



Helping journalists report on efforts to combat illegal logging through the EU FLEGT Action Plan



Journalists change the world

Purpose of the launch kit

The purpose of this kit is to help you play a part in launching FLEGT Media, an online resource for journalists. Resources in FLEGT Media will help journalists report accurately on the fight against illegal logging being waged through the EU Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan. This kit summarises the plan for the launch and provides suggestions for email or social media messages you could use to inform your contacts about FLEGT Media. The kit also provides answers to questions you may receive about FLEGT Media.

Background

Timely, accurate media coverage contributes to achieving the goals of the EU FLEGT Action Plan. However, media coverage of FLEGT often lacks nuance, fails to incorporate multiple stakeholder views, miscommunicates the goals of FLEGT and contains factual inaccuracies. To address this, the EU FLEGT Facility asked Internews to develop an online resource, FLEGT Media, to help journalists report on FLEGT more effectively. The EU FLEGT Facility would appreciate communicators in the FLEGT community sharing this resource with their contacts in the media.

Internews is an international non-profit organisation. The mission of Internews is to empower local media worldwide to give people the

news and information they need, the ability to connect and the means to make their voices heard. Internews developed the Earth Journalism Network to empower and enable journalists in developing countries to cover environmental issues more effectively.

The Earth Journalism Network establishes networks of environmental journalists in countries where they do not exist, and builds their capacity where they do. The network builds capacity through training workshops, by developing training materials, by supporting production and distribution, and by disbursing small grants.

FLEGT Media is available through Internews at **www.flegtmedia.org** and FLEGT.org, which is hosted by the EU FLEGT Facility.

FLEGT.org is a portal dedicated to sharing accurate information and practical knowledge about the EU FLEGT Action Plan. At this one-stop portal members can access and share news, research, training materials and many other resources. FLEGT.org is also a site for networking among civil society, the private sector, government organisations and individuals working to achieve the EU FLEGT Action Plan goals of combatting illegal logging and fostering good forest governance.

Promotional tools

This kit supports the launch by providing a standard description of FLEGT Media, a sample email and social media messages you can use or adapt.

To help create a buzz about the launch of FLEGT Media, you will also find a set of visuals for social media.

Go to

www.flegtmedia.org/launch

download and share widely!

For questions on materials, email

roser.cabre-verdiell@efi.int

Standard description of FLEGT Media

FLEGT Media is an online resource for journalists reporting on efforts to combat illegal logging through the EU Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan. FLEGT Media provides background information, reporting tips and links to a range of further resources. Materials cover the EU Timber Regulation, FLEGT Voluntary Partnership Agreements between the EU and timber-producing countries, and other features of the EU FLEGT Action Plan.

FLEGT Media was developed by the Internews Earth Journalism Network, with support from the EU FLEGT Facility. Internews is an international non-profit organisation dedicated to empowering local media worldwide to give people the news and information they need, the ability to connect and the means to make their voices heard. FLEGT Media is available through Internews at **www.flegtmedia.org** and at **FLEGT.org**. For more information contact info@euflegt.efi.int.

Example email you can send to your contacts

Subject: FLEGT Media online resource for journalists launched

Dear _____

The Internews Earth Journalism Network today launched FLEGT Media, an online resource for journalists reporting on efforts to combat illegal logging through the EU Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan.

FLEGT Media is online at **www.flegtmedia.org**.

FLEGT Media provides background information on the EU FLEGT Action Plan, reporting tips and links to a range of further resources. Developed by Internews with support from the EU FLEGT Facility, resources cover all the elements of the EU FLEGT Action Plan – including the EU Timber Regulation and FLEGT Voluntary Partnership Agreements between the EU and timber-producing countries.

For more information about FLEGT Media or to provide feedback, contact info@euflegt.efi.int.

Best wishes,

Suggested tweets and hashtags

Are you a journalist covering #illegallogging, trade, forests or #FLEGT? Then FLEGT Media is just for you www.flegtmedia.org

FLEGT Media: a new guide to reporting on #FLEGT – the EU Forest Law Enforcement, Governance and Trade Action Plan #illegallogging www.flegtmedia.org

New @internews @earthjournalism resource on EU #FLEGT Action Plan to address #illegallogging. See FLEGT Media www.flegtmedia.org

#FLEGT is an untold story for journalists on many different beats. Find out more at FLEGT Media www.flegtmedia.org

Suggested social media messages

FLEGT Media is now online at **FLEGT.org**.

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Developed by the Internews Earth Journalism Network with support from the EU FLEGT Facility, FLEGT Media covers all the elements of the EU Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan – including the EU Timber Regulation and Voluntary Partnership Agreements between the EU and timber-producing countries. For more information about FLEGT Media contact info@euflegt.efi.int.

Answers to questions you might receive

Who is FLEGT Media for?

FLEGT Media is primarily for journalists and editors. Organisations that provide training to journalists and those involved in communicating about FLEGT may also find FLEGT Media useful.

How can I provide feedback on FLEGT Media?

Send your comments, questions or suggestions to the EU FLEGT Facility at info@euflegt.efi.int.

How will FLEGT Media be updated?

The EU FLEGT Facility will update FLEGT Media to reflect developments in the EU FLEGT Action Plan.

Will FLEGT Media be available in other languages?

Yes. You can use the automatic translator provided on the FLEGT Media website. In addition, the EU FLEGT Facility is translating FLEGT Media into French and Spanish. Other language versions may follow, depending on demand.



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About FLEGT Media

This resource is for journalists reporting on the EU initiative to address illegal logging: the EU Forest Law Enforcement, Governance and Trade Action Plan, or FLEGT. It was developed by Internews' Earth Journalism Network in association with the EU FLEGT Facility. For inquiries and assistance, contact Mike Shanahan at mike.shanahan@efi.int.

Disclaimer

This resource for journalists is hosted by the EU FLEGT Facility and funded by the European Union and the Governments of Finland, France, Germany, the Netherlands, Spain, Sweden and the United Kingdom. The contents of this resource are the sole responsibility of its authors and can under no circumstances be regarded as reflecting the position of funding organisations.

