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WOOD MOBILISATION PROJECTS ACROSS EUROPE: THE SIMWOOD DIFFERENCE

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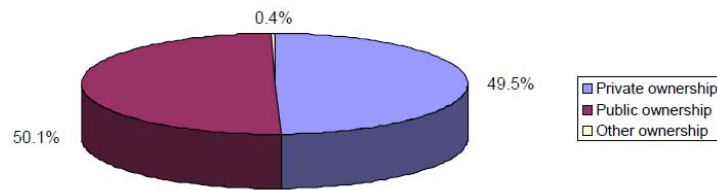
THE ISSUE



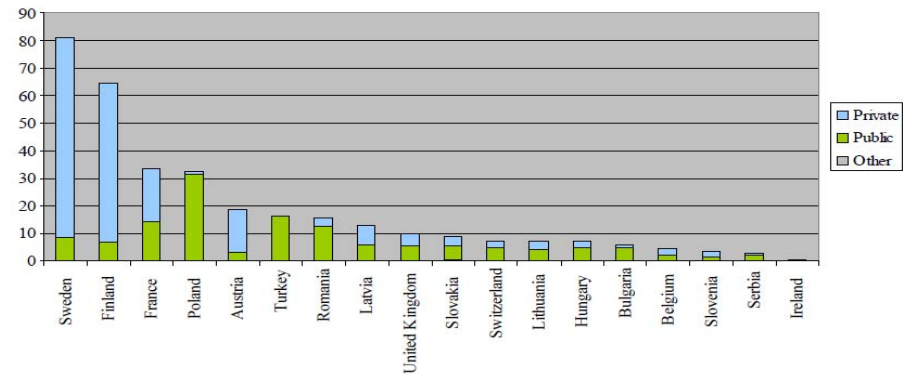
European private forest owners



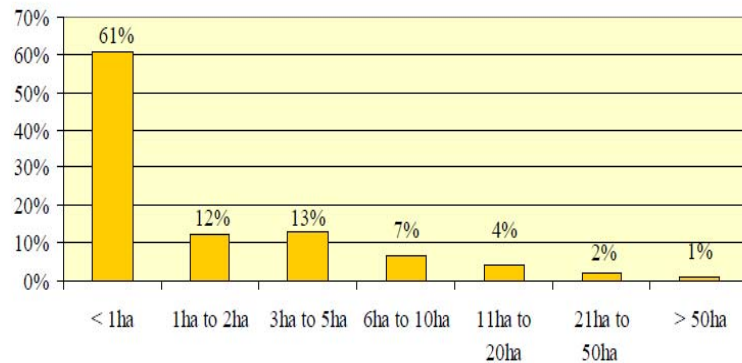
Ownership across 23 European countries



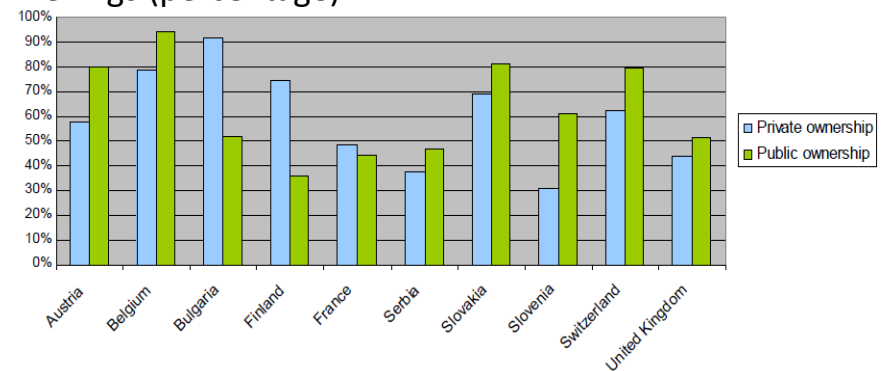
Total annual felling by ownership category (million m³)



Size structure as % total number private holdings



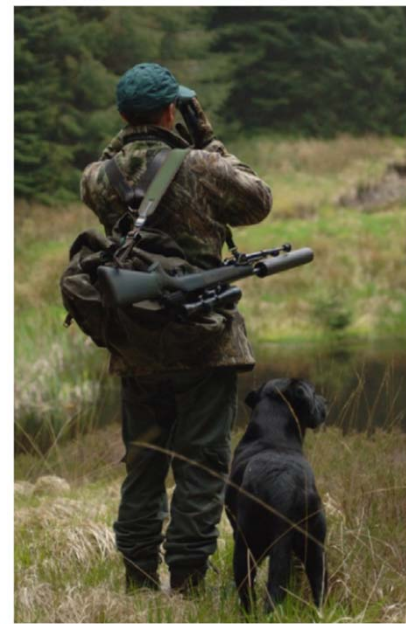
Utilization rate i.e. gross annual increment/annual fellings (percentage)



Data from 9 countries: Austria, Belgium, Bulgaria, France, Hungary, Latvia, Lithuania, Slovakia and United Kingdom

Source: UNECE/FAO, 2010

Diversity of owners



Diversity of measures



“Carrot and Stick”

- Incentives
- Regulations



Others

- New markets
- Refined value chains
- New technologies



“Sermons”

- Campaigns
- Advice
- Extension

Evidence based policy and practice?

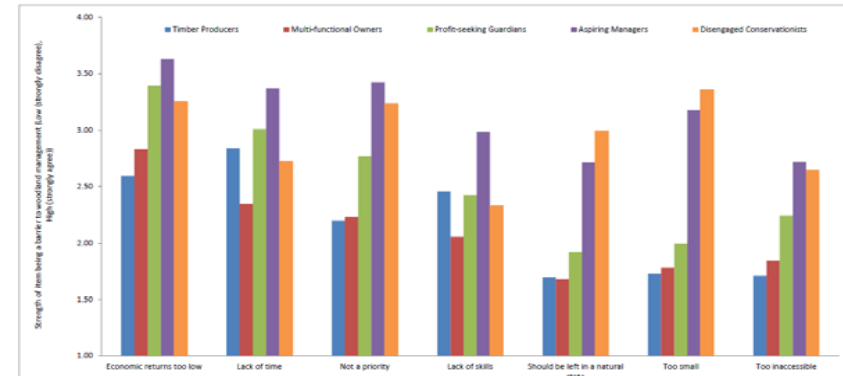
Lots of disparate research about owners

- Values and attitudes
- Constraints and barriers
- Businesses

Lots of different projects and policy measures

What does it all mean and where does it take us in terms of routes to mobilisation?

Figure 6-7: Barriers to woodland management by owners/managers in each segment (Base: 985 owners and managers)

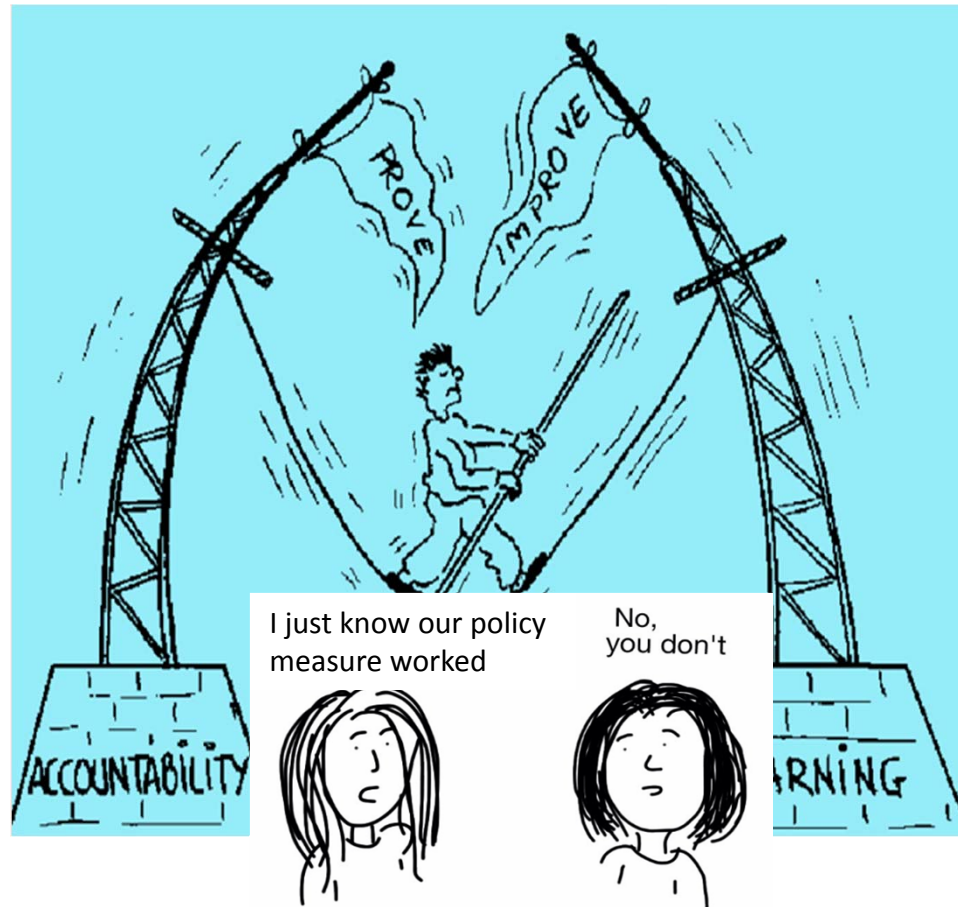


Note: For this graph, the attitude statements have been treated as interval data and a mean score for each attitude statement has been calculated (where 1 = strongly disagree and 5 = strongly agree). This is to provide a visual means of displaying the differences between segments on each attitude statement. However, the statistical testing has been carried out between the segments and each attitude statement separately using a non-parametric test (Chi Square) as described previously as this is appropriate for non-interval data. Individual statistical test scores are not displayed here, but the tests indicate that the scores on ALL of the attitude statements differ across segments – although as explained previously, this does not mean that all segments are different from all other segments on each statement.

Source: Evans et al, 2014



Evidence in project (policy) cycle



Project cycle management

- Collects and uses research and evidence at different points in the cycle

Purpose of evaluation

- Proof of impact
 - Objectives/success?
 - Value for money?
- Learning and changing
 - How to improve through process
 - What to change next time
 - Wider lessons

THE EVIDENCE



The evidence

Review of initiatives across Europe

Undertaken for SIMWOOD by

**Prof. Anna Lawrence
University of Highlands and Islands,
Inverness**

See upcoming journal paper in Forestry

“Do interventions to mobilise wood lead to wood mobilisation? A critical review of the links between policy and private forest owners’ behaviour”



Objectives



Research questions

1. How effective are interventions to increase the harvest of timber and biomass from forests?
2. What factors contribute to success?

10 specific research questions – to interrogate different kinds of evidence

- What do we know about owners harvesting behaviour?
- What tools and technologies have been appraised, and how are they likely to influence harvesting behaviour?
- Do stakeholders adopt interventions/technologies/measures, and how does this affect their harvesting behaviour?

Method

Rapid Evidence Assessment (REA)

Review of evidence sources

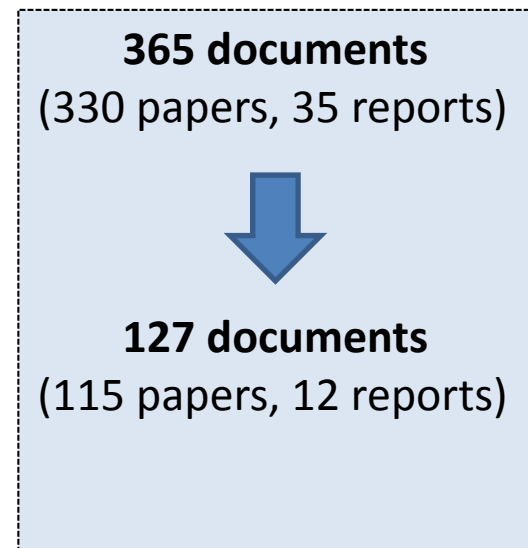
- Focus – constraints to harvesting/mobilising existing increment
- Temperate forests only
- Key words – English – German, French, Spanish
- On-line databases and websites
- Documents after 1999

SIMWOOD knowledge network validation

- 12 interviews

Collation and coding of documents

- Thematic analysis



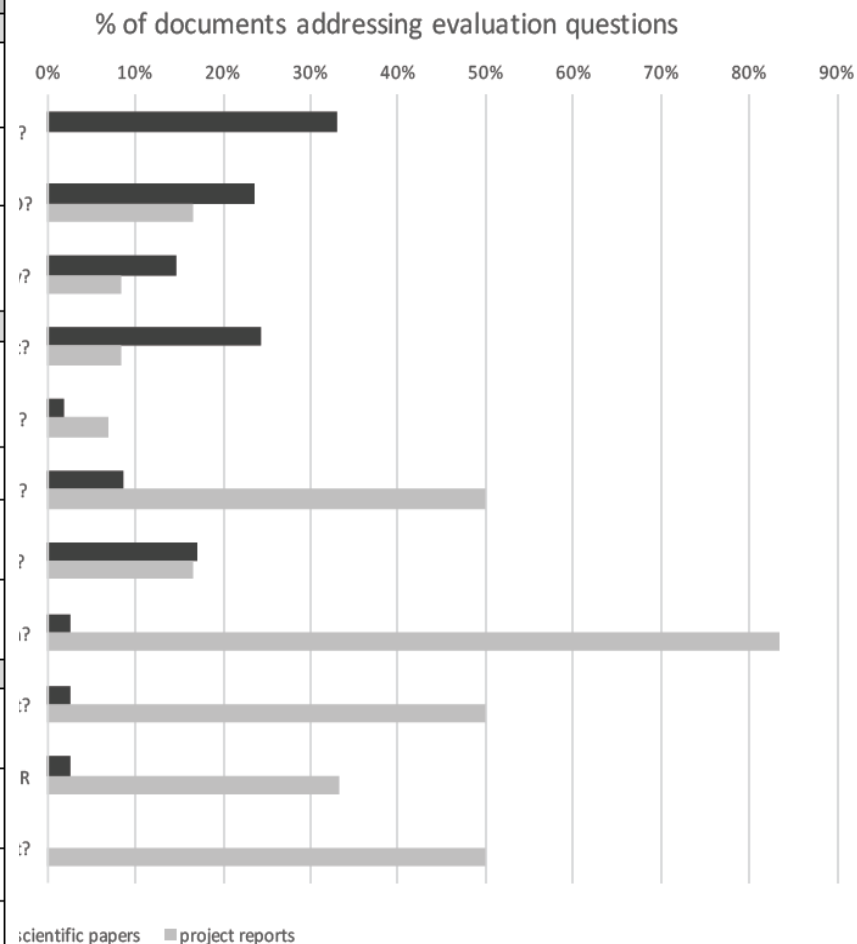
Topic coverage of the evidence



- 74 documents *explicit concern* biomass or timber - 36 timber, 34 biomass, 6 both
- 29 assessed *technical interventions* to increase harvesting rates or reduce costs, e.g. *ADD EXAMPLE*
- 25 documents assessed *governance measures* to increase harvesting, e.g. *ADD EXAMPLE*
- 25 documents evaluated outputs and *outcomes*, e.g. *ADD EXAMPLE*

Questions addressed / type of evidence

Code	Question	Examples
Research		
1	Are stakeholders likely to harvest?	Data on owners' willingness to harvest, or stated intention to harvest
2	Would they be likely to harvest if conditions changed?	Research on stated constraints or 'barriers' to harvesting. If described as a 'constraint' the implication is that removing this constraint would lead to more harvesting.
3	What are stakeholders currently doing and why?	Factors <i>observed</i> to influence behaviour positively or negatively (in contrast to <i>stated</i> intentions). Includes studies that use hindsight to understand why different owners are currently managing forest in different ways.
Appraisal		
4	Is there a tested technology that would sustainably increase harvest?	Papers describing tools which could help owners or practitioners to harvest more; the term 'technology' includes management practices, and decision support tools and systems.
5	Are stakeholders likely to adopt the proposed technology?	Papers assessing the suitability of technical changes in practice.
6	Are there governance tools to encourage owners to increase harvest?	Papers describing governance interventions intended to motivate either adoption of technologies such as those described under (4), or other behaviour change
7	Are stakeholders likely to adopt the governance tool(s)?	Appraisals of governance interventions which assess the likelihood that they will influence the behaviour of owners and practitioners
Evaluation		
A	Do stakeholders adopt the interventions	An empirical assessment of how an intervention has been taken up; e.g. numbers attending trainings; or writing management plans; or accepting financial incentives.
B	Do stakeholders change willingness-to-harvest or stated intention to harvest	Comparisons of owners' or managers' intentions before and after, or with and without the intervention
C	Do they change their harvesting behaviour?	Before-and-after or with-and-without comparisons which compare owners' or managers' actual harvesting actions
D	Is there a net increase in wood mobilised as a result?	Before-and-after or with-and-without comparisons which compare the amount of wood product harvested



Limitations of the evidence



“Type 1” - research type evidence

- Largely limited to constraints rather than solutions

“Type 2” - appraisal type evidence

- Rarely consider potential or actual adoption

“Type 3” - evaluation type evidence

- Few able to attribute mobilisation impacts to intervention
- Greater focus on adoption of intermediary stages
- Paucity of formally published evaluations so evidence overlooked or treated as lower quality evidence

Evidence documents: Repeated messages



- **Owners & their behaviour poorly understood**
 - Stereotypes and caricatures common
 - Behaviour complex and not always motivated by the market
 - Behaviour sometimes impacted by degree of fear about harvesting
 - Behaviour conditioned by factors that cannot be changed
- **Need to engage with owners better**
 - Behaviour change relies on TRUST
 - Trusted networks and peer groups impact behaviour
 - Transaction costs a barrier to behaviour change
- **Intermediaries important**
 - NGOs and others – can mobilise owners as trusted advisors
 - Consultants and contractors – important players as trusted professionals

Conclusions I



The evidence shows that:

1. Successful interventions to increase the harvest of timber and biomass from forests requires behaviour change
2. There will be connections:
 - between stakeholders' attitudes, beliefs, intentions and actions
 - between constraints and the design of interventions to overcome them
 - between adoption of interventions, increased harvesting, and wider impacts
3. These linkages are not clearly set out in evidence but critical to behaviour change
4. Methodologically innovative studies – inc. qualitative social research - needed to compare 'before-and-after' or 'with-and-without-intervention' harvests

Conclusions II



What the outcomes showed:

- Where real change happens, there are two features:
 1. value of multi-faceted projects where a mixture of tools provide support to producers, to harvesters, and to markets, sometimes in the wider context of rural livelihoods.
 2. lessons can be shared between regions, to good effect, but social and biological contexts are highly specific to regions

SIMWOOD RESPONSES



SIMWOOD Pilot Projects



Pilot Projects used variety of evidence in PCM process – i.e. **MAKING LINKAGES**

- Research and appraisal stage
 - Diagnosis of constraints and identification of “solutions”, e.g. **ADD EXAMPLE**
 - Needs analysis and identification of e.g. **ADD EXAMPLE**

AS WELL AS

- Development of an evaluation framework
 - Learning and consensus building
 - Assessing impacts and value, e.g. **ADD EXAMPLE**

Pilot Projects tested multiple measures approaches

- E.g. New working methods/techniques aimed at constraints AND better engagement of owners addressing behavioural issues **ADD EXAMPLE**

Thank you!



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