Forests for Life

UN Rosewood Event Communication Planning
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PART 01

Communication Background
The fast-growing wood industry in the Lower Mekong region, especially Vietnam and China, has motivated many illegal trades in stolen wood from related countries, such as Laos PDR, Cambodia and Myanmar. China has over 90 percent of wood export from Lower Mekong region. Rosewood is also one of the most trafficked species in China, accounting for more than a third of all seizures by value.

In order to reverse this trend, a project on ‘Addressing Forest Crime through Improved Governance in the Lower Mekong Region’ is being implemented to tackle illegal timber trade through improved governance – focusing on the aspects of enhancing regional dialogues, promoting the sustainability and legality of timber trade, and improving data and monitoring. In this context, communications campaigns will be developed to raise public awareness and incite social and behaviour change on illegal wood trade and associated forest crimes, in each of the five LMR countries and China.

Previous campaign results from UNEP and other agencies indicate that campaigns are effective in raising awareness amongst the general public but do not effectively translate into action. Thus, removing the drivers (i.e. demand and greening the supply chain) is a paramount complementary strategy. For this reason, four of the communications campaigns will address issues around the production and supply of illegal timber in LMR countries – for example increasing the reporting of illegal wood trade in forest communities in Lao PDR, promoting sustainable practices in Rosewood harvesting in Thailand and Cambodia, and enforcing stricter regulations to ensure sustainability of trade across the borders of Vietnam.

To tackle the issue of illegal trade at its source, a communications campaign in China will focus on reducing the demand for protected wood such as Rosewood, Agarwood and Eaglewood, and on bringing to the forefront of public concern the increasing occurrences of illegal wood trade and how it affects our lives and societies.
Research —— demands based on the social and economic status

According to the statistical data from the customs, China had imported $1,195,800m^3$ of rosewood in total in 2013. Compared to the data in 2012 it increased by 51.67%, and a large portion of it was endangered species.

Besides, this data did not include the smuggling of wood. Since there is a loophole in the regulations of CITES, that when species like Dalbergia cochinchinensis Pierre ex Laness were added into the appendix. The annotation limited the regulation rangel to logs, sawn timber and decorative panels.

Therefore, some Chinese merchants establish processing plants overseas after the restrictions took effect. **They make rosewood into crude furniture to bypass the rules.** Once the “furniture” are imported to China, the merchants will disassembly and reprocess them.
The target group of the United Nations Environment Programme:

We will target China's upper-class of society, such as Beijing and Shanghai. Possessing mahogany furniture has conveyed a certain status or wealth. Wealthy parents bought rose wood as a gift for their young children. Mahogany was also seen as the cultural capital for many people living in the city, as classical mahogany furniture could be associated with the Ming Dynasty.

Communication objectives of the United Nations Environment Programme:

- Protecting forests – messages around the spiritual, cultural value of trees, and why we need to protect and restore forests, and stop their destruction and degradation asap.

- Promoting the New Chines Style – messages around more sustainable alternatives that still embody Chinese style and culture
The Public Opinion prediction and suggestions
The orientation of official media and local media/publicity department Research result:

1. In China, reports about advocacy and the phenomenon of reducing rosewood products/deforestation in Cambodia are mostly concentrated before 2016, but after the year of 2016, **there are more and more reports promote the traditional culture and rosewood icons, which means fewer people understand the negative impacts by purchasing rosewood furniture.**

2. During the recent 1 to 2 years, from the south to north of China, the local media and local government are promoting **the rosewood crafts, traditional artistry and intangible cultural heritage.** In some small cities and counties, they are also the industry that thousands of citizens rely on for survival. From buyers to furniture sellers, people would promote the Chinese culture carried by rosewood, and some rosewood products **even participate in the heritage restoration in The Forbidden City** (according to the documentation interview of rosewood furniture in Heibei Province).
The Public Opinion prediction and suggestions

02 The sensitivity of past environmental topics among the general public in China on social media

1. In 2021, keywords of Vegetarian food, Plant-based Vegetarian Food and artificial meat set off a large public opinion on China Internet Direct Industry. On the mainstream social media and video sites like WeChat, Douban, Zhihu, Weibo, Bilibili, the western Vegetarianism advocacy about plants’ and animals’ life, vegetarianism, promotional videos, vegetarian brands and vegetarian celebrities has caused skepticism and great resistance in China, as people believe that it assisted the western suppression on China.

2. In 2021, there was also field research on the western environmental groups’ promotion on refrainment from eating shark fins. “No trading, no killing”. According to the interviews on the local governments in small towns and experts’ statistic research and interviews, the related facts reminded Chinese citizens about the western conspiracy on suppressing China’s Shark Fin Processing Industry in the name of environment protection. This created a large reaction on Chinese video sites.
03 Suggestions

1. To spread and advocate from **the perspective of restoration and diversity**.

2. Focus on the **aesthetics, which is related to people’s lifestyles**. With the development, evolvement and revolution of Chinese society, the usage of rosewood furniture is not as functional as before. Meanwhile, in the context with no exclusion of Chinese traditional culture, people are recommended with more **close-to-nature aesthetics**. Promoting other materials that do not use mahogany; promoting the furniture culture of Ming and Qing dynasties; and New Chinese style furniture brands using other wood materials are more suitable for current young people’s aesthetics. **With the communication on second-hand products and sustainable fashion, it is helpful to reduce the rate of purchase of new rosewood goods.**
There is a deforested forest behind every piece of rosewood furniture.
Protecting forests – messages around the spiritual, cultural value of trees, and why we need to protect and restore forests, and stop their destruction and degradation asap.

Promoting the New Chinese Style – messages around more sustainable alternatives that still embodies Chinese style and culture.
Communicating target group:

• 60s – 70s, the elder generation, Chinese people who like rosewood furniture (make changes)
• 80s – 00s, The younger generation of Chinese (seed awareness)

Creating hot topics around the UN demanded topic #ForestsforLife: (protection, restoration, diversity and lifestyle)

• Protecting the forest (Environmental protection)
• The New Chinese / Environmental friendly style for me (Aesthetics and design)
• How rare the rosewood furniture is (Social topics)
• The past life and present life of a piece of rosewood furniture (Social topics)
Reinforce Empathy and Raise Concerns

Protect the forest/animals

#There are such Fantastic Beasts in the world

The saying ‘no sale, no kill’ applies not only to endangered animals, but also to rare plants. While Chinese buyers are buying luxury rosewood canopy beds and luxury furniture, they may not realize that their consumption is encouraging loggers to recklessly destroy the pristine rainforests that rarely exist on the planet and countless rainforest-dependent creatures.

Display forms:
The linkage between science celebrities, video and image promotions, poster material advertising, developing games on mobile websites, gamers’ recreation of Animal Crossing: New Horizons, gamers’ recreation and Game official cooperation of Mole Manor
Aesthetic guidance; Different materials for the same style

#The New Chinese style for me
#Natural Aestheticians # Environmental friendly Style

We promote the New Chinese Style and natural aesthetics, from the evolution of the traditional Chinese costume and furniture to advocate the sustainable lifestyle and nature-friendly aesthetics.

In the context with no exclusion of Chinese culture and Chinese furniture culture, choosing environmentally friendly wood furniture in consideration of design and material aspects becomes a lifestyle at the current state, which satisfies the post-pandemic era and urban citizen’s pursuit of natural forest.

This is not only a choice of young people who like the New Chinese Style, it also can be the preference of the elder generation. Besides the material and the preservation of Chinese culture, like the use of mortise and tenon structure, the pricing and aesthetic values are more in line with the needs of young people.

- High-end New Chinese Style furniture brand
- The continuation of Ming Dynasty style
- The continuation of redwood mortise and tenon craftsmanship

感物 Uganconcept

- Launching the Chinese Traditional Handicraft Materials Project
- Discarding modern industrial paint colors based on the research on raw wood
- Exploring sustainable wood skin with traditional staining technology
PART 02  Communication Directions

Giving spiritual values and Guiding the lifestyle

#The story of old objects in my home
#Find the natural beauty at home

• Weaken the ideology of the rich and the poor, enhance the second-hand property, and promote a sustainable purchasing method like collecting vintage objects, grunge shopping, and second-hand trading.
• Give the story of old objects in the parents / grandparents generation with values of spiritual heritage, transfer the image of the rich ‘status symbol’ into a continuative spiritual value of the old story / old objects.
• At the same time, we advocate the natural aesthetics of not using rosewood, which better protect the nature and reduces the purchase rate of new rosewood furniture.
• We can presen the concept that the value of rosewood furniture in daily second-hand circulation is not as high as claimed by the promotion, in order to leading to the Non-standardization of the rosewood industry and claim the problem of price circulation.
• Promote the availability of other woods in Chinese style furniture to meet the needs of buyers who love retro style furniture.

Display forms:
• Store exploring and collecting bloggers, Beijing Panjiayuan antique market shopping experience (fun videos)
• Sharings of New Chinese style interior designers
• Old things’ renewal, the combination of old things and modern style (text interviews, tips, images)
• Corporation with Xianyu App, Second-hand trade flow

Platform choices:
Xiaohongshu, Haohaozhu App, Zhihu, Tiktok
Inspiring Popular Science and Advocating for Participation #ProtectForest #ForestLife

Popularize the ecological environment of rosewood trees, inspire people’s awareness of the protection of woods like the rosewood, and maybe coorporate with platforms like Ant Forest to launch fun online communication activities like tree planting and science popularization class.

Platforms to coorporate with

Platforms:
AliPay Ant Forest, Ju Hua Suan, Xianyu (Second-hand trading/auction platform), Weibo

Display forms:
Planting trees within the App, Second-hand trading platform and promoting by videos and images
PART 03

Key Output
4.4 Wood-based composites

Product description and required feedstock
Wood-based composites, or wood thermoplastic composites, are products made with wood input of various sizes (flour, fibres, particles, chips or solid wood) and a binding agent or thermoset polymer. These products were created to reduce the plastic content in goods, while conferring a more natural appearance (Cansu and Partanen, 2019). Wood-based composites have been used for several decades as construction material (in decking, siding, roofing, etc.). These durable products combine the workability of wood, but have higher resistance to water, higher overall durability and require less maintenance. Nowadays, wood-based composites are being used to produce a large variety of products, from small disposable products, such as beverage straws, to furniture and large heavy-duty objects (Figure 4.9).

Figure 4.9. Products made of wood-based composites

UNEP’s toolkit on behavior change
Including mapping of partners and stakeholders
Design and implementation of new subpages in the DER website; Translation and Proofing of Web content from English to Chinese
Writing, editing and proofing of web content (text, pictures) in English
Including preparing at least 5 content pieces/stories for the web (in total 30,000 words and 10 infographics)
Content dissemination

01 Traditional media
Report the phenomenon

• Exposing the shocking price and process of rosewood furniture from felling to smuggling to production to circulation and shows the impact of the process on the environment and citizens

• Industry pain points: many of the new modern production of rosewood furniture has been industrialized, long without its advertised mortise and tenon and dovetail structure, but with iron nails instead, and even after decades of damage it results to the self-use difficulties. A multifaceted narrative in perspectives of quality, appearance and collection.

02 Print media and magazines
lead the aesthetic and value

03 Social media platforms
Widely promote the topics

Implementation of the social media campaign, including development of social media cards, short video clips/gifs, or any other social media assets

 Guarantee 1 magazine cover cooperation, 1 magazine release of themed content, 1 fashion week/design week message placement
 5 key press releases, 100 media contents released from party media, official media, architecture and lifestyle related media
 1 popular science video on Bilibili, 1 hot topic on Zhihu
 Weibo social topics PV over 50 million, 200,000 users interacting with each other, related videos reach over 1 million PV on each platform

红木家具收藏“水太深”

2013-08-14 10:33:09 来源：北京商报

概念广泛让人一头雾水

同时，在今年新修订的《濒危野生动植物种国际贸易公约》中，国标规定的33种红木树种中7种被列入管制物种，其中包括美洲紫檀、中美洲黄檀、伯利兹黄檀制品在国际市场上较少见外，檀香紫檀、交趾黄檀、卢氏黑黄檀和微呈黄檀都是常见的红木制品原料，这些树种均须有进出口许可证或再出口证明书，方可进行国际贸易。
Ambassador Influence

#Protect the forest of life with Wang Junkai#
#The tropical rainforest in Wang Junkai’s heart#
#WangJunkai Nature-friendly style#
#WangJunkai A lifestyle close to nature#
#LiChen Advocating for less use of rosewood products#
#LiChen Natura-friendly lifestyle#
#LiBingbing Living with Forest#
#: LiBingbing Promote the beauty of being close to nature#

DisplayForms

Theme: Blood dripping rosewood
Concept: Human fingerprints and the growth rings of felled trees with blood dripping
Goodwill Ambassadors are invited to present images: a collage of the Ambassador's fingerprints (in red) and the growth rings of blood-dripping rosewood trees (in the form of drawings/photographic manipulations), symbolizing the hands of sacrificed forest police and poor laborers in Southeast Asia.

Working closely with UNEP China and UNREDD to develop key materials and social media materials for China Goodwill Ambassadors

Ways for presentation: Theme poster release + Sustainable living VLOG (released on Weibo) + Online event voice call/ Q&A sharing

Theme poster as Splash Ad to be released on at least 20 apps, published on all ambassador related fan groups and social media platforms
Vlog shot indoors with the theme of “What kind of life is sustainable fashion, requiring no rosewood furniture, low carbon and environmental protection
Online campaign initiated by UNEP and supported by Weigongyi, with ambassadors sharing sustainable living and mahogany related issues
A piece of personified rosewood furniture (product) begins with a monologue.

Once I was a rosewood (interchangeable species), living in the forest with my children and grandchildren. One day, I suddenly felt a sharp pain and I found my body being cut into pieces. The pain made me faint, and when I woke up again, I had been drifted across the sea, left my home and become a plank of wood.

Yes, mankind thought I was dead. But we have witnessed their history I (we) have been turned into a table and have heard the tall tales and intrigues of humans. Then I became an elephant and quietly watched the sorrows and joys of a family. (Is it sensitive to flirt? I also became a fine painting, I became a knowledgeable professor.)

The merchant who bought me asked the waiter, why this table can not wipe clean and there is always water? Because every night I silently ooze my tears, (is personification available here?) recalling the pain of being cut down. I miss my children and grandchildren in the forest, and I want to reunite with them. I want to go back, but I can no longer go back. I really want to go back to my homeland of nature, together with human beings.
Material Output KPI:
Ability to ensure quantity, as well as to accurately and effectively reflect and communicate communication objectives and direction.

Overall communication KPI:
3 social topics with at least 100 million spreads, at least 1 top search/hot topic on the platforms;
Covering search channels; on search/information pages mahogany and home furnishing related occupying the first page or the first three pages of content; establishing an encyclopedia for the campaign;
The main promotional video PV to reach 3 million; the PV of overall peripheral video material to reach 10 million in total
Ambassadors to engage in 1 million communications interactions.

Channel launch KPI:
Head fashion/architecture magazines to carry out at least 1 cooperated content output, head party media, official/vertical media to publish at least 100 articles;
At least 3 leading science and technology accounts (each platform) to be participated, with 10,000 interactions.
PART 04
Promotional Material Planning
Short video promotion & poster advertisement
The rosewood furniture takes as the main visual focus point, with felled trees and tree debris underneath.

Using the simplest visual impact to advocate the concept.
The typographic transformation of character “家” (home). “宀” is the pictogram of house, it can transfer to wood materials with the strokes being splitting, cutting and taking away.

Rosewood furniture makes the “home” luxurious. However, our planet is the great home that human beings survive. If the home is splitted due to human’s greed, the small home will also cease to exist.

Advocate everyone to start from small things, reduce or not use rosewood furniture to make the earth better.
Theme: Blood dripping rosewood
Concept: Human fingerprints and the growth rings of felled trees with blood dripping
Goodwill Ambassadors are invited to present images: a collage of the Ambassador’s fingerprints (in red) and the growth rings of blood-dripping rosewood trees (in the form of drawings/photographic manipulations), symbolizing the hands of sacrificed forest police and poor laborers in Southeast Asia.
Red and blood-like ink smudges to the shape of tree

Using the Cross-section of woods to form the face of endangered animals that lives in the rosewood forest

Loggers steal the tree with tools
The scene at home (rosewood furniture)
It is the child's 8th birthday, mom and dad give him a string of rosewood beads and prepare to take him on a trip to Yunnan (or other regions of the tropical rainforest).

Forest scenes: show the friendship between people and animals and the yearning for nature.
Walking through the forest, meeting animal friends after seeing the beautiful scenery and starting a wonderful adventure.

When you step into a wasteland, you see workers and traders who are scattered with stolen trees or in the process of logging. The scene is shocking (Using visual effects to show it). The animal takes him away to its home, but slowly these ‘homes’ turn into wood chips, and the animal is overwhelmed and says goodbye to him because it has no home. At the time of farewell, the child truly wants to give away the string of beads as a gift, but the animal (could be a monkey) refuses the gift and pulls it apart angrily. At the moment that the beads fall on the ground, the child understood the impact of human greed on the forest and animals.

The parents find the child in a panic, and at the end of the film, the child says: ‘I would rather live with them on earth than with the string of beads and the magnificent furniture.'
With the popularity of ‘immersive’ and white noise video in China, the immersive video experience with the combination of landscape and sound, sound and visuals can create more touching senses and memory.

The first scene starts with the comfortable white noise entering the forest, the sound of animals, the sound of rain, the sound of trees being cut down at the beginning, the sound of chainsaws, tools, noise, and then the sound of the processing plant, with the image of redwood dripping blood, the image of trees falling down, allowing people to immerse themselves in the process. Increase the memorable scenes and experience, experience the process of trees from life to death, to processing. The comfortable white noise of the rainforest contrasts with the sound of chainsaw processing.

End with a narration or caption form showing the main theme: Living with the Tree of Life / There is the dead ecological rainforest behind every rosewood manufactured product.
Interview animal and plant protection-related staffs, animal and plant experts, professors, researchers, forest rangers, workers, local villagers, etc., with moving stories and the phenomenon of logging, to impress the viewer to call for the protection of rosewood.

ex. Xi Zhinong, the famous wildlife and ecological photographer
PART 05

Crossover Cooperation
Fashion channels create the hottest topic in fashion industry together for a sustainable and environmentally friendly unity

Cui Dan

With years of experience in China’s fashion industry, Cui Dan has a strong influence and appeal in the industry. Since becoming a strategic partner of Shanghai Fashion Week’s sustainable fashion platform ‘Youliao’ in 2020, Cui Dan has more expectations and determination for the sustainable development of the fashion industry that he has been committed to promoting. He fully leverages the industry’s influence, introduces multiple industry resources to invest and promote sustainable development, linking fashion brands, designers and supply chain enterprises to cooperate, and officially launched new sustainable fashion co-creation products of Chinese brands and the first Chinese independent magazine of sustainable fashion at Shanghai Fashion Week in October 2021. In October 2021, Shanghai Fashion Week officially launched 14 new sustainable fashion co-creations by Chinese brands and China’s first independent magazine dedicated to promoting sustainable fashion. Mr. Cui Dan has served as Fashion Director of Marie Claire, a women’s monthly magazine, Fashion Director of GQ, Executive Editor of GQ Style, a quarterly fashion magazine, Co-Editor-in-Chief and co-partner of Lifelike Media Group, and Editor-in-Chief of T Magazine and Nylon NYLON, a monthly youth culture magazine.

Ye Xiaowei

One of the most influential media and opinion leaders in the fashion industry in Greater China, especially in the field of sustainable fashion. Since her establishment of Yehyehyeh, she has cooperated with WWDChina’s 2021 Global Sustainable Fashion Summit, the ShanFuture Forum International Woolmark Competition during Shanghai Fashion Week, the WeDesign Sustainable Fashion Executive Master Class, and other internationally renowned platforms and institutions.

Xiaowei also featured workshops, forums, and other interactive programs with major domestic and international companies such as Kering Group, Prada, and Ordos Group. Their cooparations involve the innovation and reshaping of the industrial chain such as material innovation and business model innovation, as well as human issues such as employee welfare and biodiversity.
KOL linkage that breaks the boundary guides the sustainable consumption to the public

原来的西门大嫂
Top fashion blogger KOL
followers on Weibo: 6.21M

壹个袋子
Top sustainable lifestyle blogger KOL
Practicing trace-free lifestyle and delivering a sustainable attitude towards life

杜怡佳 Karen
Fully in charge of the sustainable fashion business of Impact Hub Shanghai. The director of R. I. S. E. sustainable fashion lab launched by Impact Hub Shanghai。

乌云装扮者
Former GQ KOL of fashion, art, aesthetics and lifestyle
Top Wechat official account @乌云装扮者
Weibo account @荒野气象台
followers: 2.37M
Frequently writing about trees, environment and related topics
PART 05  Crossover Cooperations

01 Vogue Cover photo collaboration

- Relating with environment, rosewood logging and Ecology
  Making the film of environmental theme to advocate for rosewood-related issues

ex. Vogue Italia 2010 “Water & Oil”

Inspired by the oil spill in Mexico to show the issue of environmental pollution by human

Vogue Taiwan 2022 “HART WAVE”

Choosing the thought-provoking environmental theme. Stranded Mermaid, oil-polluted seashore and “Popsicles” made by polluted water and garbages
• Exhibitions/forums collaboration

The exhibition covers three Super first-tier cities of China: Beijing, Shanghai and Shenzhen. A high-end design feast combining domestic and overseas industries like architecture, interior, product, furniture and fashion. Focusing on sustainable architecture, city space and branding.

The green forum provides a future path for Chinese sustainable design, more than 200 high-qualified designer brands domestically and overseas, including 8 green topics.

Recreate brands in New Chinese style to demonstrate the unique beauty of the East.
03 Shanghai Fashion Week

- Collaborations on sustainable panel discussion/exhibition/brands/showroom

- Expressing edgy concepts to push forward the sustainable consumer view of Chinese consumers, understand the theme of the earth and sustainable development, through various activity panels, forums to advance the delivery of sustainable and green consumptions.

- Advocate the lifestyle and craftmanship of growing with and closing to nature
PART 06

Implementation Timetable
<table>
<thead>
<tr>
<th>DELIVERABLE</th>
<th>DEADLINE/S</th>
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<tbody>
<tr>
<td>Deliverable 1. Development of 20-30 page communications campaign plan following UNICEF’s ACADA model, and UNEP’s toolkit on behavior change, including mapping of partners and stakeholders</td>
<td>Feb 2022 - draft structure March 2022 - final draft of communications campaign plan</td>
</tr>
<tr>
<td>Deliverable 2. Design and implementation of new subpages in the DER website</td>
<td>March 2022 - wireframe of the subpages April 2022 - web page development/ upload of content May 2022 - launch the sub section</td>
</tr>
<tr>
<td>Deliverable 3. Writing, editing and proofing of web content (text, pictures) in English, including preparing at least 5 content pieces/stories for the web (in total 30,000 words and 10 infographics)</td>
<td>Feb - March 2022 - identification of stories/topics March - April - writing and editing of text</td>
</tr>
<tr>
<td>Deliverable 4. Translation and proofing of web content from English to Chinese</td>
<td>Ongoing April - May 2022 - translation and proofing of text in Chinese</td>
</tr>
<tr>
<td>Deliverable 5. Production of one video user journey: Where your Rosewood comes from? (with subtitles in English and Chinese)</td>
<td>March 2022 - Storyboard development April 2022 - Shooting and production May 2022 - launch the video</td>
</tr>
<tr>
<td>Deliverable 6. Implementation of the social media campaign, including development of social media cards, short video clips/gifs, or any other social media assets</td>
<td>ongoing</td>
</tr>
<tr>
<td>Deliverable 7. Developing materials and engaging with DER ambassadors and other potential partners for the campaign</td>
<td>In close collaboration with UNEP China and UNREDD, develop key materials and social media assets for the Chinese goodwill ambassadors, ongoing</td>
</tr>
<tr>
<td>Deliverable 8. Development of a final campaign report with the results of the campaign</td>
<td>30 September 2022</td>
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THANKS