



# Roundtable on Sustainable Forests

*A Partnership for the Future*

## **Become an Outreach Partner**

The Communication and Outreach Work Group (COWG) of the Roundtable on Sustainable Forests has a special initiative to collaborate with organizations, agencies, and individuals to convey information about sustainable forests. You and your organization/agency are invited to become an Outreach Partner and assist the Roundtable in communicating information about the sustainability of the nation's forests.

### **What Does it Mean to be an Outreach Partner?**

Simply stated, an Outreach Partner is an organization, agency or individual that is willing to convey sustainable forests information throughout their organization's membership/employees. The Roundtable periodically provides news, announcements, event information, and articles for organizations to utilize as appropriate to communicate with their employees and/or members through websites, newsletters, publications and other media that is used.

### **Why You Are Needed**

The issues that surround sustainable forests are multiplying in terms of severity, complexity and urgency. Few people would disagree that the topic of sustainable forests has relevance to all sectors of society, ranging from lay audiences to natural resource professionals to policy makers.

The purpose of the Roundtable is to serve as a forum to share information and perspectives that will enable better decision making in the U.S. regarding sustainable forests. Because the Roundtable is an open forum, there is great benefit to having a diverse set of perspectives and experiences "at the table."

One way to expand participation in the Roundtable, its work and its messages, is to establish partnerships with organizations and agencies that have a stake in the condition and future of the nation's forest resources. Over the years, a wide range of organizations (>150) have participated in various Roundtable events. These organizations have the potential to assist the Roundtable in reaching many more people than the Roundtable could accomplish by itself.

### **The Benefits for You, Your Organization and the Roundtable**

Partnerships need to be mutually beneficial to everyone involved. The benefits to the Partners include:

- Providing your members and employees with up to date information about sustainable forests and Roundtable events and publications.
- Increased visibility through the addition of your organization's website and a live link on the Roundtable's website.

The benefits to the Roundtable include:

- The ability to extend important information to more people who are interested in sustainable forests.
- The opportunity to expand the dialogue about sustainable forests by engaging with a wider group of organizations and agencies.
- Where feasible, the presence of a Roundtable on Sustainable Forests website link on partners' websites.

To learn more about the Roundtable on Sustainable Forests, visit:

<http://www.sustainableforests.net>. If you have questions, need additional information, or to sign up as an Outreach Partner, contact Shawn Walker, Meridian Institute, 202-354-6440, [shawnwalker@merid.org](mailto:shawnwalker@merid.org).

## **Priority Outreach Partner Project for December 2008**

The 2010 DRAFT National Report on Sustainable Forests will be released in early December for a 120-day review and comment period. Outreach Partners are needed to assist the Roundtable on Sustainable Forests in alerting a broad range of diverse interest groups, agencies, organizations and individuals of the report and the importance of the public review and comment opportunity.

There are three ways to participate as an Outreach Partner:

1. Insert information about the draft report and the review process and dates in newsletters, website and other media that you use to communicate with your members and employees.
  - HOW - The Roundtable's COWG will provide information for you to use.
2. In any face-to-face meetings with members, employees, boards of directors, etc. announce the release of the report and the process for providing review and comments to the Forest Service.
  - HOW – The Roundtable's COWG will provide you with information about the comment period, the website to access the report and methods for submitting comments.
3. Plan and conduct a workshop/briefing in which in the DRAFT report is introduced and explained and then facilitate a discussion around the key questions that the Forest Service is seeking input on.
  - HOW – The Roundtable COWG will assist the workshop host in identifying a Forest Service representative who would be able to discuss the report. This could be done in a face-to-face meeting or, more likely, with a webinar.