everyone has access to information, and there is a convergence of technologies. People on the ground, through crowd sourcing, can complement data from remote sensing and help provide field verification, providing a potentially very powerful tool in monitoring on the ground. A challenge remains to scale this up so that it is mainstreamed.
- We also need to look at the human side of technologies, and make sure there are appropriate incentives to engage the public. This will be an area of great advancement going forward.

Social issues

- There are various tools to support social justice, such as media tools to enable decision-makers to hear the voices of local communities. This is not only the work of government, but is everyone’s responsibility, and civil society organizations have an important role to play in promoting honest dialogue.
- Governments need to put communities first and be more people-centric, as they exist to serve the welfare of citizens. It is important to have a clear separation of the roles of politicians and those of civil servants, as sometimes these are blurred. Politicians will often seek short-term outcomes whereas civil servants have a role to work on longer term goals.
- Improving social justice is a gradual process, and we need to build capacities of all stakeholders and find ways to help people perform their duties in an effective way.
- Most importantly, we need to change our mindsets, and to see local communities as part of the solution, not the problem. Local people live nearby the forests and can help government to protect forests; we need to value this, protect their rights and ensure that they benefit.

- The media is also becoming more open and can act as a watchdog. Their role needs to be strengthened and governments should see them as partners in their work.

Final thoughts on future work on forestry sector governance

- Linking forest management to climate change issues can help raise the profile of the sector in the minds of the public. In Malaysia, the government has committed to keeping 50 percent of its forest cover as natural forest type, rather than as plantation. It would be good to hold the government to this promise.
- There is now a movement away from general awareness-raising to country-level implementation. New tools are needed to measure the state of forest governance and how it might change over time.
- There are opportunities to increase the role of women in forest governance and to share experiences across countries to help build capacity.
- Good forestry practices are on the rise. Some big logging companies in Papua New Guinea are now seeking Forest Stewardship Council (FSC) certification, and last month one got chain of custody and forest management certification.
- There is an opportunity for group certification of community forests as well.
- Viet Nam has established a VPA and has established PES schemes based on a fee on electricity generated from hydropower schemes. Both of these efforts provide a good basis for improved forest governance.

Closing

Dr Simmathiri Appanah, National Forest Programmes Adviser, FAO, provided some summary reflections. He thanked the excellent panellists from the region and the skilled moderator, and expressed appreciation at the diversity of the views expressed on forest governance.

New media – new messages: forestry communications in Asia and the Pacific

Wednesday, 9 November (08:30-12:00)

Organizers: Food and Agriculture Organization of the United Nations (FAO); International Union for Conservation of Nature (IUCN); RECOFTC – The Center for People and Forests

Background

While those in the forestry sector clearly recognize the importance of forests and forestry, for much of the rest of the world, forests remain apparently undervalued and underappreciated. At least part of the blame for this shortcoming lies at the feet of the forestry sector itself. In general, the forest community has not been sufficiently successful in reaching the hearts and minds of ordinary people – and has often had only a weak voice at tables deciding crucial political processes.

Communication in and by the forestry sector is a topic that – directly or indirectly – is crucial to almost everyone who works in forestry. Simply, efforts and approaches in communicating forestry issues to the outside world (and within the forestry community) are a determinant in the effectiveness of many peoples' work. This plenary session on communications aimed to:

- Examine ongoing communication efforts in the region's forestry sector, with the aim of identifying approaches and messages that are particularly effective at promoting forestry in a positive and effective way.
- Tap professional communications expertise for the benefit of a broad range of participants who otherwise may not be exposed to key concepts and potential.
- Provide participants with specific approaches, techniques and ideas to improve the communication and marketing of their work.
- Promote and highlight enhanced and improved communications strategies by a range of forestry organizations in the region.

Introduction

The session began with a special APFW performance by sand animator, Ms Zhang Xiaoyu. A rapidly changing canvas told a brief story of forest destruction and forest rehabilitation and emphasized the effectiveness of unconventional and non-traditional modes of communication.

Master of Ceremonies, Ms Catherine Untalan (Executive Director, Miss Earth Foundation), then introduced the session and gave a brief presentation on the Miss Earth Programme, its communications concepts and its work and objectives as a non-traditional means of communication and awareness-raising. Ms Untalan noted that the Miss Earth Pageant is one of the world's three largest beauty pageants with a motto of 'Beauties for a cause'. She noted that the overarching purpose of the pageant was to have its candidates and winners actively promote and get involved in the preservation of the environment and the protection of the earth. She noted a wide range of activities that the Miss Earth Programme participates in including environmental campaigns, national and international greening efforts, international environmental meetings, environmental clean-ups, public tree planting and awareness-raising activities, ecofashion awareness-raising, media relations, humanitarian relief activities, supporting the disadvantaged, educational symposiums and school tours.

Keynote addresses

Ms Frances Seymour (Director-General, Centre for International Forestry Research) provided a keynote address entitled *Communications in the Asia-Pacific forestry sector: new challenges – new opportunities*.

Ms Seymour told participants that there is not only a need to improve forest-related communications to increase awareness, but also to update some outdated perceptions. There is also a need to recognize that for many urban dwellers, forests are remote from their daily experiences; forestry issues are becoming increasingly complex and challenging to communicate (e.g. REDD), and that ‘storylines’ are evolving rapidly. We need to capture opportunities to link forests to key societal objectives such as food security, poverty reduction, mitigation of climate change and resilience to climate change. She said that rather than trying to create ‘waves of attention’ it is usually more effective to surf waves that are already in motion. We need to try to anticipate what will be in the news in the coming months and plan messages around them, and be prepared to give fast responses on breaking news to capture the ‘second day news’ with opinion and reaction stories. We must pay careful attention to how messages are framed, into what arenas messages are extended and that our messages retain credibility with audiences (by striking a balance between good and bad news).

Ms Seymour outlined a variety of changes in the media landscape including a decline in people reading traditional publications (books, newspapers, etc), a decline in traditional news coverage (news outlets are more open to content being provided by others), globalization of the Internet and the rise of social media, and a decline in production costs. She said this provided opportunities to ‘be your own CNN’. Ms Seymour presented a new interactive model of information sharing, deriving from a hurricane, in which a message draws energy from the interest of stakeholders. The model is Internet-based and draws its interactivity from the online community. The model combines with traditional outreach methods to tailor both the medium and messages to stakeholder preferences, and it uses platforms shared with other organizations. Constant monitoring of feedback, review and adaptation of the message are critical elements of the model.

Ms Seymour described some practical measures CIFOR has been taking to enhance its Web sites and make them more accessible including studying state-of-the-art exemplars, multiple languages, encompassing Facebook and Twitter, investing in blogging, becoming a certified source for Google News, developing online multi-media outreach packages and integrating live events into online presence. These have combined to create a massive (almost five-fold) upsurge in visits to the CIFOR Web site. She noted enormous potential for providing publications electronically, potential for mailing lists to provide means of more effective message targeting and a need to enhance efforts to cultivate media contacts, including through more media advisories and press releases, but also by arranging field visits and investing in training workshops for journalists.

Ms Seymour listed a variety of implications for organizations including needs for:

- Investment in retooling infrastructure and staff skills;
- Continuous budgeting for communications for new activities and for maintenance; and
- Constant investment in monitoring and evaluation and impact assessment of communications.

She concluded by proposing that human resources management needs to change so that incentives are provided to encourage staff to participate in communications efforts, that the risks of disintermediation between staff and external audiences need to be accepted by management, and – more broadly – that we need to enhance the permeability of communications efforts among various organizations so that forestry efforts are collaborative rather than competitive.

Mr Keith Wheeler (Chairman and CEO, ZedX Inc. and Chair of the IUCN Commission on Education and Communication) provided a keynote address on the topic of new media – new messages. He began by outlining the mission and objectives of the IUCN Commission on Education and Communication, which aims to drive change for the creation of sustainable solutions through leading communication, learning and knowledge management in IUCN and the wider conservation community. More than 800 global volunteers

share their professional expertise in learning, knowledge management and strategic communications to achieve IUCN goals.

Mr Wheeler said that key forestry and conservation messages include:

- Biodiversity is the basis of our life and economies;
- There is an unprecedented loss of species and ecosystems; and
- There is a need for urgent and real action by politicians, businesses and the public.

However, these messages are often lost in the noise of other messages, such as those relating to the financial crisis and climate change. Often the private sector and politicians do not see the economic value of biodiversity conservation and needs for urgent action are deferred to calls for more research. He said that recent research into the effectiveness of conservation communications show:

- Uncertainty reduces the frequency of green behaviour;
- People do not believe the risk messages from scientists;
- People do not believe their individual actions really matter;
- People believe changes can be made later; and
- Habits are extremely resistant against change.

Mr Wheeler told participants that we do not need more research; we need better public relations efforts. He said too much reliance is placed on facts, which alone fail to convince people. The credibility of the person delivering the message is important and people only believe someone they know, or someone they like. A PhD does not confer credibility. He noted that too often scientists want to control every detail of their messaging – against the advice of marketing and advertising experts. There is too much reliance on written media, and resistance against ‘spin’ and contempt for light-hearted and fun approaches to communications that help get messages to wider, non-specialist audiences.

Mr Wheeler said that the public are becoming weary of biodiversity ‘loss’ messages that convey only doom and gloom and that audiences are more receptive to positive ‘love’ messages that focus on the awe and wonder of nature. He emphasized ‘love not loss’ messaging. He said that communications with policy-makers (particularly in relation to biodiversity conservation) should focus on tangible economic values (‘need’) including the value of ecosystem services and tourism revenues; and that messages need to be partnered with action (what can I do?). He outlined two broad equations:

- (i) Love + action = public change
- (ii) Need (economic values) + action = policy change

Mr Wheeler noted three key elements of conservation communications:

- *Personalize*: Keep your message personal. Use affinity to pets, familiar local species and local pride, and link to daily lifestyles.
- *Humanize*: People matter most to the majority of your audience. Do not be afraid of anthropomorphizing biodiversity, or accepting that people want to conserve nature because it makes them feel good.
- *Publicize*: Promote what we have got, not what we have lost. Make conservation results highly visible and high status. Have more fun conserving nature.

Mr Wheeler concluded by providing “three pieces of good advice”:

- i. *Know your audience*: The general public is different from decision-makers in government or business. You need to define what you want to change in their knowledge/attitudes/behaviour. There is a need to explore the barriers and motivations to change as well as to realize that people take decisions based

on emotion rather than on rational arguments.

- ii. *Use plain language:* Showcase success – what we have, not what we have lost. Emphasize what they remember about you and your issue and have a short, clear, specific call to action: “Can you help me plant some trees?”
- iii. *Be strategic:* Set an example for others to follow and let others tell the story. Be creative – explore different channels that suit your objective and audience best. Hire the right external expertise and find relevant people to partner with. Always (pre) test and rigorously and continuously evaluate.

Exemplary communications

A series of short presentations provided examples of various innovative messages, programmes and different media that helped to illustrate the concepts raised in the keynote addresses and showcased some highly effective communications programmes.

Mr Michael Sullivan (IUFRO/USDA Forest Service) discussed effective interagency and private sector communication strategies using new media tools. He noted that information needs to be accessible and comprehensible – and provided an example of non-linear equations as an unsuccessful means of communication. Examples of new media include smartphones, Webcams, apps, Facebook, Twitter, Cloud Computing, etc. Mr Sullivan presented statistics showing 46 percent of the global population access a social networking site every day, Facebook has 500 million users worldwide (one in 13 people), and 48 percent of 18-34-year-olds check Facebook immediately when they wake up.

Mr Sullivan presented success stories for the USDA Forest Service including:

- Twitter: microblogging short bursts of information;
- Cloud Computing: storing digital data on the Web;
- Flickr: online photo sharing;
- Facebook: pushing information that is packaged for end users; and
- Youtube: sharing videos and messaging online.

He emphasized the importance of analysing the metrics of Web site traffic using tools such as Google Analytics, iContact and Bitly. These give detailed breakdowns of users visiting sites and how they are using the site (number of visits, number of page views, time on the site, country location, browser types, connection speeds, etc). He noted key communication challenges include: competing for space on the information superhighway, push-pull dynamics, overcoming internal inertia, managing content, managing multiple demands and provision of adequate technical support.

Mr David Rhodes (Chief Executive, New Zealand Forest Owners Association) made a presentation on ‘Kiwi forestry promotional messages’ with a focus on the New Zealand Wood programme. He said the primary objectives of NZ Wood are to increase wood’s market share in construction, etc., and to create positive perceptions of wood. NZ Wood is promoting wood as the world’s most renewable raw material, a natural and warm alternative and a carbon sink.

Mr Rhodes showed several innovative videos and advertisements that emphasized NZ Wood’s key messages including:

- Wood as the world’s most renewable, versatile, useful and natural resource;
- Wood as a carbon sink (‘trees eat carbon’);
- Wood as a modern material suitable for cutting edge applications;
- Wood is tough;
- Wood as a strong, earthquake-proof, fire-resistant material that looks good and has traditional, cultural and spiritual values; and

- Consuming wood voraciously can help save the world (if it is managed responsibly).

Mr Rhodes noted that forests, logging trucks and industry installations provide vast potential advertising spaces for forestry that are usually underutilized. He concluded by pointing out the substantial opportunities for wood to contribute to the Christchurch earthquake reconstruction, noting that the sensitivity of this situation helps to emphasize an overall truism of forestry communications; that the message is important, but delivery is critical.

Ms Prabha Chandran (Manager, Strategic Communications, RECOFTC – The Center for People and Forests) discussed ‘Barefoot reporters and SMS talk shows’ as part of a presentation on Grassroots Communications for REDD+ in Nepal. She explained that grassroots communications are people-to-people communications (“the original social media in 3D”). She noted that we live in an age of participation and grassroots communications capture this willingness to participate.

Ms Chandran noted that a key RECOFTC strategy is to link local communities with REDD+ policy-makers under a grassroots programme. A range of community learning mechanisms is used including storytelling, street theatre, media training, radio shows and ‘barefoot reporters’. The ‘barefoot reporters’ programme aims to establish influential media champions. It trained 16 journalists from 16 regions of Nepal to engage in national-level debate, as well as 100 ‘barefoot’ community reporters, who provide bottom-up reporting and thought leadership for communities. In related activities, many resource people were trained in REDD+ at national and subnational levels. Around 320 storytelling and group learning events were held, reaching more than 10 000 people and having tangible impacts in terms of change to reduce carbon impacts.

Ms Chandran told participants that radio shows, including opportunities for SMS participation, are being used as part of the REDD+ communications strategy in Nepal. A series of 12 shows is being aired on climate change, forests and REDD+ including expert interviews, vox-pops, songs, reports, docu-dramas and providing interactive opportunities through SMS polling and talkback chat shows. She said mobile phone usage in Nepal has doubled in the past eight years, providing an important communication channel. She concluded by noting that key challenges in grassroots communications include:

- Explaining concepts and terminology in local languages;
- Contextualizing global debates in local settings;
- Levelling expectations by communicating accurate and culturally sensitive information; and
- Combining communications streams for greater impact.

Two Chinese students, Guo Qianyi (from Shangdi Experimental School) and Ji Fan (from Beijing No. 8 Middle School) spoke about their experiences in the FAO Kids-to-Forests programme. The students attended a summer camp at Badalang Forest Park in suburban Beijing. Mr Guo spoke about learning about sustainable development and the roles forests play in daily lives. He told participants of the importance of human forest interactions and co-dependency and his inspiration to be involved in forest conservation. Ms Ji told participants about activities including watering seedlings, fertilizing and pruning trees. She said her experiences had left her with a sense of responsibility for giving back to the forests and called on participants to care for forests because to protect forests is to protect ourselves. The students showed a short video that illustrated activities in the Kids-to-Forests camp, including completing questionnaires, educational materials, lectures, a forest field visit and forest-based activities, and essay, painting and drawing activities.

Ms Maria De Cristofaro (Communication/Promotion Officer, FAO) presented an integrated approach to media communications using communications relating to an assisted natural regeneration (ANR) project in the Philippines as a primary example. She pointed out the importance of an integrated strategy to maximize media impact, and noted a variety of media used to publicize the International Year of Forests and State of the World’s Forests including many Web-based media; Youtube, Twitter, Facebook, etc. She emphasized the strong competition for media attention and noted that news editors are usually under extreme time pressure

and have limited attention spans, so clarity of message (selecting precise clear key messages), concentration of effort and timing of releases are keys to successfully maximizing impacts.

Ms De Cristofaro showed an excerpt of an FAO video highlighting ANR in the Philippines as an example of a communication that emphasized key messages and was adapted to fit news contexts. Key messages in the video included forests' role in development, community roles in sustainable management and The International Year of Forests slogan, 'Forests for people'. She noted important production aspects include:

- Standards and quality meet those of target broadcasters;
- Editorial neutrality; and
- The final product is visually compelling.

Ms De Cristofaro said that distribution strategies were a critical component of effective communications. In the case of the ANR video, FAO had made direct and personal contact with target broadcasters and made the video highly accessible through FAO's file transfer protocol (ftp) site and the United Nations Unifeed media site. She noted the uptake of the video had been highly successful and pointed to a dozen major news agencies that had run the video.

To conclude the plenary, Mr Frits Hesselink (Executive Director, HECT Consultancy) facilitated an interactive session on communications for positive change. Participants formed small groups to exchange their experiences in forestry communications in Asia and the Pacific, with the objective of identifying key lessons for communications and identifying a list of do's and don'ts in communications.

Key lessons identified for communicators included:

- The importance of media networking;
- Targeting people who will respond to your message;
- Keeping messages simple;
- Foresters are generally poor communicators and often should use others for their communications – it was particularly noted that forestry media specialists are in short supply; and
- Media is a participatory process, not a one-way process.

The groups noted that good communicators should:

- Target young people to help develop their attitudes;
- Have a clear goal and get stakeholders on board;
- Know their audience and ensure their message is packaged appropriately for that audience;
- Tailor their messages for their audience and keep it simple;
- Be creative;
- Be positive wherever possible;
- Offer solutions wherever possible;
- Make technical information practical;
- Get their hands dirty – make sure what is happening on the ground and at the community level is captured;
- Choose spokespeople carefully; and
- Get to know their media associates through personal contact.

Important elements communicators should avoid were identified as:

- Trying to push messages too hard;
- Making messages and actions exclusive;
- Making and attracting enemies;

- Presenting summarized material rather than focused material;
 - Tampering with the drivers of change; and
 - Threatening their audience.
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Journey to 2020: the future for forestry in Asia and the Pacific

Thursday, 10 November (8:30-12:00)

Organizers: Food and Agriculture Organization of the United Nations (FAO) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Background

We are all acutely aware of the future. But, all too often in our daily work we are inundated with the demands of the present. Space for critical thinking and strategizing is overwhelmed by current events and decision-making becomes short term and reactive. But, the future for forestry is not what we see today. The future is approaching – and changing – faster than it ever has before in all of human history. Change is the only constant that we can be sure of.

How will our journey to 2020 unfold? A world class panel of expert speakers was assembled to offer a diverse range of perspectives to help unravel the complex future that confronts forestry in the Asia-Pacific region. The panel discussed key drivers for change, the most important issues and challenges that will need to be addressed, and potential ‘shocks’ that will shape the region’s forestry sector for the next decade. The session was designed to build on the momentum developed by the Second Asia-Pacific Forestry Sector Outlook Study (APFSOS II) by creating new interest and enthusiasm for outlook-focused topics.

Introduction

The plenary was chaired by Mr Anders Lonnblad, (Deputy Director General, Ministry for Rural Affairs, Sweden and Chair of the FAO Committee on Forestry) who briefly introduced the session and the speakers.

Mr Hiroyuki Konuma (Assistant Director-General and Regional Representative for Asia and the Pacific, FAO) provided a short introductory address. Mr Konuma told the session that rapid change in the Asia-Pacific region is a constant. He reminded participants of the relevance of the Asia-Pacific Forestry Sector Outlook Study, which provides a foundation and benchmark for planning, but also noted that as soon as the study was published, changes and events began to overtake it. In the past year, major events – including the re-emergence of a European financial crisis, increasingly strong interest and drive towards the principles of green economy and the disappointments of Copenhagen climate change discussions and the brighter prospects of Cancun – have all acted to alter the playing field for forestry.

Economic prospects and challenges in Asia and the Pacific to 2020

Mr Tony Alexander (Chief Economist, Bank of New Zealand) provided an introductory address on the outlook for the global trading environment. Mr Alexander outlined the causes of the 2008 global financial crisis and noted that although developing Asian economies suffered a downturn in economic growth rates, they still performed significantly better than the global average and advanced economies. He noted the immediate impacts of the crisis included significant drops in global trade levels and in commodity prices, including for forest products.

However, world growth, trade and commodity prices increased through 2010-2011 due to the massive fiscal and monetary stimuli applied by a number of countries. Mr Alexander pointed out that the key role of government stimuli is to buy time for the private sector to recover and provide a broad base to economic recovery. Consequently, doubt persisted that growth was temporary while deep structural problems remained.

In 2011, a number of key global growth indicators have been falling with several Asian economies – including Japan, Philippines, Singapore and Thailand – recording negative growth in the first quarter of 2011, while in many other countries growth was significantly lower than in the corresponding 2010 quarter. Key reasons for 2011 growth declines included:

- Fiscal policies tightening in Europe;
- European sovereign debt turmoil;
- Tightening monetary policy in China;
- Political turmoil in the Near East/North Africa;
- Japan's March 11 earthquake;
- High cost of living increases;
- Capacity constraints in some Asian countries;
- Deleveraging (reducing debt, usually by selling assets);
- Fading of stimulus from 2009 policy easements;
- Thailand flooding.

In recent times, most GDP growth forecasts have been revised downwards as economic expectations have become more pessimistic. Mr Alexander told participants that downside risks continue to dominate, meaning economies are more likely to underperform rather than exceed expectations. Key risks include:

- Weak labour and housing markets in the United States, with consumers reducing debt. Offsetting this, to some extent, is that the corporate sector is cash-rich and housing is no longer massively overvalued.
- Building construction in China has increased ahead of demand (overconstruction) and bank debts are high. However, the government has large fiscal resources and the country has capacity to boost growth in the short term.
- Risk of bank losses and closures in Europe are creating a credit squeeze. This impacts on demand for imports, including from Asia. For example 24 percent of China's exports are shipped to Europe.
- The Asia-Pacific region remains vulnerable to Western shocks. Each 0.75 percent fall in Advanced Economy growth reduces Asian growth by 0.3-0.5 percent.

Mr Alexander outlined a few important programmes, elements and drivers of change in key Asia-Pacific economies including: tsunami reconstruction in Japan; booming mining and infrastructure development sectors in Australia; social housing construction programmes in China; accommodative monetary policy and high capacity utilization in Republic of Korea; high agricultural prices and accommodative monetary policy in India; and public investment projects in Indonesia, Malaysia, Philippines and Singapore.

He concluded that in the short term, the economic situation poses significant challenges for the forestry sector. However, in the longer term, increasing incomes will support higher prices and volumes for forest products – including materials for housing construction and paper. In the short term there should be good support from improving domestic Asian economies, but vulnerability to the turmoil in Europe is strong.

The forest industry's role in the green economy

Mr Avrim Lazar (Chief Executive Officer and President, Forest Products Association of Canada) provided a keynote address discussing the forest industry's role in the emerging green economy. He reinforced the points made by the preceding speaker in terms of traditional economic indicators, but noted that critical challenges confront forestry in a wider global context.

Mr Lazar pointed out that global population continues to increase – having just reached 7 billion at present and forecast to reach 8 billion in the next 20 years – economic development is increasing aspirations for higher living standards and consumption; global GDP will continue to accelerate, particularly income growth in emerging economies such as India and China. Conversely, trend lines for supplies of natural resources and

pressures on the earth – greenhouse gases, water supplies, land availability, air cleanliness – are deteriorating. This will necessitate a paradigm shift, in production and in consumption.

Mr Lazar noted that there are too many people, living too well. We cannot avoid paying our taxes and neither can the global economy. There is the capacity of the global community to help drive social change and to put pressure on the governments and market places to make the shift to the green economy.

Mr Lazar said that the goal for the forestry industry – and any industry – must be to produce a product within the earth's carrying capacity. If what is produced is not within nature's carrying capacity, it is not sustainable. A key solution is to replace finite resources with renewable forest products from countries such as Canada that have done so much to improve their environmental performance.

He noted that forestry is in a good position to be part of the solution and noted the great potential both for new products such as bioenergy, biochemicals and fibre composites, and for conventional wood, paper and packaging products. He provided several examples of innovative products being developed, including paper products with much greater shear strength (tear resistance), and moulded paper products that could substitute for plastic products in many applications, for example vehicle interiors. Mr Lazar said that the forestry sector will need to develop a clear vision and build innovative research partnerships that show how it can meet major societal concerns under a green economy.

Mr Lazar outlined some key drivers of change towards true sustainability. He observed that we have technological drivers available, capital necessary for changes (if deployed) and supportive economic reasoning, but it will most likely be the market place and governments that are instrumental in making the shift. However, left to themselves, it is likely that the government and market place responses will be insufficient. But through communication tools such as the Internet, social pressures could cause these shifts in government attitudes, policies and market patterns to happen. If not, future economic growth will certainly be compromised.

Environmental perspective on forestry prospects to 2020

Ms Sunita Narain (Director-General, Center for Science and Environment, India) provided a keynote address that gave an environmental perspective on the future for forestry in Asia and the Pacific.

Ms Narain identified five key global challenges:

- Poverty elimination;
- Water scarcity;
- Food and livelihood security;
- Reinventing economies for sustainability and equity ('green economy'); and
- Climate change.

She noted that forests provide critical contributions to meeting these challenges. Forests provide opportunity to reinvent how we achieve growth, especially opportunities to build 'green wealth' providing employment, livelihoods, water security and carbon services. However, maximizing forest contributions will require repositioning forests and foresters in Asia and the Pacific and we will need to reinvent mechanisms supporting and generating economic growth, if we are to curtail greenhouse gas emissions.

Ms Narain noted that we are already seeing the impacts of climatic disturbance through more variable and extreme weather events. The evidence shows that the world needs effective action, but responses have been weak. The first climate conference was held in 1988 and the United Nations Framework Convention on Climate Change was produced in 1992. In 1997, the world agreed to small changes in greenhouse gas emissions in Kyoto, amounting to a 5 percent reduction by the developed world. However, in 2010, Kyoto targets have

not been met – industrial country emissions (excluding economies in transition) have increased – placing the world at risk. Only a handful of developed countries – Germany, Sweden and the United Kingdom – have reduced emissions. The global economic crisis has helped to limit emissions in recent years, but clearly the principal imperative in most countries has been on economic growth not economic greening. She noted that to keep temperature increase to 2°C by 2050, we would need to limit atmospheric carbon to 450 parts per million – requiring a decrease in emissions of 85 percent by 2050.

Ms Narain said that climate change is clearly related to economic growth. She argued that the political and economic challenge requires sharing growth between nations and between people. Mitigating emissions to the level required will require cooperation in which equity and fairness are given due attention. She noted that where the rich world emitted yesterday, the emerging rich world can be expected to follow suit today. Freezing the status quo is not an equitable solution. The rich must create ecological space by reducing their emissions so that the poor can grow. She told participants that forests are central to the future, most importantly as a contributor to reinventing growth in non-destructive ways. She noted that 80 percent of renewable primary energy comes from forests and is used by the poor. She showed the McKinsey & Co. Global Greenhouse Gas Abatement Cost Curve demonstrating the potential for forests to contribute more.

Ms Narain said the key to REDD+ was to make it work so that both forests and people benefit. She told participants that REDD+ would not work unless the world stops looking for cheap and easy answers. It is not acceptable to treat forests as cheap offsets; to plant trees and continue to drive SUVs. The world must take steps to reduce emissions, view forests as an opportunity to address underlying problems in current economies and build ‘forestry for people’. Elements of this would include:

- Increased productivity of forest lands and increased use of multiproducts of forests;
- Increased benefits of increased productivity have to go to communities and local people.

Key challenges would be to build forest productivity and to provide equitable and inclusive systems and in the context of competing needs.

Ms Narain told participants that the political economy of forests is such that forests in many countries need to be identified as habitats of people rather than as wilderness areas. Millions of people depend on forests for livelihood and they provide a safety net for many of the poorest. Effective management requires cooperation among stakeholders, including the poor.

A key need is to resolve conflicting interests of conservation and development. This will require learning new development and conservation paradigms, including that forests need to be positioned for local development. Green economies need to provide the foundation of the way forward and they will need to build local wealth, benefit people, encompass low-carbon growth, substitute non-renewables with renewables and measure well-being, not wealth. She concluded that forestry for future economies is about forests for development and forests for people. It is about the new politics that will fix the world.

Social and community forestry prospects

Mr Tint Lwin Thaug (Executive Director, RECOFTC – the Center for People and Forests) provided a keynote address discussing the evolution of social and community aspects of forestry in the next decade.

Mr Thaug said that social and community forests will be a platform for building capacities and sharing knowledge. They will be integral in translating global policies to local levels and ensuring equitable benefit sharing. He noted the importance of public and corporate policies in shaping community and social forestry and emphasized the importance of the Call for Action issued by the Second Regional Forum for People and Forests. The Call for Action identifies more than 30 actions to be variously taken by governments, local people, donors and international organizations, civil society organizations, the private sector and research

and educational institutions.

Mr Thaug said that policy settings are a critical element in determining forestry outcomes. He noted that various networks promoting social perspectives on forestry are emerging to influence policy settings, including intergovernmental networks and consortiums of civil societies promoting indigenous rights, benefit sharing, community governance and participatory mechanisms. New communications technologies are helping to solve problems and meet challenges. Capacity building would remain a key element in improving livelihoods for forest-dependent people, while measures to ensure that markets behave responsibly, fairly and equitably are also important, especially in the context of emerging green economies.

Mr Thaug noted that population is one of the principal reasons humans have such a significant impact on the global environment. However, the global population is showing signs of stabilizing and proportions of rural population are declining in every region. At the same time, people are becoming more affluent with a rapidly expanding middle class, particularly in Asia and the Pacific. By 2050, Brazil, the Russian Federation, India and China will likely constitute more than 40 percent of global GDP. Conversely, global forest area continues to decline, though there is significant opportunity to halt and reverse this trend.

Mr Thaug showed a chart of CO₂ concentrations for the past 800 000 years, noting that the current level of 390 parts per million is easily the record for the period and is likely to go far higher in the next 35 years, with associated global warming. Observable impacts including glacial recessions, increased flooding frequencies, wildfires and droughts are already apparent.

Mr Thaug said one of the challenges for the social aspect of sustainable forestry in coming decades is linked to overall declining social capital even in rural areas. Rural communities used to have stronger attachments (social interactions that educate and enrich the fabric of people's lives) than urban societies in which social capital is rapidly declining. The burgeoning class of middle income people is seeking more materialistic lifestyles leading to extreme competitiveness and reduced social capital. This makes people and communities more vulnerable to crisis situations.

Mr Thaug concluded that the key needs for community forestry are:

- For ongoing capacity building to address complex demands of society;
- To be 'battle-ready' and to help provide adaptive management for emerging global issues with high uncertainty;
- To have accredited training programmes and institutionalize them through local training institutions; and
- To demonstrate that social and community forestry plays a significant role in addressing global policies at the local level.

Specifically, the future focus will be on forest governance, benefit sharing and development forestry. Overall it is vital to bring about a change in society to build a better and stronger future for generations to come. It is within our abilities to live on planet earth and to have a future and sustain a human civilization, but this is not guaranteed. It is a moral issue in that what we do now will affect that future forever. Social and community perspectives on forestry in coming decades will depend on, and must be in concert with, this morality.

Forests, climate change and REDD+: prospects to 2020

Ms Andrea Tuttle (Board of Directors, Pacific Forest Trust) provided a special address outlining how the forestry and climate change sphere is likely to unfold over the coming decade.

Ms Tuttle provided a brief outline on progress to date noting that REDD+ started as a specific carbon scheme, but has quickly blossomed far beyond that. A clear message that "Forests are not just sticks of carbon" has been conveyed and, in recent times, the thinking on REDD has matured and become far more nuanced to

encompass all dimensions of sustainable development, agriculture and food security, indigenous and land rights, the financial sector and more.

She noted that, since the Bali Climate Change Conference (December 2007), three 'Big Bundles' of REDD+ issues have been on the table:

1. Carbon accounting: Establishing methodologies to deal with the intricacies of project and national accounting; establishing baselines; GIS sampling methods; monitoring, reporting and verification; establishing carbon registries, etc.
2. Social, governance and capacity issues: Issues regarding country capacities to actually affect the drivers of deforestation, while providing necessary social safeguards. This encompasses issues of rights to land and carbon, ensuring free, prior and informed consent (FPIC), and importantly, providing equitable distribution of benefits.
3. Financing: Real climate gains from REDD will mean an active carbon market. Donors and funds are crucial for capacity building and functions that private investors will not support, but only participation by the private sector can deliver large-scale climate benefits. At present, the issue of markets for REDD are still an unsettled, open item in the COP negotiations. Progress needs to be made lest the high expectations for REDD, and all the preparations simply fade away.

Ms Tuttle pointed to three overarching lessons from the pilot projects of the Forest Carbon Partnership Facility (FCPF) and UN-REDD:

1. REDD+ is not just about forestry. REDD+ needs to be embedded in countries' overarching policy frameworks. REDD spans national policies addressing economic development, agricultural policy, infrastructure development in roads, hydropower, and dams. REDD is not a stand-alone solution: it needs to fit into a broader, low-carbon development strategy.
2. The process of developing the REDD strategy can be as important as the end product. REDD fundamentally challenges the control structure over resource management and must, therefore, include a full range of stakeholders in discussions and negotiations.
3. REDD+ is not the solution to every problem. There is still a need for development assistance, capacity building, governance, technical skills etc. under traditional assistance programmes.

In envisioning the future to 2020, Ms Tuttle noted that fundamentally, REDD can work, or REDD can fail. It is up to us all to help make it work. She noted key challenges including the daunting complexity of avoiding deforestation, that the economics of deforestation comprehensively overshadow forest retention, that designing good REDD projects is a difficult task and a constant negative drumbeat from media and critics. She envisioned three potential paths:

- PATH A: REDD works, and contains all the good and necessary elements. We continue to learn and improve. Some projects become embarrassing failures; some national policies produce no change, but on the whole REDD takes hold and benefits flow to people, the forests and the climate.
- PATH B: We get stuck in neutral, the effort unravels and peters out, and people go off to other things.
- PATH C: REDD continues, but on a small project, voluntary basis, with small revenue streams. Projects may be locally important and may provide modest climate gains at the project level, but the planet still suffers large emissions at sectoral levels.

Ms Tuttle said that the key factor that will influence overall outcomes is decisions on whether to go ahead with carbon offset markets, including a REDD carbon market. Some pioneering efforts are underway, and talks are promising in a number of countries. Key components will be strong market oversight and enforcement mechanisms, political commitment and extensive training. She outlined progress and challenges relating to several specific initiatives.

The positive vision for REDD is compelling. Resilient, thriving forests, a stable forest land base, ecosystem

restoration, community participation and poverty reduction, local support for forest retention and tending, biodiversity protection, sustainable wood production and of course, climate mitigation; all the things the international forest community has been striving for. REDD offers potential for real money to make it happen. We are cognizant of the pitfalls and risks, but there are responses that have been proposed for each drawback, and there are places where REDD can work
