

SAVING OUR PLANET IS NOW A COMMUNICATIONS CHALLENGE

Sir David Attenborough

Learn more about
HARNESSING THE COMMUNICATION EFFECT

MAY 5, 2022 | 2:30 PM KST - 4:00 PM KST
AUDITORIUM

HOW CAN WE BE BRAVE IN OUR COMMUNICATION ABOUT FORESTS TO CREATE GREATER IMPACT AND REACH BROADER AUDIENCES?

Interactive session & thought-provoking panel discussion

International communication experts from the Regional Forest Communications Networks & global advertising agency M&C Saatchi Abel

Find out what the public really think about sustainable forest management

HEAR FROM A GLOBAL EXPERT PANEL

Moderator: Henry BONSU, Journalist and broadcaster, BBC World, Al Jazeera, ITV, Times Radio and MSNBC

Robert GRACE
M&C Saatchi Abel, South Africa

Earl Paulo L. DIAZ
ASEAN Centre for Biodiversity, Philippines

Maria DE CRISTOFARO
Food and Agriculture Organization of the United Nations, Italy

Mariela ARGÜELLO LEIVA
UEAAS/EFD, CATIE, Costa Rica

Jennifer HAYES
United States Forest Service Rocky Mountain Research Station, United States

Ingwald GSCHWANDTL
Forest Policy Expert, Austria



SUB-THEME 5 - SESSION 5

EDUCATING YOUTH FOR A SUSTAINABLE FUTURE OF FORESTRY

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Description

The session will provide a snapshot of the status of forest education globally, and highlight needs for greater investment, innovation and new approaches to meet the requirements of different stakeholders, but especially of young people. In an interactive discussion, educators and youth representatives will explore how this can be achieved.

Objective

The objective of this session is to outline ways forward for effective forest education at country, regional and global levels to secure a sustainable future for forests.

SPEAKERS

ALEXANDER BUCK
Executive Director, IUFRO

CHRISTOPH KLEINN
Faculty of Forest Sciences and Forest Ecology, University of Göttingen

JANET MARTIRES
Kids-to-Forests

MAGDALENA JOVANOVIĆ
President, International Forestry Students' Association (IFSA)

BEATRICE NDISHA MWANJALA
Youth representative, Regional Forest Communicators Network

LANGUAGES

ENGLISH
FRENCH
SPANISH
KOREAN