

Joint Workshop

7 - 9 February 2023

Barcelona

Organizers



Supported by



Communicating the important role of

Sustainable Forest Management

to prevent wildfires

Agenda

Forest Science and Technology Centre of Catalonia (CTFC), Pau Costa Foundation (PCF), European Forest Institute (EFI) and FOREST EUROPE – Joint Workshop: “Communicating the important role of Sustainable Forest Management to prevent wildfires”

Barcelona, Spain

7-9 February 2023

| Tuesday, 7th February | |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:15 -12:30 | Meeting at EFI venue site in Barcelona (lunch provided) |
| 13:00 – 18:00 | Excursion – SFM and wildfire risk reduction Visiting specific measures and actions* which contribute to wildfire risk reduction and the communication challenges and opportunities related to them. <i>*Fire and wildfire landscape: Plots with fuel treatments: strategic forest management, prescribed burns and extensive livestock to prevent large wildfires. Mosaic landscape to support wildfire risk disaster reduction.</i> |
| ~18:00 approx. | Organized transport to Restaurant with welcome dinner close to field site (dinner provided) |
| ~20:00 approx. | Organized transport to EFIMED venue – self-organized transport to hotel |
| Wednesday, 8th February | |
| 08:30 - 09:00 | Registration |
| 09:00 - 09:30 | Welcome and opening speeches |
| 09:30 - 10:30 | Session #1 “Understanding the wildfire risk management cycle and its communication” The wildfire risk management cycle – after the wildfire is before the wildfire |
| 10:30 - 11:00 | Coffee Break |
| 11:00 - 13:00 | Cont. Session #1 |
| 13:00 - 14:00 | Lunch Break (provided) |
| 14:00 - 15:30 | Session #2 “Communicating wildfire risk prevention” Understanding and communicating the importance of wildfire risk prevention building on the role of sustainable forest management and other concepts |
| 15:30 - 16:00 | Coffee Break |
| 16:00 - 17:00 | Cont. Session #2 |
| 17:00 - 17:30 | Closing of the Day 1 |
| 17:30 – 18:45 | Guided Tour at the Art Nouveau site of Sant Pau (no dinner provided) |
| Thursday, 9th February | |
| 08:45 – 09:00 | Registration |
| 09:00 -10:30 | Session #3 “Effective and innovative communication with stakeholders” Effective and innovative communication with different stakeholders – case examples and lessons learned |
| 10:30 - 11:00 | Coffee Break |
| 11:00 - 12:30 | Cont. Session #3 |
| 12:30 - 13:15 | Closing of Workshop |

Program

09:30 – 13:00, Wednesday, February 8

Session #1: “Understanding the wildfire risk management cycle and its communication”

Moderator: Marta Serra *from CTFC*

Speakers:

Set up the scene

Eduard Plana, *Forest Science and Technology Centre of Catalonia (CTFC)*, “Connect first to understand and explain wildfire risk factors and interactions”

Mariona Borràs and Ariadna Goenaga, *Pau Costa Foundation (PCF)*, “How do we explain wildfires to children?”

Nuria Iglesias and Anna Orriols, *Press office from the Fire and the Forest Service, Catalan Government*, “Official press & social media and pressure to communicate a complexity”

Participatory Workshop

“Discussing need, challenges and opportunities on and towards communicating SFM contribution for wildfire risk reduction”

Communication insights

Isabeau Ottolini, *Pyrolife PhD*, “Reflections from community-based wildfire communication”

Raquel López, *PEFC Spain*, “Results from forest communication campaigns”

Followed by Q&A

14:00 – 17:00, Wednesday, February 8

Session #2: “Communicating wildfire risk prevention”

Moderator: Julia Haas *from Forest Europe*

Speakers:

Thomas Haußmann, *Forest Europe*, “Sustainable Forest Management – a concept also to prevent wildfire”

Prof. Dr. Johann Georg Goldammer, *Global Fire Monitoring Center (GFMC)*, “Wildfire Prevention at Community Level: Role and Formation of Local Competency Clusters” (virtual)

Alexander Held, *European Forest Institute (EFI)*, “Working towards a more wildfire resilient pan-European forest landscape building on sustainable forest management”
Presentation and discussion of FoRISK Pilot phase #1 policy brief

Followed by Q&A and open discussion

09:00 – 12:30, Thursday, February 9

Session #3: “Effective and innovative communication with stakeholders”

Moderator: Lindon Pronto *from EFI*

Speakers:

Carlos Trindade, *Safety and Civil Protection Service of Mafra County*, “Portugals new fire strategy”

Alexander Held and Lindon Pronto, *EFI*, “from SMOKEy the BEAR to Cohesive Fire Strategy. Change in key messages”

Jan Kaczmarowski, *Poland State Forest Service*, “Fire Management communication”

Followed by Q&A and open discussion