



Developing Strategic Communications in the Forest Sector An Expert Workshop

4 – 6 July 2017

Chok-Tal Village, Issyk-Kul Province , Kyrgyzstan

Facilitators:

Ingwald Gschwandtl, Director, Forest Policy Division, Federal Ministry of Agriculture, Forestry, Environment and Water Management, Austria, Leader of the FAO/UNECE Forest Communicators Network

Kai Lintunen, Communications Manager, Finnish Forest Association, Deputy Leader of the FAO/UNECE Forest Communicators Network

Maria De Cristofaro, Forestry Officer (Outreach and Capacity Building), FAO, Coordinator of the Global Forest Communicators Network

TUESDAY 4 JULY

9.00 1 Welcome addresses

Jumaev Nurlan Kadyrovich, Deputy Director of State Agency for Environmental Protection and Forestry, Kyrgyzstan

Ingwald Gschwandtl, Director, Forest Policy Division, Federal Ministry of Agriculture, Forestry, Environment and Water Management, Austria

Dorjee Kinlay, FAO Representative, Kyrgyzstan

9.20 2 Scene setting - Why communicate? Ingwald Gschwandtl

9.30 3 Scenario familiarisation Maria De Cristofaro

10.25 Coffee break

10.40 4 Module 1 - Analysing the situation Maria De Cristofaro

11.50	5	Module 2 - Setting Clear Aims and Objectives	Kai Lintunen
13.30		Lunch break	
14.30	6	Module 3 - Audiences - Who are we communicating with?	Ingwald Gschwandtl
17.00		Close	

WEDNESDAY 5 JULY

9.00	7	Module 4 - Creating messages that connect	Kai Lintunen
10.40		Coffee break	
11.00	8	Module 5 - Selecting effective communication channels	Maria De Cristofaro
13.00		Lunch break	
14.00		Field Trip	

THURSDAY 6 JULY

9.00	9	Module 6 - Techniques and Tactics	Ingwald Gschwandtl
9.30	10	Module 7- Creating timed communication plans	Kai Lintunen
9.45	11	Module 8 - Evaluation and review	Maria De Cristofaro
11.10		Coffee break	
11.30	12	Summary of workshop	Ingwald Gschwandtl
12.10	13	Close & certificates	Maria De Cristofaro