

MED FORUM 2019

Analysis of the current situation of the MMFN.

Identification of the strengths and the weaknesses;

Detection of possible threats and opportunities for the way forward.



Strenghts

The MMNF belongs to a bigger Network: the International Network with a good reputation and track record

Some Staff of the MF Secretariat is still committed on a voluntary basis

We are a multidisciplinary and trustworthy Group

Good relations with and support from big institutions (FAO) and governments (such as Canadian Gov.)

Take advantage of the pull of the "Circular Economy" --- Model Forest = Circular Economy

The diversity between the Model Forest structures and activities constitutes a source of inspiration

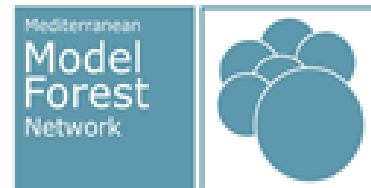
It is not reliant on outside sources of funding

It is voluntary = strong dedication

The Model Forest concept has never been more relevant to forest policy than it is today

The MF concept has been officially recognized in the European Union's forestry strategy

The Model Forest Associations (already created) proved their own sustainability





WEAKNESSES

The first MoU has not been renewed

In general there are few economic and human resources (both in the Secretariat and in the Associations)

Poor communication within the network

The current secretariat is not working correctly (mainly for lack of regular funds)

There is no good content on the website: it is an obsolete tool and need to be updated.

There is no unifying regional strategy or strong regional lead



SUPERVIVENCE STRATEGY (weaknesses+threats)

Search for common points to heighten the NETWORK unit

Each site could commit to produce an annual report and participating in communications/publicity activities (ie, submit articles, share tweets, etc)

Creation of community funds. Small economic contribution by each Association for the Network functioning.

Build key partnerships beyond FAO

Each site ensures it has an update strategic plan and shares it with MMFNS and IMFNS



ADAPTIVE STRATEGIES (weaknesses + opportunities)

Possibility of making a small economic contribution for the creation of the figure of the Dynamizer of the NETWORK.

Create a regional strategic plan and associated communications strategy, co-assigning and headed by the secretariat.

Create an on line internal communication platform (For exemple: Trello)

Produce good, attractive content for a renewed website to demonstrate relevance

Each site agrees to undergo a review against the MF principles to ensure they are meeting the basic requirements of MF membership. If gaps are found, they commit to filling the gaps to ensure quality of the MF brand

DEFENSIVE STRATEGIES (strengths + threats)



Use of the International Model Forest Network newsletter

Develop a common strategic plan and present it to institutions that support the Network

Develop a new MMFN communication plan.



OFFENSIVE STRATEGIES (strengths + opportunities)

Circular Economy. Existence of many funds for bilateral cooperation.

Through consolidated and trustworthy consortiums there is possible access to large institutions and governments.

Need of a new "Dynamizer of the Network".

Use of Social Networks. Twitter, Intagram to reach different groups



THANK YOU

