

**THE ONLINE INFORMATION BULLETIN OF THE GLOBAL FOREST SCIENCE NETWORK***A merger of IUFRO News and IUFRO E-Notes distributed by e-mail 10 times a year.*

## Branding the Urban Forest

*Jasper Schipperijn, Cecil Konijnendijk, Robert Hostnik*  
[IUFRO 6.14.00 Urban Forestry](#)

Urban forests, and other urban green spaces, improve the quality of life in our cities in many ways. The ecological, social and economic benefits of urban green space have all been demonstrated, yet it is not always easy for researchers or practitioners in urban forestry and urban greening to find a listening ear for their message: urban green space is not only a beneficial 'extra attraction' for a city; a good green infrastructure is just as essential as a good road infrastructure.

Branding, or marketing, the urban forest as an essential element of each city is something a growing number of urban foresters, but also an increasing number of other professionals, have realised is very much needed. Urban forests provide many benefits, but these are not always visible to the politicians or the general public. Urban foresters have to learn how to sell their product on a market where it is competing with public investments in things such as public transport, health care, schools, etc. This is not an easy task, as the approximately 80 participants of the 8<sup>th</sup> European Forum on Urban Forestry\*) learned from a range of presentations, excursions and discussions.

At the forum, green infrastructure, a concept more and more used in the United States and the UK, was presented as one of the more integrative ways of thinking that is needed to get the message across. For a successful branding of urban green space it should be discussed not just among forest services or city green departments, but much more in a general city policy and planning context; and it should be discussed together with city planners, health departments, etc. Urban green infrastructure should become a logical element of city planning. The need for cross-sectoral cooperation in urban forestry can also be seen from the growing number of different professionals attending the forum. Foresters are no longer the dominating group as more and more planners, arborists and landscape architects attend the forum.



*Photo by courtesy of Bostjan Hren, Slovenian Forest Service, showing the forum participants during a field presentation of adapted forest management in urban forests of Ljubljana, Slovenia.*

A successful example of how urban forests can be branded and integrated into general city planning was shown in the Slovenian city of Celje, the host of this year's forum. In Celje a strategic partnership between the city administration and the Slovenian Forest Service has led to the development of a special brand, consisting of a logo and name, for Celje's urban forests, that is now used widely to advertise both Celje as a green and pleasant city to live in or come to for holidays, and Celje's urban forests in particular.

*\*) 8th IUFRO/EUFORIC European Forum on Urban Forestry, May 10-12, 2005, hosted by the Slovenian Forest Service and the city of Celje, Slovenia. The forum provided a successful platform for scientists and practitioners in urban forestry and urban greening, mainly from Europe but also from Asia and North America, to meet each other and exchange ideas. More information is available at [www.efuf.org](http://www.efuf.org). The next forum will be organized in May 2006 in Florence, Italy.*

## XXII IUFRO World Congress in Brisbane



More than 1,100 of the world's best forest scientists and other key stakeholders from more than 70 countries have already registered to experience a comprehensive showcase of international forest innovations at the Brisbane Convention and Exhibition Centre from **August 8 to 13, 2005**.

Congress Organizing Committee Chair Gary Bacon said an important part of that experience will be exposure to **keynote speakers such as Canadian Indian leader Joseph Gosnell**, who will speak on the changing role of aboriginal peoples and the use of traditional knowledge in the management of forests and natural resources.

### Other keynote speakers include:

**Angela Cropper**, co-founder and President of The Cropper Foundation in Trinidad and Tobago;

**Ariel Lugo**, Director of USDA Forest Service with the International Institute of Tropical Forestry in Puerto Rico;

**Eugene van As**, the non-executive Chairman of Sappi Limited, the world's leading producer of coated fine paper in South Africa; and

**Tricia Caswell**, chief executive of the Victorian Association of Forest Industries and the founding executive director of the Global Sustainability Institute at RMIT University in Australia.

## Information for Delegates

**All presenters are required to register by 13 June 2005!** Failure to register by this date may result in the withdrawal of your paper from the program.

**All authors should have been contacted** by their Session Organizers to confirm if their papers have been accepted into the program. If you have submitted an abstract for the Congress and have not yet received notification, please contact your Session Organizer immediately.

**Information for Poster Presenters** can be found on the Congress website including a copy of the guidelines for preparing your poster. ([Poster guidelines](#))

**Funding:** Applications for the Scientist Assistance Program closed in October 2004. All applications have been reviewed and funds have been allocated. Unless you have received approval for funding via the Scientist Assistance Program, the Congress is unable to offer any financial support for your participation to attend the Congress.

**Visa:** As published in the Registration Brochure and on the website under the Travel Information page, no invitation letters will be supplied until delegates have registered for the Congress. Once you have registered and paid in full for the XXII IUFRO World Congress you will receive a confirmation letter outlining your registration details. This letter can be used as part of your visa application. This applies to all potential delegates requesting official invitation letters.

**The next discounted registration offer closes on 8 July 2005.**

**For the latest Congress information visit** [www.iufro2005.com](http://www.iufro2005.com), e-mail the Congress manager at <iufro2005@ozaccom.com.au> or phone +61 7 3854 1611.

## IUFRO-WFSE Side Event at UNFF 5:

### Forests for the New Millennium – Making Forests Work for People and Nature

At a Side Event during the fifth UNFF Session from 16 to 27 May 2005 in New York, a panel of authors and editors from IUFRO's Special Project "World Forests, Society and Environment" (IUFRO-WFSE) presented key findings and policy recommendations of IUFRO-WFSE on how to improve livelihoods, maintain healthy ecosystems, integrate forestry with other sectors, share the benefits derived from forests, and progress towards better forest governance. A Policy Brief on "Forests for the New Millennium – Making Forests Work for People and Nature" that had been prepared by IUFRO-WFSE especially for the UNFF session, was launched during the Side Event.

In a rich discussion, the Side Event participants raised several issues related to the changing paradigms concerning forests and forestry, such as decentralization, land-use change and plantations, as well as gender mainstreaming. They briefly also reflected on how to make best use of the collaborative network of WFSE authors and their accumulated expertise in the future. Hardcopies and/or electronic versions of the IUFRO-WFSE Policy Brief can be requested from the IUFRO Headquarters.

## Meetings

Find announcements and reports of IUFRO events on our [online calendar](#) and the [homepages](#) of the IUFRO Units involved.

### IUFRO Co-sponsored meetings

#### V Congreso Iberoamericano de Derecho Forestal Ambiental 2005

*Aguascalientes, México, 28 – 30 June 2005*

IUFRO Working Party 6.13.01

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<http://iufro-archive.boku.ac.at/iufronet/d6/wu61301/v-congreso/v-congreso-segundo-anuncio.htm>

#### Complex Forest Ecosystems: Measurement, Models and Analysis

*Cairns, Australia, 15-19 August 2005*

IUFRO Research Group 4.03.00

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<http://cms1.gre.ac.uk/conferences/iufro/cfe/>

#### 11th International Silver Fir Symposium: Challenges for the Management of European Silver Fir (*Abies alba* Mill.) under Changing Climatic and Economic Conditions

*Brasov, Romania, 4-9 September 2005*

IUFRO Working Party 1.05.16

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<http://www.icassv.ro/en/iufro/index.php?l=default>

#### Workshop on Sustainable Forest Development DEFORS 2005

*Havana, Cuba, 20-23 September 2005*

IUFRO Working Parties 5.01.07, 5.01.04, Division 1

Contact: Martha González Izquierdo

E-mail: mgonzalez@forestaes.co.cu

#### Metal Fluxes and Stresses in Terrestrial Ecosystems

*Ascona, Switzerland, 15 - 20 October 2005*

IUFRO Working Party 7.04.02

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[http://www.wsl.ch/forest/wus/bioindic/monte\\_verita/index.html](http://www.wsl.ch/forest/wus/bioindic/monte_verita/index.html)

#### Third International Precision Forestry Symposium

*Seattle, United States, 24-27 October 2005*

IUFRO Division 3

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<http://www.cfr.washington.edu/research.pfc/symposium05/>

### Non-IUFRO Meetings

#### Symposium on Tropical Rainforest Rehabilitation and Restoration - Existing Knowledge and Future Direction

*Kota Kinabalu, Sabah, Malaysia, 26 – 28 July, 2005*

Jointly organized by Yayasan Sabah, WWF, Sabah Forestry Department, and FAO

<http://www.ysnet.org.my/symposium.htm>

Contact: Rita Stuel Galid, E-mail: rstuel@ysnet.org.my

#### Conference: Meaning and Design of Nature for the Urban Built Environment

*24-26 August 2005, Christchurch, New Zealand*

organized by the Lincoln University, Canterbury, New Zealand, at the Christchurch Art Gallery. More information on:

<http://events.lincoln.ac.nz/urban>

## Course Announcement

The Faculty of Forest and Environmental Sciences Freiburg, Germany, introduces two new international

**MSc programmes:**

'Environmental Governance', and

'Forests, Environment and Bioresources'.

Both courses are taught in English, have a duration of two years and will start in October 2005. The M.Sc. course 'Environmental Governance' focuses on socio-economic issues and provides a thorough understanding of governance mechanisms in relation to the wise use and conservation of environmental resources. The MSc programme 'Forests, Environment and Bioresources' concentrates on ecological aspects and enables students to assess, manage and monitor natural resources according to the principle of ecosystem management.

**Deadline for application: July, 15, 2005. Information at:**

[www.msc-environmental-governance.uni-freiburg.de](http://www.msc-environmental-governance.uni-freiburg.de)

[www.msc-forest-environment.uni-freiburg.de](http://www.msc-forest-environment.uni-freiburg.de)

## Publications

#### Urban Forests and Trees

A new comprehensive text book edited by Cecil Konijnendijk, Kjell Nilsson, Thomas Randrup and Jasper Schipperijn. [Website](#).

#### Third Expert Meeting on Harmonizing Forest-Related Definitions for Use by Various Stakeholders:

*Rome, Italy, 17-19 January 2005.*

Supported by CIFOR, IPCC, ITTO, IUFRO and UNEP.

Proceedings published by FAO.

#### Workshop on Forest Operation Improvements in Farm Forestry

*Logarska Dolina, Slovenia, 9-14 September 2003*

Joint FAO/ECE/ILO Committee on Forest Technology, Management and Training, IUFRO Division 3.

Proceedings published by FAO.