

Activity No. 20

**FURTHER ENHANCE PUBLIC RELATIONS, EDUCATION AND OUTREACH ACTIVITIES TO
BEST CONVEY THE ACHIEVEMENT OF THE OBJECTIVES OF THE ORGANIZATION**

*[ITTA, 2006, Article 1]
[ITTTC Decision 5(XXVII)]
[ITTO Strategic Action Plan 2013-2018, Strategic Priority 5]*

I. Background

ITTO undertakes a range of activities globally, the outputs of which need to be widely disseminated in order to promote understanding of the Organization's work and goals amongst various stakeholders.

II. Description

The two-part activity will allow the Secretariat to undertake:

- a) A range of regular, on-going public relations and outreach activities including publishing selected studies when insufficient funds remain in activity budgets to do so; publishing the Organization's Annual Report; continuous improvements to the ITTO website; translation and updating of the website in the three official languages of ITTO; enhancement of the ITTO photo database; development of posters and other outreach materials; and other ad hoc initiatives, possibly in collaboration with relevant partners.
- b) Side events/booths at important forest related fora; participation in important forest related fora; other ad hoc outreach activities deemed important to Council.

III. Expected Outputs

- a) At least 4 new Technical Series documents or other official publications; 2 Annual Reports; Regularly updated/improved website in 3 languages; Enhanced photo database; Various outreach materials.
- b) Side events/information booths and participation at relevant fora (e.g. TICAD V in June 2013, Rio Convention COPs and related events during 2013-14 not covered elsewhere, UNFF 10 in 2013, FAO COFO in 2014 and relevant Regional Forestry Commissions in 2013-14, IUFRO World Congress in 2014, etc); other ad hoc outputs (e.g. translation of website and selected outreach materials into Japanese).

IV. Target Countries Global

V. Duration and Timing 24 months; commencing when funding made available

VI. Budget

- a) US\$121,254 (publication of reports including Annual Reports: \$70,000; improvement, translation and updating of website: \$30,000; balance for other regular outreach activities)
- b) US\$200,000 (participation and side events/booths at up to 3 fora per year at average cost of \$30,000 per fora; balance for other ad hoc outreach activities)