



FOREST SECTOR COMMUNICATION STRATEGY

(2020-2024)

AND ACTION PLAN

(2020-2021)



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1. Introduction

Forest sector reform has been ongoing process since 2012 in Georgia. It aims to introduce sustainable forest management practices. As part of the reform, the Ministry of Environmental and Agriculture of Georgia implemented a number of institutional and legislative changes, however, ensuring sustainable management of forest is largely dependent on the level of awareness that society and other stakeholders have in the sector regarding the importance of the forest ecosystems and its sustainable management.

It is noteworthy to mention that raising public awareness of the benefits of direct and indirect forestry and sustainable forest management is one of the main topics of discussion in forest policy worldwide. Raising awareness of the importance of forests is considered an integral part of sustainable forest management because one of the root causes of many problems associated with sustainable forest management and development is the low level of public awareness. It is also very important for decision makers to be aware and informed about forest issues.

“The National Forestry Concept”, adopted by the Parliament of Georgia in 2013, which is a key policy document of the forestry sector, defines the principles of forest management and sets out priority directions. Chapter VIII of the Concept is dedicated to raising public awareness and engagement, of regarding the Georgian forest and the principles of sustainable forest management and population and decision makers by various ways, including:

Developing and delivering key messages through the strategies and action plans to the general society and selected target groups;

Based on the national forestry concept, a forestry communication strategy has been developed by the initiative of the Ministry of Environmental Protection and Agriculture of Georgia supported by the German Society for International Cooperation (GIZ).

The document sets out the five-year goals of improving the communication in the forestry sector in Georgia and taking into account the existing two-year action plan. The document is intended for the structural units within the Ministry of Environment Protection and Agriculture of Georgia, privately: Department of Strategic Communications, Department of Biodiversity and Forestry, State Sub-agency - Department of Environmental Supervision, LEPL National Forestry Agency and LEPL Environmental Information and Education Centre (EIEC).

2. Institutional Framework of the Forestry Sector

The Ministry of Environmental Protection and Agriculture of Georgia is the highest national executive body which is responsible for the development, implementation and enforcement of national forestry policy through the subordinate structural units.

National policy on forestry development is the responsibility of the Department of Biodiversity and Forestry, and the executive agencies are the LEPL National Forestry Agency and the LEPL Agency of Protected Areas. The Department of Biodiversity and Forestry is defined as a responsible party for the development of national policy on forestry. The LEPL National Forestry Agency and the LEPL Agency of Protected Areas are the executive agencies.

Law enforcement is a function of the state sub-agency - Department of Environmental Supervision under the Ministry, which carries out state control over the entire territory of Georgia in the field of environment protection and use of natural resources through territorial authorities.

In order to ensure objective control of forest management and guarantee sustainability of forest ecosystems, on December 26, 2018, as amended by the Forest Code of Georgia, the function of detecting illegal forest use and physical protection of forest resources in the State Forest Fund has been separated from LEPL National Forestry Agency. At the same time, for the purpose of improving forest control, environmental oversight functions have increased, and therefore the number of staff in the department has been increased, and specialized units for forest area patrolling have been established.

Practice of law enforcement and supervision on forestry underlines cases of illegal forest use and violation of rules regarding forest use, therefore it is important to fill the gaps in both directions through the relevant and effective communication strategy.

According to the data of 2019, LEPL National Forestry Agency has 105 forest ranger and 300 specialists of forestry, while the Department of Environmental Supervision has 560 employee and 18 forestry specialists of environmental supervision.

These staff members ensure the implementation of the state's forestry policy and they represent the main source of effective communication with the society.

3. Resources of Public Relationships

In the process of developing the document situational analysis was carried out with the involvement of The Ministry of Environmental Protection and Agriculture of Georgia, LEPL National Forestry Agency and the State Sub-Agency Department of Environmental Supervision. The background of the communication, resources of public relations, documentation and media materials which is available for the above-mentioned agencies and departments, was also assessed.

Communication with the society on forest management issues is carried out by the PR Department of the Strategic Planning and Development Service of the LEPL National Forestry Agency of the Ministry of Environmental Protection and Agriculture of Georgia. Public Relations Division of the State Sub-Agency Department of Environmental Supervision is responsible for communication on law enforcement regarding illegal forest use.

The activities of the Ministry and its Departments/ LEPLs are directed and coordinated by the Department of Strategic Communications, which is accountable to the Minister.

Nevertheless, LEPL National Forestry Agency does not have separate budget for public relationships, part of the relevant budget of the Ministry is being spent on informational campaigns and awareness raising issues.

In addition, the material resources of international organizations dedicated to raising public awareness and communication activities represents significant sub circuits. Effective planning and utilization of resources will be supported by the forestry sector communication strategy and action plan.

As for capacity of Public Relations division of Department of the Strategic Planning and Development Service of LEPL National Forestry Agency and Public Relations Division of the State Sub-Agency Department of Environmental Supervision, staff members are equipped with useful technologies and computer programs, photo/video equipment and relevant working space. In addition, designing and montage programs for preparing materials for better communication. The agencies in coordination with the Department of the Strategic Planning and Development Service, use all types of communicative channels and facilities to inform variety target groups of

society. According to the current practice, information on planned and implemented forest sector activities, as well as statistics on illegal forest use and other forest sector related offenses are being covered by the media twice a week, especially by TV stations. At the same time, the staff of the State Forestry Agency and the State sub-Agency Department of Environmental Supervision prepare responses to the answers from media and the public sector. These agencies actively disseminate information via official websites (www.forestry.gov.ge; www.des.gov.ge) and Facebook pages, where official news and photo-video material is shared. The news is also posted on the official website of the Ministry (www.mepa.gov.ge).

4. Target Groups

The target audience connected to the forest sector is diverse enough. Depending on the communication goals and objectives, they can be divided into the following basic target groups:

- **Decision makers** and the persons involved in the formation of public opinion;
- **Wide society:** Local communities (especially women), entrepreneurs and etc;
- **Persons involved in educational system:** Representatives from academia, teachers, pupils and their parents, students and youths;
- **Persons involved in forest management:** Representatives involved in forest management and forest users;
- **Civil society:** Non-Governmental organizations, Environmental initiative groups;
- **Local and Central media:** Journalists and bloggers.

The local community represents quite vulnerable target group for the sustainable forest management, which are directly depended on timber and non-timber forest resource and other ecosystem services. Consequently, it is important to develop right, adequate and direct format for communication.

For protection, prevention and supervision forest ecosystem services it is important to raise public level of awareness and education, which promotes effective management of forests and gain maximal ecological, economical and social benefits.

The forest sector has significant history in practical management of forests, as well as in scientific and educational directions. According to the importance of this field, there were sector-directed traditions that have made a special contribution for promoting this profession and it was reflected in the continuous increase of the qualification of the employees and raising a level of public awareness.

It is noteworthy that the new Forest Code emphasizes the importance of the forestry profession and sets out general definitions of incentives for sector employees for greater transparency and objectivity. After approving the code, rules of procedure will describe the process in detail. Therefore, in order to ensure the stability and sustainability of the forestry sector, it is equally important to promote forestry among young people, especially in women.

5. Vision

The vision of the communication strategy of the forestry sector:

By 2025, the forestry sector will be a popular, prestigious, staffed with professional, modern management system based on the principles of sustainable management and transparency, which will grant the forest as a national value that needs protection, care and use with the involvement of all stakeholders.

6. Goals and Objectives

The goal of the five-year sustainable forest management communication strategy is to improve public awareness of sustainable forest management by promoting dialogue, as well as promoting the forestry sector and building social responsibility among the population.

The following objectives are developed in accordance with the vision and purpose:

1

Objective 1: Raising awareness of the importance of sustainable forest management and its socio-economic benefits;

2

Objective 2: Raising awareness of the issues connected to the supervision, including forestry authorities' compliance with forestry regulations and awareness of illegal forest use;

3

Objective 3: Promote the field and inform the public about educational programs and employment opportunities in the forestry sector;

4

Objective 4: Inform the society about national forest policy and legislative changes;

7. Stereotypes and Key Messages

Communication and Public relations are based on diverse stereotypes which is important to take into account vectoring effective and adequate reform process.

In 2017 World Bank study - "Georgia: A Survey of Households in Forest Use, Poverty and Vulnerability of natural processes" - 950 rural households (2998 total family members) were interviewed. The interviewed families have assessed the importance of forests and discussed about ways to improve forest resources, products and services.

The result reflected in two directions: 46.8% of households think that forests are very or more or less important, while 45.5 % consider forests more or less or non-important.

3.8% of interviewed households consider that they can elaborate measures to improve forest resource, products and service development. 20.4% of them supports forest refining, 15.9 – to stop cutting processes and 12.4% - tree planting.

78.8% of households reported that they got no benefit from forest resources last 12 months, and only 21.2% of respondents reported that they have gain some benefits. It should also be noted that the most frequent benefits mentioned by respondents were livestock pasture (20.5%), clean water (17.6%) and shade for their livestock. (15.8%).

Based on various researches, the following common stereotypes are revealed:

1. The forests are more or less or non-important;
2. Cutting down the trees are harmful for the environment and it is needed to stop cutting down the trees;
3. The forests areas are deforested everywhere;
4. The forests are important only for firewood and livestock pasture;
5. Forests are sold or do not belong to people;
6. The agencies involved in forest management are unknown;
7. Reforestation activities are not carried out;
8. The profession of forestry is not suitable for women;

Based on the above-mentioned indicators and other factors, we can consider that communication and awareness-raising activities are necessary in the following directions:



- Importance of forests and ecosystem services in National Level;
 - Integrated approaches of sustainable forest management;
 - Sustainable use of forest resources
 - Reforestation;
 - Rehabilitation of forestry roads
 - Importance of sanitary cuttings;
 - Methods and approaches of combating pests;
- Sustainable and multi-purpose forest use;
 - Firewood production and supply to the population;
 - Grazing in forests;
 - Use of timber resources;
 - Use of non-timber resources;
- Employment opportunities
 - Protect forests from pollution
 - Procedures for legal purchasing of timber resources
- Prevention of forest fires and the role of the population in this process.

THE STATE SUB-AGENCY DEPARTMENT of ENVIRONMENTAL SUPERVISION



Communication with residents, licensees and other forest users/stakeholders is required in the following areas:

- Legislative regulations (prohibited or/and permitted activities)
- Popularization of adequate directions of forest use:
 - Why it is not advisable to cut wood on a high slope of mountainside;
 - Why it is needed to clear forest cutting area from the waste of wood resources;
 - What is importance of correct designation of forest cutting area;
 - What is the importance of using electronic systems;
 - How to extract forest resources legally;
 - What are the required documents for wood transportation;
 - What kind of timber should be brought to the sawmills, and what are the sanctions;

- What kind of damaging effect does the poaching, illegal and untreated timber extraction have on forests.

Department of Biodiversity and Forestry



- Forest Code and other legislative changes related to the forest (Forms of private forest ownership, qualification of forestry employees, dissemination of information on timber use or timber resources, etc.)
- Qualitative and quantitative situation of forests according to the national forest inventory.
- Alternative energy sources, energy efficiency and adequate use of firewood/timber.

LEPL Environmental Information and Education Centre



- To promote raising a level of awareness and education of society and decision-makers about importance of forest and sustainable forest management.
- Popularization of the sector

8. Communication Methods and Communicative Channels

Due to the types of audience, and different target groups diverse communicative channels and instruments for communication is needed. The media, including the local media and mass communicative channels represent an effective way to get adequate communication and key messages to the different target groups.

9. Encourage Gender Equality

The Strategy aims to communicate equally with women and men on the activities related to the forestry sector in order to increase and ensure the participation of women and men at design, implementation, monitoring, and evaluation of forest policy and forest management practices. The strategy recognizes the crucial role that women play in multifunctional forest use, management, conservation, and restoration of the forest. Therefore, it is stressing the need for the participation of women in decision-making as well as the implementation of practical activities in the forest. There are several gender-responsive actions that

can be undertaken in the framework of this strategy: (a) involving women in “greening/forest restoration” campaign, (b) involving women in public discussions and decision-making process on the forest policy, management and supervision, (c) disseminating the tailor-made information for women on the non-wood forest products and (d) the job opportunities in forestry sector, etc.

10. Communication Campaigns

According to the goals of the strategy, unified campaigns with specific contextual and visual attributes are needed to deliver a distinctive, memorable and effective communication.

Due to the low level of awareness on forest issues, informational campaigns will be needed at the first stage. In addition, it is important to conduct specific mini-campaigns on issues such as: increasing the energetic value of firewood, methods of forest maintenance and non-timber forest value.

During the information campaigns, a complex approach and the following communication tools are needed:

- Relevant video clips and blogs
- Informational brochures and calendars
- Posters and billboards
- Informational meetings with the society
- Advertisements on regional televisions
- Radio broadcasting
- Social advertising video clips
- Internet and mobile technologies
- Sociological researches and media monitoring

Environmental organizations carry out various types of informational campaigns aimed at promoting sustainable forest management, forest protection, maintenance and conservation. It is important to coordinate similar programs and campaigns to achieve the common goal in future.

11.Crisis Management

Depending on the specificity of the sector, as well as the diversity of target groups and their socio-economic interests, threats to the emergence of crisis and the dissemination of negative information should be taken into account. The agencies (LEPL National Forestry Agency, Department of Environmental Supervision of the State Forestry Service) should inform the media about negative events and inform the target audience and find solutions for the problem with their involvement.

For crisis management team members, a crisis situation can occur in radically different issues. Consequently, it is important to elaborate general anti-crisis scheme with potential crisis topics, overall strategy, guidelines and activities of the anti-crisis group. Current Sustainable Forest Management Anti-Crisis Scheme looks as follows:

Scheme 1: Anti-Crisis Scheme

| Potential crisis management | Anti-crisis group | Predictive strategy | Key messages |
|---|---|---|--|
| 1. Corruption and abuse of power | <ul style="list-style-type: none"> - Minister/deputy of Environmental Protection and Agriculture of Georgia - Head of the Department of Biodiversity and Forestry - Head of the LEPL National Forestry Agency - Head of the state Sub-agency Department of Environmental Supervision - Head of the Department of Strategic Communications - LEPL National Forestry Agency representatives on communication - Head of the Legal Department - Head of the Financial Department - Head of the Department of Human Resources | <ul style="list-style-type: none"> - Confession and punish the offender - Neutralize accusations with counter-arguments and facts | <ul style="list-style-type: none"> - This is not a system crime - To prevent such cases we take preventive measures |
| 2. Massive deforestation and violation of environmental principles by Licensee. | <ul style="list-style-type: none"> - Minister/deputy of Environmental Protection and Agriculture of Georgia - Head of the Department of Biodiversity and Forestry - Head of the state Sub-agency Department of Environmental Supervision - Head of LEPL National Forestry Agency - Head of the Department of Strategic Communications - LEPL National Forestry Agency representatives on communication - Head of the Legal Department - Head of the Financial Department - Head of the Relevant regional department | <ul style="list-style-type: none"> - Confession and punish the offender - Neutralize accusations with counter-arguments and facts | <ul style="list-style-type: none"> - The violation was quickly identified and the offender was fined - The relevant agencies will continue to work 24 hours a day to detect such cases - The violation was neither confirmed by factual or investigative material |
| 3. Natural disaster | <ul style="list-style-type: none"> - Minister/deputy of Environmental Protection and Agriculture of Georgia - Head of the LEPL National Forestry Agency - Head of the state Sub-agency Department of Environmental Supervision - Head of the Department of Strategic Communications - LEPL National Forestry Agency representatives on communication - Head of the Legal Department - Head of the Financial Department | <ul style="list-style-type: none"> - Mobilization for - Mobilization to improve current situation | <ul style="list-style-type: none"> - We will use all resources to eliminate the problem timely - We will investigate the causes of natural disasters to prevent them later |
| 4. Forest cutting by government | <ul style="list-style-type: none"> - Minister/deputy of Environmental Protection and Agriculture of Georgia - Head of the LEPL National Forestry Agency - Head of the Department of Strategic Communications - LEPL National Forestry Agency representatives on communication - Head of the Legal Department - Head of the Department of Human Resources - Head of the state Sub-agency Department of Environmental Supervision - Representatives from other involved agencies | <ul style="list-style-type: none"> - Neutralize accusations with counter-arguments and facts | <ul style="list-style-type: none"> - Sanitary cutting - The violation was neither confirmed by factual or investigative material |

Also, in managing any crisis situation, it is essential to take into account the basic principles of anti-crisis communication, such as: authoritative source of information, peaceful communication, informing staff effectively, and preparing / updating information materials for the media.

12. Monitoring the Implementation of the Strategy and Action Plan

The objectives of the Action Plan are set for two-year period (2020-2021) and the implementation of the action plan will be monitored according to the performance indicators of each measure.

The Department of Biodiversity and Forestry, LEPL National Forestry Agency, the state sub-agency Department of Environmental Supervision and LEPL Environmental Information and Education Centre are responsible bodies to produce Strategy and Action Plan performance report to the Strategic Communication Department (under the Ministry) every six months.

Monitoring of the performance of the action plan is carried out by the Department of Strategic Communications of the Ministry. In particular, at the end of each year, the Department in coordination with all agencies involved in the forest communication plan will prepare a one-year report.

The performance report should include information about planned activities and process of implementation. Also, the factors that have prevented or delayed any activity. The report should emphasize recommendations for further steps and / or alternative actions to overcome the factors and problems.

On the other hand, except the annual plans, the Strategic Communication Department of the Ministry will prepare a final report on action plan development by the end of 2021, which will discuss status of planned activities and the analysis of drawbacks, which will significantly improve further planning processes.

13.Action Plan

| Objective | | Activity | Target audience | Indicators | Responsible entity | Completion date | Estimated budget (gel) |
|---|-----|--|--|---|---|----------------------|------------------------|
| 1. Raising awareness on the importance of sustainable forest management and its social-economic effectiveness | 1.1 | Training of the judges concerning the forest sector legislation | Judges | Judges from 5 municipalities are trained | State Sub-Agency Department of Environmental Supervision | 2021 I-II quarters | 10000 |
| | 1.2 | Meeting of decision-makers with foresters | Decision-makers, employees of the forestry management sector | 10 meetings are held with the involvement of decision-makers and foresters | Department of Biodiversity and Forestry, LEPL National Forestry Agency, State Sub-Agency Department of Environmental Supervision | 2020 III-IV quarters | 10000 |
| | 1.3 | Holding trainings for the employees of the Municipal City Halls and Assemblies about the sustainable forest management | Decision-makers | Trainings are held for the 300 employees of the Municipal City Halls and Assemblies | LEPL Environmental Information and Education Centre, Department of Biodiversity and Forestry, LEPL National Forestry Agency, State Sub-Agency Department of Environmental Supervision | 2021 I-II quarters | 33000 |

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| 1. Raising awareness on the importance of sustainable forest management and its social-economic effectiveness | 1.4 | Social Facebook campaign concerning the sustainable forest management issues - Informational banners - Online questionnaires | Wide society | 10 banners and 3 online questionnaires concerning the sustainable forest management issues are prepared | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020-2021 | 800 |
| | 1.5 | Green calendar - celebrating environmental days related to the forest sector (Forester Day, International Day of Forests, Tree Planting Day) | Wide society | At least 6 events are held: - Forester Day (2 events), - International Day of Forests (2 events), - Tree Planting Day (2 events) | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 III-IV quarters 2021 III-IV quarters | 60000 |
| | 1.6 | Textbook/reader about the sustainable forest management issues | Wide society | 500 copies of guidebook/reader about the sustainable forest management issues are prepared and available for the society | LEPL Environmental Information and Education Centre, Department of Biodiversity and Forestry, LEPL National Forestry Agency | 2021 III-IV quarters | 7000 |
| | 1.7 | Providing public participation in the forest restoration planning processes through organizing public discussions and surveys among the local population, especially among the women | Wide society | At least 3 meetings are held with the local population | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020-2021 | 1500 |
| | 1.8 | Providing community engagement (school students, adults, including women) through the campaign - „Plant your future" | Wide society | - 3 municipalities are involved in the campaign - 400 persons are involved in the campaign, including 200 women - 700 trees are planted | LEPL National Forestry Agency | 2020-2021 | 5 000 |
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| 1. Raising awareness on the importance of sustainable forest management and its social-economic effectiveness | 1.9 | Preparing television/news program about the rehabilitation of forest roads | wide society | At least 1 television program about the rehabilitation of forest roads is prepared | LEPL National Forestry Agency | 2020 III-IV quarters | 0 |
| | 1.10 | Preparing informational article concerning the sanitation cutting | wide society | At least 3 articles about the importance of sanitation cutting are prepared | LEPL National Forestry Agency | 2020 I-II quarters | 0 |
| | 1.11 | Preparing and placing information boards on the progress, purpose and importance of sanitation cutting in the appropriate areas | wide society | At least 10 information boards are prepared and placed in the appropriate areas | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2020 III-IV quarters 2021 I-II quarters | 2000 |
| | 1.12 | Organizing informational meetings with local communities about firewood production in the timber yards and timber supply | wide society | At least 3 meetings are held with local communities | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2021 III-IV quarters | 1500 |
| | 1.13 | Informational meetings on sustainable pasture management to eliminate the problem of forest grazing | wide society | At least 10 informational meetings on sustainable pasture management are held to help eliminate grazing problem in the forest | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2020-2021 | 3000 |
| | 1.14 | Placing information on forest and importance of its ecosystems on the web page of LEPL National Forestry Agency | wide society | Information on forest and importance of its ecosystems is placed on the web page of LEPL National Forestry Agency | LEPL National Forestry Agency | 2021 I-II quarters | 0 |

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|---|------|---|---|---|---|--|---|
| 1. Raising awareness on the importance of sustainable forest management and its social-economic effectiveness | 1.15 | Preparing a video about the importance of forest and ecosystem services and placing/boosting it on the social media pages of the Ministry of Environmental Protection and Agriculture and LEPL National Forestry Agency | wide society | At least 1 video contest about the importance of forest and ecosystem services is held | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2020 III-IV quarters | 9000 |
| | 1.16 | Student conference on the importance of forest and ecosystem services | Persons involved in educational processes | At least 1 student conference on the importance of forest and ecosystem services is held | LEPL Environmental Information and Education Centre | 2020 I-II quarters | 12000 |
| | 1.17 | Supporting the campaign „Green Economy School“ | wide society | Educational and other necessary materials are prepared | LEPL Environmental Information and Education Centre, Department of Biodiversity and Forestry, LEPL National Forestry Agency | 2020-2021 | Costs depend on the content and scope of the activity |
| | 1.18 | Broadcasts, visitors to the studio concerning the alternative energy sources, energy-efficient stoves and proper use of firewood | wide society | At least 3 broadcasts are prepared concerning the alternative energy sources, energy-efficient stoves and proper use of firewood are held | LEPL Environmental Information and Education Centre, Department of Biodiversity and Forestry, LEPL National Forestry Agency | 2020 III-IV quarters 2021 III-IV quarters | 0 |

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|---|------|--|-------------------------|--|--|--|--------|
| 1. Raising awareness on the importance of sustainable forest management and its social-economic effectiveness | 1.19 | Reviewing, updating and transmitting through the television or social network the commercial on energy-efficient stoves and proper use of firewood prepared by UNECE/FAO | wide society | Commercial on energy-efficient stoves and proper use of firewood prepared by UNECE/FAO is distributed through the social media pages of NFA, the Ministry and the Centre | LEPL Environmental Information and Education Centre | 2020 I-II quarters | 100 |
| | 1.20 | Preparing commercial on the rules of conduct in the forest to prevent forest fires and its transmission in the television programs during the week | wide society | 2 commercials are prepared and transmitted through the television programs | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2020 I-II quarters 2021 I-II quarters | 5 000 |
| | 1.21 | Preparing educational videos for the employees of forest management and supervision entities and other forest users concerning the following issues: - Importance of sustainable use of forest resources - Forest restoration - Arrangement-rehabilitation of forest roads -Importance of sanitation cutting - Measures and methods for combating pests; - Prevention of forest fires; | wide society | At least 3 educational videos are prepared for the employees of forest management and supervision entities and other forest users as well | LEPL National Forestry Agency, State Sub-Agency Department of Environmental Supervision | 2020-2021 | 30 000 |
| | 1.22 | Informational meetings with women to inform them about non-timber forest products in the municipalities | Women living in regions | At least 5 informational meetings are held to inform women about non-timber forest products in the municipalities | LEPL National Forestry Agency LEPL Environmental information and Education Centre | 2020 III-IV quarters 2021 III-IV quarters | 2000 |

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| 2. Raising awareness about the supervision issues including the implementation of the legislative requirements by objects of regulation and illegal forest use | 2.1 | Informational meetings with the local people in the problematic municipalities concerning illegal cutting and legislative regulations | wide society | At least 10 informational meetings concerning illegal cutting and legislative regulations are held with the local people in the problematic municipalities | State Sub-Agency Department of Environmental Supervision | 2021 I-IV quarters | 3000 |
| | 2.2 | Preparing and printing informational brochures and infographics about the documents needed for the population to transport timber | wide society, forest users | - 500 copies of informational brochures are prepared and available for the society - 500 copies info graphic brochures are prepared and available for the society | State Sub-Agency Department of Environmental Supervision | 2020 III-IV quarters | 5000 |
| 2. Raising awareness about the supervision issues including the implementation of the legislative requirements by objects of regulation and illegal forest use | 2.3 | Preparing video (and/or preparing reportage in the tv program) about the topic - „what kind of timber should we bring into the sawmill and what are the penalties?" | wide society, forest users | Video about the topic - „what kind of timber should we use in the sawmill and what are the penalties?" is prepared and available for the society | State Sub-Agency Department of Environmental Supervision | 2020 I-IV quarters | 3000 |
| | 2.4 | Preparing TV programs, informational videos for the society about the topic - „the negative impact of poaching, illegal cutting and non-systematic exploitation of timber on the forest" | wide public, forest users | 1000 copies of informational brochures or/and other materials about the topic „the negative impact of poaching, illegal cutting and non-systematic exploitation of timber on the forest" are prepared and available for the society | State Sub-Agency Department of Environmental Supervision | 2021 I-IV quarters | 5000 |
| | 2.5 | Informational campaign to prevent the conifers from cutting „Don't Cut, Decorate" | wide society | Informational campaign to prevent the conifers from cutting „Don't Cut, Decorate" is held with the involvement and participation of the society | LEPL Environmental Information and Education Centre | 2020 III-IV quarters 2021 III-IV quarters | 7000 |

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| | 2.6 | Informational campaign „Don't Cut the Boxwood" | wide society | Informational campaign „Don't Cut the Boxwood" is held | LEPL National Forestry Agency | 2020 III-IV quarters 2021 III-IV quarters | 5 000 |
| | 2.7 | Training on the rules of forest use for the forest users (licensees) and the persons involved in the forest management | Persons involved in the forest management and forest users | At least 5 trainings on the rules of forest use are held for the forest users (licensees) and the persons involved in the forest management | State Sub-Agency Department of Environmental Supervision | 2021 I-II quarters | 13000 |
| 3. Popularizing the field, informing the public about educational programs and employment outlooks in the forestry and promoting forestry education | 3.1 | Informational meetings with senior pupils to promote the importance and specifics of the profession forester | Persons involved in the educational processes | At least 5 informational meetings are held with school leavers to promote the importance and specifics of the profession of forester | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 I-II quarters | 1500 |
| | 3.2 | Preparing info graphics on the existing educational programs and employment outlooks in the forestry; their distribution through the schools | Persons involved in the educational processes | 5 info graphics on the existing educational programs and employment outlooks in the forestry are prepared and available for the society | Department of Biodiversity and Forestry, LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 III-IV quarters | 5000 |
| | 3.3 | Informing the society about the existing employment outlooks in the forestry by organizing employment forums and participation in them | Persons involved in the educational processes | Participation at least in one employment forum about the existing employment outlooks in the forestry | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020-2021 | 0 |
| | 3.4 | Meetings with university and vocational schools students | Persons involved in the educational processes | 5 meetings are held with vocational school students | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 III-IV quarters 2021 III-IV quarters | 1500 |

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| 3. Popularizing the field, informing the public about educational programs and employment outlooks in the forestry and promoting forestry education | 3.5 | Placing information about universities that are providers of education in forestry and existing outlooks in this field on the website of the Environmental Information and Education Center | Wide society, persons involved in the educational processes | Information about universities that are providers of education in forestry and existing outlooks in this field is placed on the website of the Environmental Information and Education Centre | LEPL Environmental Information and Education Centre | 2020 I-II quarters | 0 |
| | 3.6 | Making and placing the 40-second video and audio clips on central/regional television and radio to promote the profession of forester | Wide society, persons involved in the educational processes | The 40-second video and audio clips are prepared and placed on central/regional television and radio | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2021 I-II quarters | 10000 |
| | 3.7 | Contests -Essay contest - Poster contest - Video contest | Wide society | At least 3 contests are held with the involvement of a wide audience | LEPL Environmental Information and Education Centre | 2020 III-IV quarters | 12000 |
| | 3.8 | Campaigns to popularize the profession of forester „Became a Forester" and „Meet the Forester" | Wide society, especially women | There are held campaigns „Became a Forester" and „Meet the Forester" and up to 30 000 citizens are informed through them | LEPL National Forestry Agency | 2020-2021 | 5000 |
| | 3.9 | Increasing the social responsibility of the society, cleaning activities in the state forest fund with the participation of the celebrities and making videos | Wide society | At least 2 cleaning activities are held in the state forest fund with the participation of the celebrities and 2 videos are made | LEPL National Forestry Agency | 2020 I-II quarters 2021 I-II quarters | 5000 |
| | 3.10 | Educational field trips #spendonedayintheforest for school students | School students | 5 educational field trips are held for school students | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 III-IV quarters 2021 III-IV quarters | 3000 |

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| 3. Popularizing the field, informing the public about educational programs and employment outlooks in the forestry and promoting forestry education | 3.11 | Providing access on the publication - "DOCTOR FOREST" in Georgian | Wide society, persons involved in the educational processes | The publication - "DOCTOR FOREST" is available in Georgian | Department of Biodiversity and Forestry | 2020 I-II quarters | 300 |
| | 3.12 | Making educational videos for the vocational education institutions | Wide society, persons involved in the educational processes | There are held at least 3 educational videos for the vocational education institutions | LEPL Environmental Information and Education Centre, LEPL National Forestry Agency | 2020 III-IV quarters | 3000 |
| | 3.13 | Employment forum for women to increase their employment outlooks in the forest sector | Women | At least 2 employment forums are held for women | LEPL National Forestry Agency LEPL Environmental information and Education Centre | 2020 II-III quarters | 5000 |
| 4. Informing the society about the National Forestry Policy and legislative changes | 4.1 | Informational meetings concerning the changes adopted by the new forest code (deration of social cutting) with the local community in the municipalities | Local community | At least 10 informational meetings concerning the changes adopted by the new forest code (deration of social cutting) are held with the local populations in the municipalities | Department of Biodiversity and Forestry, LEPL Environmental Information and Education Centre | 2021 I-II quarters | 3000 |
| | 4.2 | Informational meeting with the employees of the Municipal City Halls and Assemblies concerning the changes and new regulations in the forestry | Representatives of the self-governances | At least 5 informational meetings are held with the employees of the Municipal City Halls and Assemblies concerning the changes and new regulations in the forestry | Department of Biodiversity and Forestry, LEPL Environmental Information and Education Centre | 2021 I-II quarters | 3000 |
| | 4.3 | Preparing, publishing and printing a report on the quantitative and qualitative status of the forest based on the results of the national inventory | Wide society | Report on the quantitative and qualitative status of the forest based on the results of the national inventory is prepared, published and printed | Department of Biodiversity and Forestry | 2021 III-IV quarters | 6000 |

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| | 4.4 | Preparing informational bulletins and info graphics based on the report about the quantitative and qualitative status of the forest | Wide society | At least 5 info graphics and informational bulletins are prepared about the quantitative and qualitative status of the forest | LEPL Environmental Information and Education Centre | 2021 III-IV quarters | 1000 |
| | 4.5 | Conducting the National Forestry Program process and organizing an annual plenary meeting with stakeholders engagement | Non-governmental organizations, environmental initiative groups, journalists, bloggers | 2 plenary meetings and 40 workshops are held with stakeholders engagement | Department of Biodiversity and Forestry | 2020-2021 | 10000 |
| | 4.6 | Public discussions to involve women in the decision-making process due to the forestry policy | Women | At least 3 public discussions concerning the forestry policy issues are held with women's involvement | Department of Biodiversity and Forestry, LEPL National Forestry Agency, LEPL Environmental information and Education Centre | 2020-2021 | 15000 |

During the development of the document, several activities were identified that should be implemented in 2022

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| 1. Raising awareness about the supervision issues including the implementation of the legislative requirements by objects of regulation and illegal forest use | | Preparing/distributing informational brochures and making TV programs about firewood production in the timber yards and timber supply | Wide society | -Preparing and distributing 1000 copies of informational brochures -2 TV programs | LEPL National Forestry Agency, LEPL Environmental Information and Education Centre | 2022 | 5000 |
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| | Distributing information about the program of the energy efficient ovens initiated by the Ministry, showing their benefits through interviewing the society and distributing these interviews in the television | Wide society | The big part of the society is informed about the program of energy efficient ovens | LEPL Environmental Information and Education Centre, Department of Biodiversity and Forestry, LEPL National Forestry Agency | 2022 | 0 |
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