

Dear Colleagues,

Below are links to a series of outreach products including a video, a press release, a webpage article, photos, and numerous tweets from the FCN session during the 125th Anniversary Congress of the International Union of Forest Research Organizations (IUFRO) 18-22 September 2017 in Freiburg, Germany.

Taking a novel approach to communications, the Forest Communicators Network (FCN) offered 200 IUFRO Congress participants from around the globe some guidance on the critical importance of separating fake news from scientifically verified facts. The FCN sub-plenary session titled "Communicating with Einstein" focused on hard facts and sound science as extremely powerful tools in winning support, and why effective communication is indispensable.

Staying with the Einstein theme, the session included presentations from Kai Lintunen (Finnish Forest Association) and Ingwald Gschwandtl (Austria's Federal Ministry of Agriculture, Forestry, Environment and Water Management) on the subject: "It is harder to crack a prejudice than an atom." Jennifer Hayes (US Forest Service) and Yasmeen Sands (US Forest Service) discussed: "In the middle of difficulty lies opportunity"; Lintunen also presented on "Everything should be as simple as possible, but not simpler"; and Maria DeCristofaro (FAO Forestry Department) discussed: "If you can't explain it simply, you don't understand it well enough."

Don't miss watching Canadian science writer Bob Burt (FCN, IUFRO) interviewing "Albert Einstein" as portrayed by Kai Lintunen



[Click here](#) to read the IUFRO press release about the network's event

[Click here](#) to read FAO Forestry's web article

[Click here](#) to view the photo gallery from the network event



Tweets



FAO Forestry @FAOForestry Following

LIVE NOW | Follow Communicating with Einstein: #forest facts, feelings, fake news – webcast from #IUFRO2017 bit.ly/2hbPGDC #FCN2017

8:30 AM - 20 Sep 2017

3 Retweets 4 Likes

FAO Forestry @FAOForestry Following

Critical to reach decision-makers with forest information & to rebut "alternative facts" with science - @birdieviews at #IUFRO2017 #FCN2017

9:55 AM - 20 Sep 2017

10 Retweets 17 Likes

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Forest sector at forefront of defining sustainability but we need to tell the story better, @IngwaldG at #IUFRO2017 comms session #FCN2017

8:55 AM - 20 Sep 2017

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#IUFRO2017 | @FAOForestry's Maria De Cristofaro illustrates need to translate complex scientific relationships into simple terms #FCN2017

10:25 AM - 20 Sep 2017

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At #IUFRO2017? Want to separate #forest facts, feelings & fake news? Join comms session today 13:30-15:00! bit.ly/2hbPGDC #FCN2017

8:30 AM - 20 Sep 2017

10 Retweets 12 Likes

FAO Forestry @FAOForestry Following

#IUFRO2017 | Jennifer Hayes @forestservice explaining importance of proper communication of scientific results #FCN2017

10:05 AM - 20 Sep 2017

8 Retweets 11 Likes

Katharina Albrich @K_Albrich
 Jennifer Hayes, USFS: "Don't be afraid to communicate your science!". Being a science communicator needs a lot of time it seems. #iufro2017



10:07 AM - 20 Sep 2017
 5 Retweets 8 Likes

Franck Monthe @fronthax
 Einstein gives advices for communication in Forest science #IUFRO2017



9:39 AM - 20 Sep 2017
 4 Retweets 8 Likes

11:01 AM 81%
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JosephMichaelHulbert @jmhulb... · 20h
 "Don't stop at the facts, tell people why your research matters" -Jennifer Hayes #scicomm #IUFRO2017

FAO Forestry @FAOForestry · 20h
 Yasmeen Sands @forestservic encourages scientists to harness opportunities to help people by communicating science #IUFRO2017 #FCN2017 pic.twitter.com/QXTpO0giGt

11:01 AM 80%
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FAO Forestry @FAOForestry · 22h
 At #IUFRO2017? Want to separate #forest facts, feelings & fake news? Join comms session today 13:30-15:00! bit.ly/2hbPGDC #FCN2017

11:02 AM 80%
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Sarah-Louise Filleux @SarahFilleux
 @iufro_2017 : asking for advices about science communication! #forest and #preconception #Live live.iufro2017.com #IUFRO2017

9/20/17, 1:42 PM
 3 Retweets 3 Likes

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Susan Bennett follows

Boris Rantaša @borisrantasa · 20h
 "We should make our communications as simple as possible, but not more!" @birdieviews at #IUFRO2017.

Katharina Albrich @K_Albrich · 20h
 Jennifer Hayes, USFS: "Don't be afraid to communicate your science!". Being a science communicator needs a lot of time it seems. #iufro2017

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Johanna Johansson @johansson... · 21h
 Perception is reality - communicating research at #IUFRO2017 pic.twitter.com/GvIaeiw5Ai

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IUFRO @IUFRO · 20h
 What if there's evidence of sg. that contradicts policy? Truth lies in evidence; before you go public, speak with yr peers first #IUFRO2017

Johanna Johansson @johansson... · 21h
 Perception is reality - communicating research at #IUFRO2017 pic.twitter.com/GvIaeIw5Ai

IUFRO @IUFRO · 20h
 J Hayes: individual scientists have a key role in shaping narrative; science is at the core of informing of what should be policy #IUFRO2017


Boris Rantaša @borisrantasa · 21h
 Ingwald Gschwandt and @birdieviews : it can be harder to crack a prejudice than an atom! #IUFRO2017

G. A. Schifferdecker @GSchiffer... · 20h
 Do we need a new narrative for the #forest?, is asked at @iufro_2017. And who should shape it? Does science need translation? #IUFRO2017

Ewa Hermanowicz liked

IUFRO @IUFRO · 20h
 I Gschwandt: Communication will not replace policy making, nor science or business; these 3 must come together in this effort. #IUFRO2017

Franck Monthe @fmonthek · 21h
 Einstein gives advices for communication in Forest science #IUFRO2017



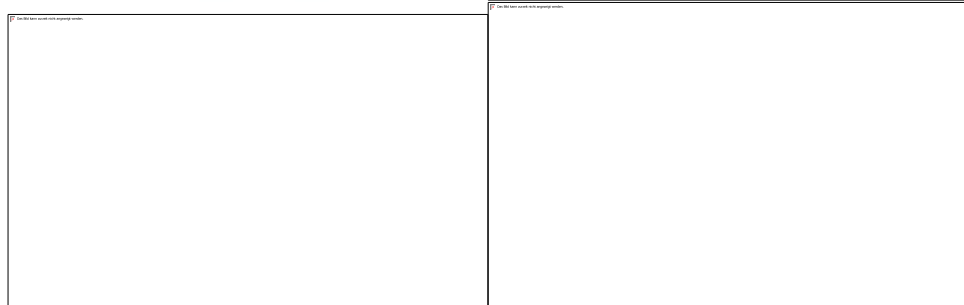
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Charles Erkelens @AmstelGoldA... · 19h
 Why do we still need Einstein to showcase science in 2017? That is a major challenge for science communication, in my view. #IUFRO2017

Fousseni FOLEGA @ffolegamez · 19h
 Communication is Oxygen for an advocated Scientist. Communicate is essential to promote best practices #IUFRO2017

G. A. Schifferdecker @GSchiffer... · 19h
 My contribution to #IUFRO2017: If you can explain your scientific project to a child, you're an excellent #scicomm. That's the challenge!



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Boris Rantaša liked

IUFRO @IUFRO · 20h
 I Gschwandt: Communication will not replace policy making, nor science or business; these 3 must come together in this effort. #IUFRO2017



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Fousseni FOLEGA @ffolegamez · 20h
 Communication is Oxygen for an advocated Scientist. Communicate is essential to promote best practices #IUFRO2017

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Franck Monthe @fmonthek · 21h
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FAO Forestry @FAOForestry · 20h
 #IUFRO2017 | @FAOForestry's Maria De Cristofaro illustrates need to translate complex scientific relationships into simple terms #FCN2017



2 10 5

Sini Savilaakso @SiniSavilaakso · 20h
 Communicating with Einstein living up to expectations at #IUFRO2017 Great session so far.

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Boris Rantaša @borisrantaša · 20h
 Maria de Cristofaro from @FAOForestry presenting their edible insect publication #communication #strategy at #IUFRO2017

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Boris Rantaša @borisrantaša · 20h
 Maria de Cristofaro from @FAOForestry presenting their edible insect publication #communication #strategy at #IUFRO2017



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IUFRO @IUFRO · 20h
Yasmeen Sands: Scientists are successful if they see communication as a rich mutual dialogue; if they want to make a difference #IUFRO2017



3 replies 6 likes

G. A. Schifferdecker @GSchiffer... · 20h
Interesting speech by @birdieviews who stresses the importance of face-to-face activities and networks in #scicomm #IUFRO2017

Xarxa Forestal @xarxaforestal · 20h
Millorar la comunicació per protegir i gestionar els boscos amb la inestimable ajuda d'Einstein!

Xarxa Forestal @xarxaforestal · 20h
Millorar la comunicació per protegir i gestionar els boscos amb la inestimable ajuda d'Einstein!
Ara en #IUFRO2017 @IUFRO #Freiburg

FAO Forestry @FAOForestry
LIVE NOW | Follow Communicating with Einstein: #forest facts, feelings, fake news – webcast from #IUFRO2017 bit.ly/2hbPGDC #FCN2017



2 replies 1 like

JosephMichaelHulbert @jmhulb... · 20h
"Don't stop at the facts, tell people why your research matters" -Jennifer Hayes

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"Don't stop at the facts, tell people why your research matters" -Jennifer Hayes #scicomm #IUFRO2017

IUFRO @IUFRO · 20h
K. Lintunen: Build a strong and continuous dialogue on forests where listening is at least as important as talking! #IUFRO2017



9 replies 11 likes

Mona G. @mona2000ad · 20h
#IUFRO2017 Communicating with Einstein: about forest facts, feelings & fake news. Reflections in a "post-factual" world. @iufro_2017 @IUFRO

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Charles Erkelens @AmstelGoldA... · 20h
A communication on the science of science communication. #IUFRO2017


Katharina Albrich @K_Albrich
Jennifer Hayes, USFS: "Don't be afraid to communicate your science!". Being a science communicator needs a lot of time it seems. #iufro2017

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Caroline Heiri @borkenkaeferli · 20h
Quote of A. Einstein as perfect tip for successful (science) communication: "make things as simple as possible, but not simpler" #IUFRO2017

IUFRO @IUFRO · 20h
J Hayes, USFS: Science translation & synthesis so important, also for the public depending on accurate & real time information #IUFRO2017



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G. A. Schifferdecker @GSchiffer... · 21h
#ScienceCommunication should never just be one-way. It should be based on a dialogue characterized by mutual respect. #IUFRO2017

Boris Rantaša @borisrantasa · 21h
"We should make our communications as simple as possible, but not more!" @birdieviews at #IUFRO2017.

Katharina Albrich @K_Albrich · 21h
Jennifer Hayes, USFS: "Don't be afraid to communicate your science!".
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Katharina Albrich @K_Albrich · 21h
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FAO Forestry @FAOForestry · 21h
#IUFRO2017 | Jennifer Hayes @forests service explaining importance of proper communication of scientific results #FCN2017



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Boris Rantaša liked

Sarah-Louise Filleux @SarahFille... · 21h
 @iufro_2017 : asking for advices about science communication! #forest and #preconception #Live live.iufro2017.com #IUFRO2017



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 Einstein gives advices for communication in Forest science #IUFRO2017



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IUFRO @IUFRO · 20h
 Bob Burt: what is the role of the individual scientist & that of the professional communicators for the new narrative on forests? #IUFRO2017



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FAO Forestry @FAOForestry · 21h
 LIVE NOW | Follow Communicating with Einstein: #forest facts, feelings, fake news – webcast from #IUFRO2017 bit.ly/2hbPGDC #FCN2017



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