

## Global Summit on “Advancing Sustainable Forest-based Bioeconomy Approaches”

23–25 February 2026, Vienna, Austria

### Guidance Note

#### Item 6 - Communication Session

##### *A session powered by the Regional Forest Communicators’ Networks*

#### 1. Date & Time

Tuesday, 24 February 2026, 09:00 – 09:40, Room 10 (“Orangerie”)

#### 2. Context

A sustainable forest-based bioeconomy offers a transformative model for sustainable development and tackling global challenges. It is hindered, however, by negative public perceptions about forest use and by fragmented and inconsistent messaging. Through targeted communication the forest sector can be positioned as a vital solution to global challenges, while acknowledging important limitations and trade-offs.

##### **Communication can showcase:**

- the sustainability and renewability of forest production;
- innovations that greatly expand the potential uses of forest products, including wood; and
- the benefits of sustainable wood and other forest products for (among other things) biodiversity conservation and climate-change mitigation and adaptation.

To do so effectively, it is important that all actors in the forest-based bioeconomy communicate with one voice, using powerful messages that capture their audience’s attention. Consistent, persuasive communication will create momentum for meaningful change.

#### 3. Objectives

The communication session will:

- i. discuss the importance of shared narratives and compelling storytelling for effective communication;
- ii. present **Grow the Solution** – the campaign to change perceptions about sustainable forest production and about the benefits of sustainably produced wood;
- iii. showcase the suite of communication materials developed by Grow the Solution available to interested individuals and organizations; and
- iv. demonstrate how these materials can be used in different contexts.



#### 4. Programme

Item 6 Communication Session	
<b>Time</b>	09:00-09:45 CET
<b>Plenary</b>	<b>Communication</b>
<b>Location</b>	Room 10 “Orangerie”
<b>Lead</b>	Regional Forest Communicators’ Networks (FAO)
<b>Moderator</b>	<i>Tiina Ryttilä-Broere (FIN)</i>
<b>Opening</b>	<b>Pumeza Nodada (ZA)</b>
<b>Setting the scene</b>	<b>Adrian Searle</b> Forest Research (UK)
	<b>Kai Lintunen</b> Finnish Forest Association, FAO–UNECE Forest Communicators’ Network
<b>Grow the Solution</b>  Campaign and communication products	<b>Maria De Cristofaro</b> Food and Agriculture Organization of the United Nations, Regional Forest Communicators’ Networks
	<b>Ewa Hermanowicz</b> Forest Stewardship Council, FAO–UNECE Forest Communicators’ Network
	<b>Kai Lintunen</b> Finnish Forest Association, FAO–UNECE Forest Communicators’ Network
	<b>Gerda Wolfrum</b> International Union of Forest Research Organizations, FAO–UNECE Forest Communicators’ Network
<b>Closing</b>	<b>Georg Rappold (AT)</b>
<b>Coffee break (9:45-10:10)</b> <b>convene in room 1 and room 8</b>	

