

# Past Successful Campaigns and Possible Future Campaigns

## Introduction

Below you will find notes taken during two separate discussions. The first is a list of successful campaigns which each group have been a part of. This discussion occurred on August 27, 2005. The second is from a discussion about possible campaigns which organizations and counties could work together on in the future. This was intended as a brainstorming discussion to foster new ideas that groups could combine resources to achieve. This discussion occurred on August 26, 2005.

## **Examples of Successful Campaigns**

### *Faltbiologerna/Sweden – Linda*

- Old Growth 2000
- Click for the forest – website campaign
- Inventory trips
- Forest wise – taking younger people out into the forest to foster interest and educate the public, and lay the groundwork for future work.

### *Nature League/Finland – Olli*

-Forest petition campaign- 100,000 signatures. The campaign is for more protection of forests in Southern Finland. It has been going on since January 2005. Asking for protection of 5% of Finnish forests by 2010, and 10% in the long run (only 2% is protected now).

### *Germany – Sonja*

-Make effort to take children out into the forest to foster connection with nature.

### *Estonia – Raido*

-Hikes organized each year, as well as lectures to teach more about the area.

## **Common Future Vision**

August 26, 2005

### Brainstormed Ideas

- School/camp meetings about forest inventorying and other skills
- Participate in Murmansk area to participate in inventorying and searching of new species. Svetlana.
- Germany – Sonja's university is open to international students who study forest ecology. Exchange.
- International OGF campaign - Faltbiologerna.
- PiM invites everyone to Murmansk next summer. Eco-tourism company development.
- Consumer country campaigns, Germany. Anti-commercial campaigns. How much forest is used for junk mail?

- Digital campaigns. Luonto Liitto's online petition (as example). Large campaigns like this need many volunteers in various countries; via email, and collecting names in person on the street.
- Anti-SUV campaign - Helena. Climate change in general needs international collaboration.
- How to continue this cooperation between young people in these countries interested in forest issues and others?

Discussion: Possible future campaigns – 30 minutes of small group thinking. 4 groups.

*Group 1, Sonja*

Want to influence consumers. Focus on Russia for OGF, illegal logging. Former consumer actions in Germany worked. A possible paper campaign. Use network contacts gained here for information dissemination function. Use Robin Wood people for direct and non-direct actions. Educate consumer countries (e.g. Germany) about global forestry problems. Invited Robin Wood to show them how to start a serious campaign.

*Group 2, Natasha, Roman*

A plan to host a camp in Kola next year on the border of OGF. Co-organized by PiM and other NGOs present. Take place in Murmansk, experience of these kinds of nature camps, and there are still forests left to visit. To get some more theoretical and practical knowledge exchange.

*Group 3, Jessie*

Skill sharing, exchange skills and knowledge/tech from other countries. Focused on Russian fungi; people from FNL have given fungi education before. Hold conference in Russia to build knowledge of fungi.

There is also a need for a recycling campaign in Russia and Canada. Work to reduce consumption stress on forests.

*Group 4, Jaan*

Physical exchange in Russia, or in other organizations for the longer term. Forest inventories, knowledge exchange. Maybe people from Finland are interested in going to Russia? Database of skills added to existing TRN online database for exchange project – searchers can find who they are looking for. Maps are also suggested to be a part of the database. Skill exchange database for all countries involved. <http://skillsharing.org>

Points for Continued Discussion and Campaign Building

- Divide roles, Division of labour
- How to keep in touch
- Where, when, how?
- Creation of websites and email lists