

**IUFRO Communications and Publications Team – Non-exhaustive
activity report for IUFRO Management Committee**

MC 10/2024 Doc 15.1

Reporting period: Board meeting, June 2024 – MC meeting, October 2024

Team: Brigitte Burger, Carola Egger, Jose Bolaños, Gerda Wolfrum

IUFRO World Congress

Cooperation with COC: Congress website, newsletters, video interviews (including IUFRO Congress TV), media relations, LinkedIn posts, photography

Communication partners: Global Landscapes Forum (GLF) and International Forestry Students' Association (IFSA) contributed articles, social media, video interviews, etc.

IUFRO

- Press releases in English and German (1 before, 1 during, 1 German release after the Congress) / media relations (including participation of Austrian journalist paid by IUFRO)
- Photos / video interviews / videos about Divisions prepared with the support of International Wood Culture Society
- Social media (LinkedIn, X, Facebook, Instagram, YouTube)

Highlights

- IUFRO trending twice on X in Sweden during the Congress
- Peak numbers of LinkedIn views and followers
- Two prominent articles in Austrian newsletter “Der Standard”; picked up by Austria’s public broadcasting company, which also picked up the German post-Congress release

IUFRO News: special issue focusing on the Congress

Congress landing page: compilation of resources including photos (Flickr), videos, media releases, Podcast episodes focusing on the Congress

Other

- Two more issues of IUFRO News, one issue of German bulletin IUFRO Vernetzt
- Preparation of new podcast season to focus on Divisions (recording of 1st episode on 8 October)
- Event communication (for example at FAO World Forestry Week in July in Rome)
- Communications support mainly to: SPDC, SciPoL, TU4F, WOOD for Globe, WoodPoP, WFSE
- Involvement in FAO-UNECE Forest Communicators' Network (next meeting in Vienna)
- Updating IUFRO Powerpoint presentation and other promotion/information products
- Statement by IUFRO President on EUDR published in Austrian media

Publications

- By IUFRO-SPDC: World Series 44 – Global Teak Study; Occasional Paper 37 – Resilient Future Forest Lab; and the joint publication Human Dimensions of Forest Landscape Restoration
- IUFRO Honors and Awards: Updates on Honorary Membership, DSA and SAA by Victor Teplyakov

New website

The development is progressing well, the team is now finalizing the programming, polishing, testing and uploading and editing of content in preparation for the launch. The estimated time of the launch is in late November. This launch will provide a first version of the website to the public with additional features that will be released stepwise afterwards.