

## Join our workshop “Building a Narrative”

Friday, 21st May, 10:30-14:00 CET,  
Zoom

How should we best manage our forests? This is the guiding question behind the virtual communication workshop series the secretariat of the European Integrate Network is initiating. Being aware that there is no single answer to this question, in our first training on “Building a Narrative”, we would like to engage with you to develop narratives for your proposed solutions and effectively communicate with those who might have different perspectives. The workshop will provide the opportunities for exchanging perspectives and listen to the stories others tell to define the best communications approaches to respond to the guiding question.

As a result of the training, you will gain fundamental knowledge about effective communication and narrative development and learn to co-

mmunicate more convincingly to different audiences. You will also receive a certificate for your active participation.

The training series aims at bringing together a diverse group from forest policy, forest practice, nature conservation stakeholders, researchers and journalists to jointly improve their communication skills, exchange perspectives and learn from each other.

All the workshops will be closed-shop to enable a safe space for interpersonal interaction. Therefore, we will only allow 21 participants to register. To make sure we can rely on your participation please send an email with a short “application” (explanation of why you would like to join the workshop and what you are aiming at learning) to [gesche.schifferdecker@efi.int](mailto:gesche.schifferdecker@efi.int).

### Schedule

**Understanding the problem with narrative formation**  
10:30-11:00

**Investigating the differences in perspectives and consider the opposite**  
11:00-12:00

**Break**  
12:00-12:30

**Building a Narrative from human-centered design approach**  
12:30-13:30

**Reflecting and exchanging experiences**  
13:30-14:00

## WOOD VALUE CHAIN

