

平成22年9月

2011国際森林年「人々のために森林を称える」  
(国連森林フォーラムによる広報資料の概要)

【ファクトシート】

○ 国際森林年とは

国連総会は2011年を国際森林年と決定し、各国政府、国連機関、NGO、民間セクター等に対して、現在・未来の世代のため、全てのタイプの森林の持続可能な森林経営、保全、持続可能な開発を強化することに係る認識を高めるよう求めている。

「2011国際森林年」は、緑多く公平で持続的な将来をつくるため、森林と持続可能な森林経営に係る認識を高める機会。年間を通じたイベントにより成功事例や解決方策を普及し、全てのレベルで森林に係る活動への参加を促進する。

○ 「2011国際森林年」はどこで祝うものか

国際森林年は世界的行事であり、地域、国家、地方といった全てのレベルで祝うもの。活動は、植樹、森林祭、会議、写真等の展示、森林におけるスポーツ行事や出版物を含む。

○ 「2011国際森林年」は誰が調整するのか

国連森林フォーラム(UNFF)事務局が、各国政府や「森林に関する協調パートナーシップ(CPF)」等と協力して国際森林年の実施を担当する。

各国や機関が実施する国際森林年に関する活動はウェブサイトで紹介。

○ 「2011国際森林年」のスタートはいつか

国際森林年の公式スタートは、UNFF9会合(国連本部、2011年1月24日～2月4日開催)におけるハイレベル会合で行われる。この際、パネルディスカッション、メディアイベント、記念切手の発行を行うことを検討中。

○ 「2011国際森林年」に係る更なる情報

事務局は、国際森林年に係る情報の窓口となるウェブサイトを開発中。

【計画中の活動】

「2011年国際森林年」は、世界の森林と森林に依存する人々が直面する試練について、認識を高めるユニークな機会を提供する。

○ 「2011国際森林年」の公式ウェブサイト

情報共有のためマルチメディアのウェブサイトを立ち上げ、各レベルで計画中の活動や電子媒体の広報素材を掲載。

○ 森林スポークスマンとメッセンジャー

事務局が人選中。これらの名誉大使は世界各地から人選され、世界で行われる公式なイベントに出席する。

○ 「2011国際森林年」記念切手

事務局は記念切手を発行する予定で、国際森林年の開始式で発表予定。ニューヨーク、ジュネーブ、ウィーンで発行される見込み。

○ ロゴマーク等の広報資料

公式ロゴマークは7月に発表済み。冊子、ポスター等を開発中。

○ 「2011国際森林年」フィルム・フェスティバル

事務局は、定評ある環境フィルム・フェスティバルと共同で世界中から映像を募り、国際森林年のテーマに沿った映写会を開催。

○ 芸術、映画、写真コンテスト

事務局は、コンピュータネットワーク上で全世界を対象に行う芸術、写真、映画、ショートビデオのコンテストの準備のため、環境映画制作者等と作業中。

○ 公共広告とプロモーションビデオ

事務局は、テレビや映画館等で上映する3-5分程度の様々な言語の公共広告ビデオの作成を予定。

○ 展示物と垂れ幕

事務局は、「2011国際森林年」の活動により集められた報告や写真等を使用し展示物等を作成予定。

○ 諮問委員会

事務局は、著名な映像作家やナショナル・ジオグラフィックを含む専門家やリーダーから構成される非公式の諮問委員会を準備中。



INTERNATIONAL YEAR  
OF FORESTS 2011

# INTERNATIONAL YEAR OF FORESTS - 2011

## CELEBRATING FORESTS FOR PEOPLE

### FACT SHEET



#### What is the International Year of Forests?

The UN General Assembly has proclaimed **2011 (Forests 2011)** as the International Year of Forests and has invited Governments, the United Nations system, NGOs, the private sector and other forest-related stakeholders to come together to raise awareness to strengthen the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations.



**Forests 2011** is a unique opportunity to increase public awareness of the key role of forests and sustainable forest management in building a greener, more equitable, sustainable future. The year-long series of events will

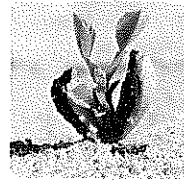
showcase success stories and innovative solutions and galvanise greater public participation in forest-related activities at all levels.

Forests 2011 offers a unique opportunity to raise awareness of the challenges facing many of the world's forests and the people who depend on them. Great success stories and valuable lessons already exist. The International Year provides a means to bring these voices together.



#### Where will Forests 2011 be celebrated?

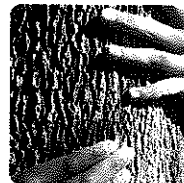
The Year is a global event, to be celebrated at all levels - regional, national and local. A majority of the planned activities will take place at the national and regional level and will include tree planting, forestry fairs, conferences, workshops, seminars, exhibitions, competitions in areas ranging from photo, art, school posters and essay writing to athletic triathlons in forests, and publication of books, brochures and educational materials. More information on the variety of activities being planned is available on [www.un.org/esa/forests/2011/2011](http://www.un.org/esa/forests/2011/2011).



#### Who will coordinate Forests 2011 information?

The UN Forum on Forests Secretariat was requested by the UN General Assembly to serve as the focal point for implementation of activities related to observance of the Year, in collaboration with Governments, the Collaborative Partnership on Forests (CPF) and other relevant organisations.

All Governments, international organisations, Major Groups and other forest-related stakeholders are encouraged to organise activities in celebration of the International Year. These activities can then be showcased and promoted through the International Year of Forests website which will be managed by the UN Forum on Forests Secretariat.



#### When will Forests 2011 be launched?

The official launch of the Year will take place at United Nations Headquarters during the high level segment of the 9th session of the UN Forum on Forests (24 January - 4 February 2011). The launch will feature a series of events including high level panel discussions, media activities, issuance of the UN commemorative stamp series for Forests 2011, and other public events currently under consideration.



#### Where can I get more information on Forests 2011?

An official web site is being developed by the UN Forum on Forests Secretariat which will serve as a central clearing-house for information about the Year, its objectives and activities, and a calendar of national, regional and international initiatives related to the Year. Until the official website is launched, information about the International Year will continue to be made available on the UN Forum on Forests website and via email at [forests@un.org](mailto:forests@un.org).

## PLANNED ACTIVITIES

Forests 2011 offers a unique communications platform and public outreach opportunity to raise awareness of the challenges facing many of the world's forests and the people who depend on them.



**The Forests 2011 website:** The website will be the primary means of information sharing. This multi-media site will feature interactive web tools to elicit feedback and dialogue, and will include key components such as a calendar of national, regional and international initiatives related to the Year and electronic versions of all Forests 2011 promotional materials including photographs, videos and audio and PowerPoint presentations. The website will include a portal geared toward the media, which will feature links to forest news items and a press kit with fact sheets, brochures and other informational documents related to critical forest issues. It will also function as a gateway to all member state Forests 2011 websites.



**Forest Spokespersons or Messengers:** The Secretariat is identifying individuals who can use their leader or celebrity status to help raise awareness and generate media attention. These "ambassadors" will be sought from around the world and will travel to events to promote Forests 2011 as part of public outreach efforts.



**Forests 2011 UN Stamp Series:** The UN Postal Administration is developing a UN commemorative stamp series for the International Year, to be launched during the official international launch of Forests 2011, at UN Headquarters. The stamp series would be issued in New York, Geneva, and Vienna.



**Logo & Other Informational Materials:** The official logo was launched in July 2010. Additional products, including brochures, posters and presentation templates, are under development.



**Forests 2011 Film Festival:** Working with well-established environmental film festivals, the UNFF Secretariat will call for submission of forest films from around the world, and promote screenings focused on Forests 2011 themes. This would include public screenings worldwide.



**Art, Film & Photo Competitions:** These will be virtual events to recognize individuals who use art, photography, film and short videos to communicate their views and celebrate forests for people. The UNFF Secretariat is working with museums, environmental filmmakers, media representatives and the forest networks to develop a major world-wide competition to attract art, film and photographs that capture the Forests for People theme.



**Public Service Announcements (PSAs) Video & Films:** These short films and PSAs for distribution worldwide in different languages for use on television and other innovative distribution channels; including pro bono shows in theatres and airlines to convey inspiring messages of action for forests.



**Exhibits and Banners:** Using the stories, art and photos collected as part of the Forests 2011 activities; the Forests 2011 exhibits will feature vignettes of people's actions for safeguarding forests around the world and the theme of "Forests in Your Everyday Life."



**Advisory Committee:** The UNFF Secretariat is convening an informal committee comprised of influential leaders and experts in communications and media, including well-known film makers and National Geographic, to help maximize the impact of Forests 2011.