



Food and Agriculture Organization
of the United Nations



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ARE YOU BEING HEARD?

COMMUNICATING EFFECTIVELY ON FORESTS AND CLIMATE CHANGE

**Tuesday, 2 April 2019 | Sixth Mediterranean Forest Week
16:00-16:40, Grand Hills Hotel (Afrah Room)
Brummana, Lebanon**

Join our groundbreaking session with four international forest communication professionals and learn how to get your message heard and understood.



Sixth Mediterranean
Forest Week



Mediterranean
Forest Communicators
Network

Bundesministerium
Nachhaltigkeit und
Tourismus



Ministry for Foreign
Affairs of Finland



Programme

Tuesday, 2 April 2019
16:00-16:40, Grand Hills Hotel
Afrah Room, Brummana, Lebanon

Moderator: *Ingwald Gschwandtl, Chair of the Global Coordination Group, Forest Communicators Networks (FCN) and Director, Head of Forest Policy and Information, Federal Ministry of Sustainability and Tourism, Austria*

Are you being heard? Communication versus information

Kai Lintunen, *Leader of the FAO-UNECE Forest Communicators Network and Head, International Communications, Finnish Forest Association*

How to communicate forests and climate change to the general public

Maria De Cristofaro, *Forestry Officer, Outreach and Capacity Building, Forestry Department, Food and Agriculture Organization of the United Nations (FAO)*

Engaging the Mediterranean region - Why a Forest Communicators Network?

Pilar Valbuena, *Deputy Leader of the Mediterranean and the Near East Forest Communicators Network and International Expert in Communication, Education and Awareness Strategies, United Nations Development Programme (UNDP)*

Lebanon: Communicating for the Forests

Patricia R. Sfeir, *Leader of the Mediterranean and the Near East Forest Communicators Network and Manager, Rural Development Programs, Seeds International, Lebanon*

How can forest solutions benefit society in the context of climate change?

Lourdes Lázaro Marín, *Deputy Leader of the FAO-UNECE Forest Communicators Network (FCN) and Corporate Development Coordinator for the International Union for Conservation of Nature (IUCN) and Manager, Rural Development Programs, Seeds International, Lebanon*

Q&A

Everyone welcome!



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Learn more about the Regional Forest Communicators Networks: www.fao.org/forestry/communicators-networks