

Fourth Session of the Assembly  
25-26 November 2020, Virtual

## Agenda Item 2.8

### Updates on the Communication Activities

#### Introduction

1. This document provides updates on the communication activities of AFoCO. Communications, specifically external communications, is a critical tool that adds value to all the work being carried out by AFoCO. The visibility of its programs and initiatives remain fundamental to meeting the organization's vision and mission and keeping partners and relevant stakeholders well-informed to ensure sustained resource mobilization. Documenting experiences and using those experiences to further expand and enhance our relationship with different stakeholders will further improve the effectiveness and efficacy of our work in the region.

2. In line with the Policy on Information Disclosure consistent with the recommendations of the institutional review conducted in November 2019, the Secretariat is making efforts to deliver transparent information to staff, member countries, assembly, partners, media, and the public.

#### AFoCO Communication Strategy

3. The Secretariat drafted the AFoCO Dissemination and Communication Strategy to lay-out the institutional strategic approaches and channels including the AFoCO Communication Guidelines and the AFoCO Visual Identity Guide. Upon further refinement, the draft will be finalized after consultation with the Parties for consideration and approval of the Assembly. The draft outline of the AFoCO Dissemination and Communication Strategy is in the **Attachment-1**.

#### Website and Social Media

4. The Secretariat is maintaining an official website and social media accounts to communicate with various stakeholders. In addition to relevant news updates of the activities, feature articles on AFoCO projects are published on the website to share the project highlights and the focus stories. Social media are maintained as an interactive communication of activities and news.

#### Publications and Publicity Materials

5. Quarterly e-newsletter and publicity materials are produced on a regular basis. The list of communication materials are listed in the **Attachment-2**. Under the sponsorship of the Camerata Salzburg, as the goodwill Ambassador, commemorative CD for AFoCO under the theme of fighting climate change was produced (Mozart Symphony No. 35 in D major, K. 385 "Haffner", Symphony No. 40 in G minor, K 550).

#### Outreach Activities

6. To keep diplomatic missions of the member countries and the potential partner countries based in Seoul informed of AFoCO activities, the Secretariat paid courtesy calls on the Ambassadors

of Brunei Darussalam, Lao PDR, Malaysia, Mongolia, Singapore, Thailand, Timor-Leste, EU, Germany, Norway, and Switzerland. Courtesy visits to relevant institutes such as Green Climate Fund (GCF) and Korea International Cooperation Agency (KOICA) were also arranged. In coordination with Korea Forest Service, the Secretariat supported organizing the reception for the Ambassadors and international organizations based in Seoul to update AFoCO activities.

7. The Secretariat was invited to relevant occasions to share AFoCO's activities and views on respective topics concerned. The some of the topics include forest-based solutions for local-community and environmental issues, forest sector in addressing climate change and the examples of adaptation practices through AFoCO projects. The occasions are summarized in the table below.

<b>Date</b>	<b>Event Title</b>	<b>Organizer</b>
10 July	High-level roundtable of International Organizations and NGOs	KOICA
2 September	Bonn Challenge anniversary event	IUCN
18 September	SDGs Forum	Cannes Lions Korea
7 October	Meeting of the ASEAN Senior Officials on Forestry	ASEAN
19-21 October	FAO Asia-Pacific Urban Forestry Webinar	FAO
9 November	XV World Forestry Congress, 200-day Countdown Event: A Forum on "Messages From Forests"	Korea Forest Service
23 November	Expert Meeting on the Transformation of the ROK's Development Cooperation	Ministry of Foreign Affairs of the Republic of Korea and UNDP

#### **Points for Consideration**

8. The Assembly may wish to take note of the information.

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**Attachment-1 [A-14-IV-20R]**

**Draft Outline of the AFoCO Dissemination and Communications Strategy**

- I. Overview
- II. Objectives
- III. Key Messages
- IV. Audiences
- V. Strategic Approach
- VI. Channels and Tools
- VII. Implementation and Monitoring Plan

## List of Communication Materials in 2020

	Category	Title	Release Date
1	Publicity Material	[PR2020-001] AFoCO Project Portfolio (ENGLISH) [PR2020-001] AFoCO Project Portfolio (KOREAN)	June 2020 August 2020
2	Publicity Material	[PR2020-002-1] AFoCO Main Brochure [PR2020-002-2] AFoCO RETC Main Brochure	July 2020 June 2020
3	Publicity Material	[PR2020-003] AFoCO Membership Brochures	September 2020
4	Publicity Material	[PR2020-004] OECD DAC Brochure	October 2020
5	Report	[AR2020-001] RETC Maintenance Manual	June 2020
6	Report	[AR2020-002-1] 2019 Annual Report [AR2020-002-2] 2019 Financial Report	November 2020 November 2020
7	Training Material	[TM2020-001] AFoCO Training Module – Forest Rehabilitation & Reforestation	November 2020
8	Special Publication	Exploring the Forests with Tory & Sully (KHMER)	October 2020
9	Special Publication	Exploring the Forests with Tory & Sully (KOREAN)	December 2020
10	Special Publication	Exploring the Forests with Tory & Sully (MYANMAR)	December 2020
11	Special Publication	AFoCO Photo Journal (Jan 2019 to Dec 2020)	November 2020
12	E-newsletter	AFoCO Newsletter Issue 01-2020-01	January 2020
13	E-newsletter	AFoCO Newsletter Issue 02-2020-04	May 2020
14	E-newsletter	AFoCO Newsletter Issue 03-2020-07	July 2020
15	E-newsletter	AFoCO Newsletter Issue 04-2020-10	November 2020
16	Video	Best Wishes for the Bonn Challenge	September 2020