

Recap of Module 5



■ 6th Executive Forest Policy Course was joined by Dr. Nigel and his daughter Jasmine

■ Shared moments captured of Druk Path Trek

Secrets of effective communication in building consensus on forest policies



Why Communicate:

To change behavior or at least to instigate aspiration to change

How to Communicate:

At Institutional Level

1. Want to do it, why should we bother?

To attract good staff and show case that we CARE

2. Institutionalize culture of change

Plan and budget to change

How to Communicate



3. Agree on goals and strategic priorities

Develop clear indicators for complex forest issues

4. Credibility and integrity

Should have internal and external review

At Project level

5. Understand who needs to do what

Design strategy and identify critical path

6. Do audience analysis and market research

Don't follow



At Project Level contd...

7. Ensure audience ownership + alliances

Audience help you to reach your destination

Non-traditional partners are useful, e.g. environmental activist

8. Create targeted messages

Short, simple, pictorial and stories are good messages

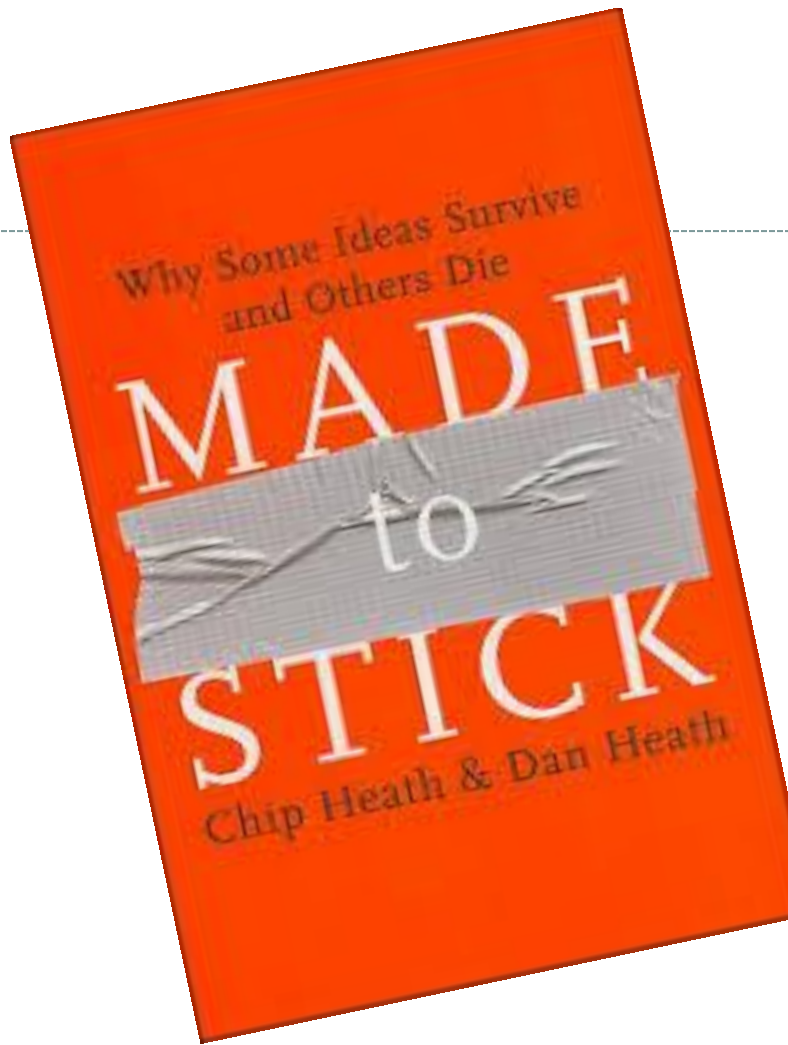
9. Transmit message

use professionals, charismatic spokesperson

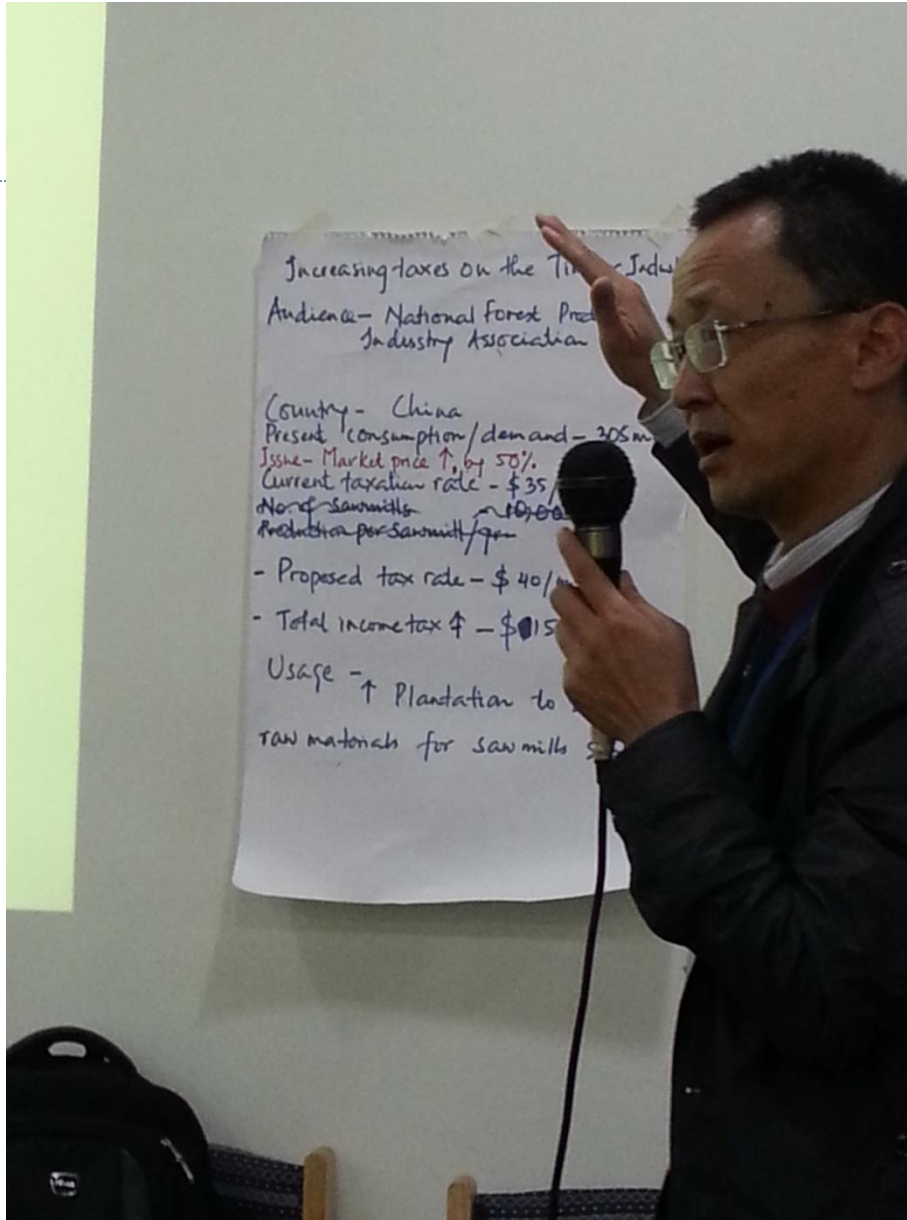
10. Using mass media and new media

Traditional – TV, Press Conference

New- Face book, Twitter



1. SIMPLICITY
2. UNEXPECTEDNESS
3. CONCRETNESS
4. CREDIBILITY
5. EMOTION
6. STORIES



Social Networks and media: Potential impacts on forestry



Young generation of foresters in the coming times will bring impact to forestry

The Bonn Challenge



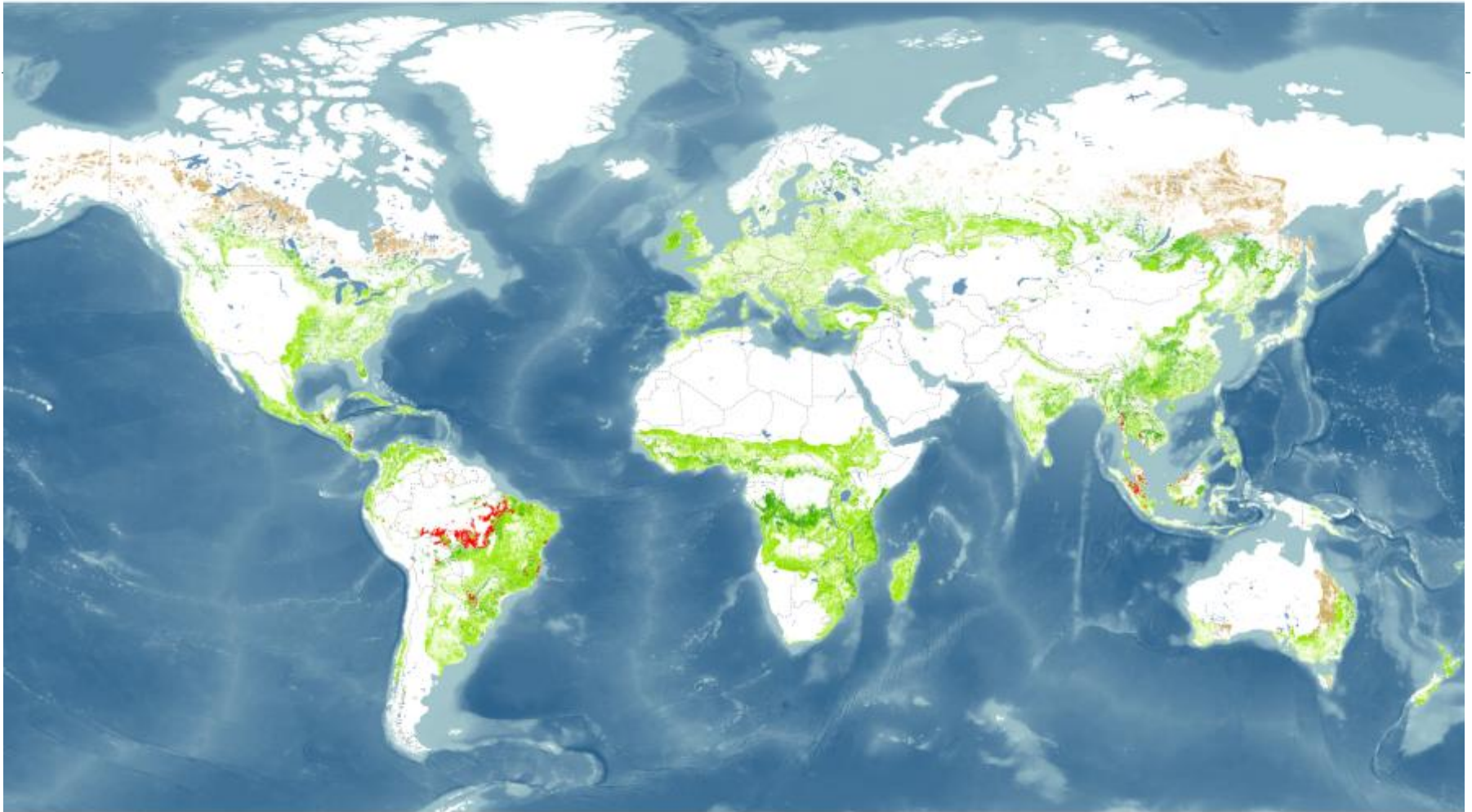
Launched in September 2011 at a ministerial roundtable hosted by Germany, IUCN and the Global Partnership on Forest Landscape Restoration (GPFLR).






BONN CHALLENGE

on forests, climate change
and biodiversity 2011

A World of Opportunity for Forest and Landscape Restoration



FOREST AND LANDSCAPE RESTORATION OPPORTUNITIES

-  Wide-scale restoration
-  Mosaic restoration
-  Remote restoration

OTHER AREAS

-  Recent tropical deforestation



The Bonn Challenge contd...



- Two billion hectares of land worldwide - the size of South America - offer opportunities for forest landscape restoration
- Each year an area of forest the size of New York State is lost



Target and Benefits ...



- Restoring 150 million hectares over the next 10 years could potentially close the ‘emissions gap’ by 11-17%
- Represents just over 7 percent of the 2 billion hectares of land worldwide that are suitable for restoration
- Inject more than US\$ 80 billion per year into local and national economies
- Sequester **47 GtCO₂e** (at an approximate rate of 1 GtCO₂ per year)
- Pledges and pre-pledges announced

Types of restoration



■ Remote restoration

■ Wide-scale restoration

■ Mosaic restoration

■ Protective restoration on croplands

Issues



■ Policies and conditions not supportive

■ Champions not empowered and supporters not mobilized

How?



1. **Inspire** commitments to restore and raise awareness of the “what, why, where, and how”
2. **Support** methods and policies that close gaps in enabling conditions and capacity to advance restoration
3. **Mobilize** on-the-ground efforts through coalitions of restoration champions and building capacity for restoration

Global Partnership on Forest Landscape Restoration (GPFLR)

- The GPFLR is a proactive network of government, organisations, communities and individuals.
- Launched in 2003 by IUCN, WWF and the Forestry Commission of Great Britain.
- Since then more than 25 governments and international and non-governmental organizations have joined.
- To catalyze and reinforce diverse network of restoration of forests and degraded lands that deliver benefits to local communities and to nature, and fulfil international commitments on forests.

Thank you

