





# Connecting knowledge to action

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To the Members and member organisations of EFI

Connect with us:    

Dear colleagues,

Our world is increasingly globalised and interconnected. Decision-makers are confronted with unprecedented challenges that transcend frontiers and require transnational approaches. We need contextualised knowledge, which connects the dots between disciplines, sectors and different geographical and temporal scales. A good example is the issue of climate change.

In a complex environment, the role of science is more important than ever: to create new thinking and knowledge to be a basis for effective policies that can catalyse transformational change towards sustainable development. Transformational change also requires more than ever the active participation of citizens.

In this respect, we are facing a paradox. Never before in human history have there been so many scientists and so much scientific knowledge available. We have the means to understand many of the challenges we are facing, yet we face a climate of post-truth politics, as well as contradictory media and science messages. Therefore, science needs to partner with media to have impact - and to ensure a science-informed discussion when we try to tackle the grand societal challenges we are facing.

At EFI we are determined to contribute to this task because we believe in the importance of science as a motor of change, as well as in the key role our forests play in a sustainable future. Over the last year we have started a new and ambitious set of activities to create a new space connecting journalism and science communities. We aim to build a trusted platform for journalists and scientists to interact and discuss, focused around the importance of our forests. We believe that by doing so, we can jointly create a science-informed narrative about forests, which is urgently needed to engage our increasingly urbanised society.

Our flagship initiative is **the Lookout Station**, where we are collaborating with MIT, UNU, The Guardian, euronews, AlJazeera, etc . It has already generated successful results, and will be showcased at the **Global Editors Network Summit** in Lisbon on 30 May where I will personally introduce our EFI vision.

After a pilot phase, we would like to share and continue testing this initiative with our member organisations and Member Countries. We are launching a call for ideas for forest-related opportunities or challenges which should be shared with journalists, in order to create better,

science-informed awareness about the role forests can play in addressing climate change. Read the details for the call [here](#).

In the future we will need more scientists speaking like journalists and more journalists thinking like scientists.

Looking forward to meet you in [our Annual Conference in Sardinia](#) where our Members' dialogue session will address this important subject.

Wishing all of you a good transition to summer time.

Marc Palahí  
Director

