

Annex D—Communications plan Montreal Process Working Group 2017-2021

The Montreal Process

The Montreal Process Working Group was launched in 1994 to advance the development and refinement of internationally agreed C&I and establish a common understanding of what constitutes forests conservation and sustainable management in the temperate and boreal zone.

The Montreal Process Working Group fosters consensus among its members with the intention of wider application of the C&I and of working with other C&I processes and global forestry fora.

The Montreal Process has five strategic directions:

- 1) Enhance the relevance and use of the MP C&I for policy makers, practitioners and others
- 2) Strengthen member country capacity to monitor, assess and report on forest trends and progress toward SFM using the MP C&I
- 3) Enhance collaboration and cooperation with forest-related regional and international organizations, instruments, and other C&I processes
- 4) Enhance communication on the value of C&I and the accomplishments of the MP
- 5) Enhance the effectiveness and efficiency of the MPWG and its TAC and its LO

The **goals** of this communications plan are to:

- Build awareness of the relevance and use of the MP C&I among policy makers, practitioners and others interested in tracking and reporting on forest trends and progress toward SFM.
- Increase awareness and build capacity among MPWG and TAC members of relevant activities, events and documents

The **audience** we are trying to reach is:

Interested public

Policy makers and practitioners involved in forest-related fora or forest reporting initiatives

Academia, NGOs and others with an interest in national reporting on forests

We will use the following **approaches** to reach our audience:

- collaborate with FAO, other C&I processes, and other entities interested in forest reporting
- Increase use of the Internet
- Publish and promote reports
- take advantage of existing events

The MPWG will take the following **Actions**

Goals	Approaches			
	collaborate with FAO, other C&I processes, and other entities interested in forest reporting	Increase use of the Internet	Publish and promote reports	take advantage of existing events
Build awareness of the relevance and use of C&I among policy makers, practitioners and others interested in tracking and reporting on forest trends and progress toward SFM	<ul style="list-style-type: none"> Continue to work with FAO to identify opportunities to collaborate on the development of the FRA 2020 	<ul style="list-style-type: none"> Update website with iconic trees Regularly publish interesting content from country reports on website Track website usage using web analytics Encourage WG and TAC members to use their professional Social media accounts to promote work of MP 	<ul style="list-style-type: none"> Publish achievements report Publish journal article on impact of C&I Publish synthesis report of top 10 indicators Countries publish their individual top10 indicator reports as appropriate 	<ul style="list-style-type: none"> Organize international conference on applied RS to enhance NFIs Organize side event or session at WFC 2021 Chair makes statements about MP at forest-related fora
Increase awareness and build capacity among MPWG and TAC members of relevant activities, events and documents		<ul style="list-style-type: none"> Regularly publish news and relevant event information on web site. 	<ul style="list-style-type: none"> Triannual/biannual Chairs newsletter 	<ul style="list-style-type: none"> Develop member country material for thematic MPWG meetings Organize meet-ups of MP members at international events for members who are present to share information Use existing bilateral or regional meetings among MP member countries to discuss MP related issues