

# The German Forestry Society

- ✓ What happened...
- ✓ Our 65th Annual Conference...
- ✓ International Year of Forests...
- ✓ Aims for the EFN...



# What happened...

- ✓ our society celebrates its 111th birthday
- ✓ the members of our society are increasing
- ✓ the society re-established the Committee for International Sustainable Forest Management
- ✓ preparations for our 65th annual conference in Aachen are going on
- ✓ we are involved in preparing the IYF



# What happened...

- ✓ the German Timber Promotion Fund had to stop all his activities
- ✓ a new forest law passed the Bundestag
- ✓ the discussions between the forestry and hunting lobby is escalating
- ✓ the dialogue between forestry and nature conservation is intensive (especially national strategy for biodiversity)
- ✓ BMELV decided to support a campaign for the IYF



# 65th annual conference 2011

- ✓ takes place in Aachen
- ✓ from September 21 till 25, 2011
- ✓ will be Germany's biggest symposium for forestry in the International Year of Forests 2011.
- ✓ over 1.000 foresters, forest-owners, experts and interested people from Germany and abroad
- ✓ current forest topics like climate change, nature protection, silviculture, forest economics etc.
- ✓ output "Aachener paper"





# International Year of Forests

- ✓ Germany will celebrate the IYF with a campaign
- ✓ all institutions and NGOs can take part
- ✓ basis is a communication paper



**INTERNATIONAL YEAR  
OF FORESTS • 2011**

*Celebrating Forests for People*



# International Year of Forests

The umbrella-messages are the benchmark for the communications and all target groups. They decide the topics/contents of the campaign:

- ✓ **Our forest is important for us people!**
- ✓ **Products and benefits of the forests guarantee life quality and future viability in the 21st Century!**
- ✓ **Sustainable forestry is known for working in line with nature!**
- ✓ **Forest owners and forest wardens care about the forest!**
- ✓ **Everybody can do something for the forest!**



# International Year of Forests

The German all over campaign contents  
(ideas/examples):

- ✓ “Waldkulturerbe”: Forest is a main factor for our culture historical development
- ✓ central internet homepage ([www.wald2011.de](http://www.wald2011.de))
- ✓ central online event calendar (more than 3.000 events)
- ✓ image campaign: Without him...
- ✓ illumination of famous buildings during special events





Ohne ihn  
wären die  
Gebrüder  
Grimm  
sprachlos

Hänsel und Gretel, Schneewittchen,  
Rotkäppchen: Ohne Wald gäbe es sie nicht.  
Genau wie 90 Prozent der heimischen  
Tier- und Pflanzenarten, 11 Millionen Hektar  
Erholungsraum und mehr  
Arbeitsplätze.

Entdecken Sie  
Waldkulturen  
wald2011.de

Ohne  
ihn hätte  
Kolumbus  
nie Amerika  
entdeckt

Dreimaster, Kutter, Jolle:  
Ohne Wald gäbe es sie nicht.  
Genau wie 90 Prozent der  
heimischen Tier- und Pflanzen-  
arten, 11 Millionen Hektar  
Erholungsraum und mehr als  
1 Million Arbeitsplätze.

Entdecken Sie unser  
Waldkulturerbe!  
wald2011.de





## Aims for the EFN...

Some ideas to increase the cooperation between our societies:

- ✓ actual mailing list of all members
- ✓ invitation of members to important society events
- ✓ looking for bilateral excursions
- ✓ looking for partnerships between young peoples (universities etc)
- ✓ to agree on questions of EU forest politics (forest action plan, forest convention...)
- ✓ etc.



# Thank's for your attention!

## Questions?

By the way: We have 35.234.356.301 trees in Germany