

DRAFT Communications Plan: UN-REDD Programme Participation in 14th World Forestry Congress

**Event:** 14th World Forestry Congress

**Date:** 7-11 September 2015

**Location:** Durban, South Africa

**Background:**

The 14th World Forestry Congress is taking place 7-11 September in Durban, South Africa with the theme *Forests and People: Investing in a Sustainable Future*. The event includes the sub-theme *Building resilience with forests*, which includes the topic *Forests as buffers against environmental change* and the sub-topic *The future of REDD+*.

**Overall theme:**

The overall theme for the Programme’s participation in WFC14 is *Post-2015 REDD+ and the role of the UN-REDD Programme.* This aligns with the event’s future-looking perspective of REDD+ and positions the UN-REDD Programme as a catalyst to a successful post-2015 REDD+.

**Target Audience:**

*Onsite:* Stakeholders from the REDD+, sustainable development, and landscape communities, who are attending the WFC. The audience may include high-level officials from UN-REDD partner countries, donors, international finance institutions, the United Nations system and the private sector, representatives of CSOs and IPs, and members of the media and academia.

*Online:* As above, who are not participating, but who are interested in the REDD+ issues and topics being discussed at WFC14.

**Objectives:**

1. Position the UN-REDD Programme as a catalyst to realizing a successful post-2015 REDD+ -- through the technical expertise of its three collaborating UN agencies.
2. Give a voice to developing forest countries regarding their REDD+ strategies/work
3. Position the UN-REDD Programme as a “partner of preference” for REDD+ developing countries and leading donors.
4. Reinforce role of forests and REDD+ in climate change mitigation.
5. Strengthen relationships with partner countries, key decision-makers, etc.

**Expected Outcomes:**

1. Raised visibility of the UN-REDD Programme as a successful initiative and for Programme achievements among the UN system, donors, partner countries and other stakeholders.
2. Increased value perception of the UN-REDD Programme by all stakeholders and key decision-makers.
3. Strengthened belief by key decision-makers that forests and REDD+ must be included in a global climate change plan.

**Activities:**

(as the details of the Programme are still being finalized, the below are tentative options)

* High-level panel dialogue on *Post-2015 REDD+ and Role of the UN-REDD Programme* . Please see separate concept note for this event.
* Participation in the *Special Event: Forests and Climate Change scheduled for Thursday*, September 10th. Level of participation to be determined pending discussions with organizers and the availability of more details.
* Support partner country representatives to integrate “forest” and “REDD+” messaging into their talking points (still awaiting confirmation on which countries may be participating in panel discussions).
* Opportunity for UNEP-FI: WFC is now partnering with the UNFCCC Standing Committee on Finance to organize the Forest Financing Forum.  Should we explore an event on finance options for REDD+ directed to the SCF community?
* WFC14 and REDD+ Information Hub created on Programme’s website (similar to successful Climate Summit Information Hub) – would host all available news, information, media coverage, news releases, event schedule, photos related to REDD+ at WFC14.
* Social media campaign – will support all of the above activities, and the identified outcomes through rich a rich social media campaign. This will include sharing breaking news, photos, quotes from speakers, etc.

**Resources:**

* 3 x pop-up vertical banners would be shipped to the event to be used to brand the high-level side event, and can also be used at the Special Event on forests and climate (as allowable by event organizers).
* Limited number of printed versions of new UN-REDD Programme Information Kits would be made available at the event – with audiences also directed to online versions.

**Other relevant events:**

* UNEP: the launching of the "Regional Report on the Role of Forests in a Green economy Transformation in Africa" with IIED
* **MG to indicate other relevant events**

**Who:**

*Onsite:*

* Tiina Vahanen -- Associate Secretary-General XIV World Forestry Congress and UN-REDD Programme Management Board member
* Eduardo Rojas-Briales, Assistant Director-General of the FAO Forestry Department and UN-REDD Programme Strategy Group member
* Mario Boccucci, Head, UN-REDD Programme Secretariat
* MG to indicate other colleagues available on site

*Remote support :*

* Jennifer Ferguson-Mitchell, UN-REDD Programme Communications Officer

**Next steps:**

* MG to review concept note and propose specific activities – August 12
* Secretariat to finalize plans based on inputs from MG – August 14
* Preparation and organization of events (by Sec and Agencies) and detailed concept notes for each event – August 21
* On site delivery of UN-REDD Programme activities 7-11 September
* Off-site promotion of events pre, during and post events through Programme’s communications channels (e.g. Aug/Sept and Oct/Nov newsletters, REDD+ Weekly Roundup, social media, website).