



Christophe Orazio, Uwe Kies, Tim Green, Minna Korhonen,

SIMWOOD Project Communication effort and Handbook



Contents

- Website, online presence, newsletters
- Policy Brief
- Handbook

A website and an twitter account

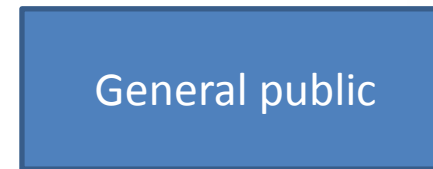
Year	Pages visited	Unique visitors
2014 (apr-)	12590	2487
2015	20389	4347
2016	33713	4573
2017	ca30000	ca4500

- Regularly updated with newsletters, presentations, publications etc.



Twitter 798 followers

LinkedIn group, 68 members



Newsletter presenting ongoing work, translated in regions

Issue	Date	Content
1	Jan 2015	About SIMWOOD
2	Jul 2015	Focus on Nordeste Transmontano and Castile & León
3	Dec 2015	Focus on Yorkshire & NE England and Southern and Eastern Region of Ireland
4	Apr 2016	Focus on Bavaria and Slovenia
5	Jun 2016	Focus on Auvergne and Grand Est
6	Nov 2016	Focus on Overijssel & Gelderland and North Rhine-Westphalia
7	Feb 2017	Focus on Alentejo and Catalonia
8	Oct 2017	Focus on Småland and Lochaber



Stakeholders
Regional bodies
involved in wood
mobilisation process



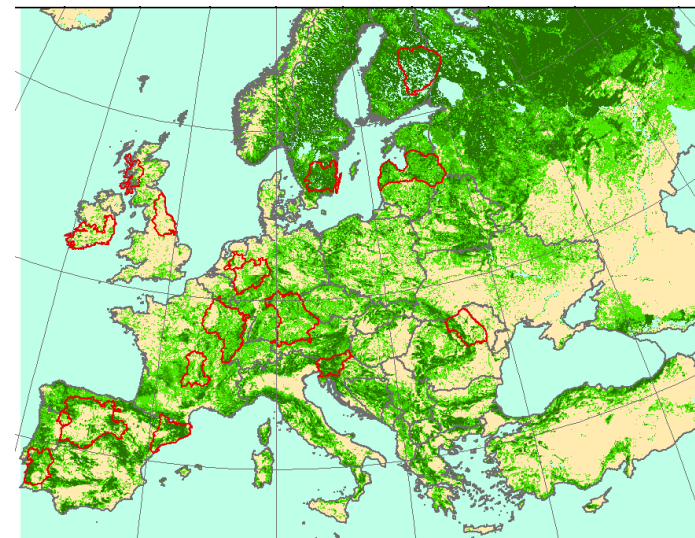
Offline dissemination activities in each participating region

Exploitation of results in other regions of Europe

Articles published in the popular press	136
Exhibitions	21
Film	4
Flyers	8
Interviews	8
Oral presentations to a scientific event	29
Oral presentations to a wider public	72
Organisation of workshops	21
Organisation of conference	2
Poster	10
Presentations	29
Press release	18
Website	60
TOTAL	418

Regional

European



Civil society
Scientists
Forest owners
practitioners
Industry, policy makers



Policy brief presenting SIMWOOD pilot projects and achievements

Table of Contents

- *Forests, the **bioeconomy**, wood **markets** and **unused** resource potentials*
- *SIMWOOD project a demonstration of wood mobilisation increase potential*
- ***Forest owners** as key actors in wood mobilisation*
- ***Forest governance** and the role of regional initiatives SIMWOOD provides a framework for global assessment of barriers to wood mobilisation, and solutions to overcome those barriers*
- **Examples of Pilot Projects**
 - Forest **land consolidation** of community forests in North Rhine-Westphalia. Readjustment of property as a solution for land fragmentation and inactive small-scale private forest owners in Germany (PP02)
 - Increasing **professional know-how** in steep-terrain conditions as a way to broaden practitioners' and therefore enabling managers to broaden their wood mobilisation horizons in these specific areas (Auvergne, France) (PP03)
 - Establishing a protocol for **collaborative**, mutually agreed **management** in particularly sensitive forests that reconciles their high natural value with the mobilisation of wood (Catalonia, Spain) (PP09.1)
 - Bringing unmanaged privately owned woodlands into productive and sustainable management by adopting a **marketing brand** (Yorkshire and Northeast England) (PP05)
- **Key messages – general**
- **Key messages from the pilot projects**
- *SIMWOOD Information System*
- The SIMWOOD handbook

Policy makers:
regional,
national and
EU levels



AUTHORS TIM GREEN AND SIMWOOD CONSORITUM

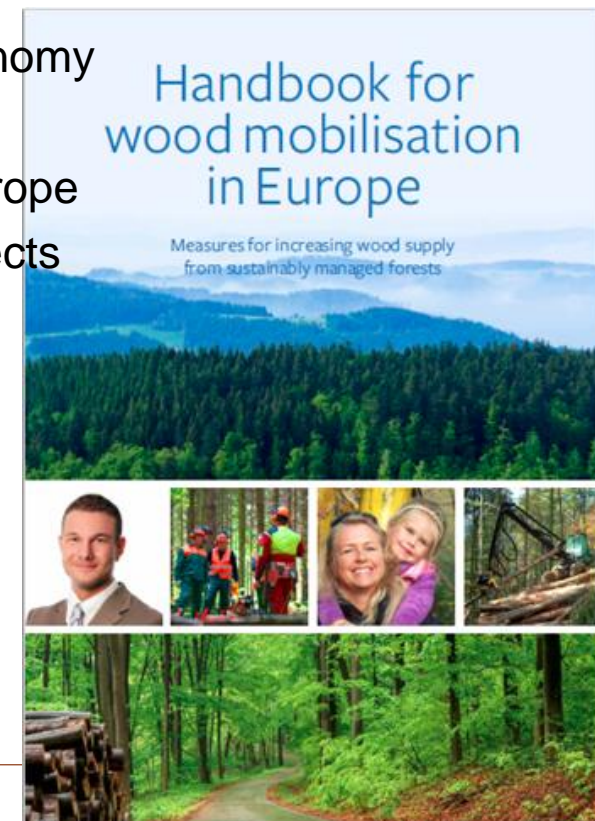
Handbook for wood mobilisation in Europe

Table of Contents

1. Mobilisation of wood: a key issue for the emerging bioeconomy
2. Barriers for wood mobilisation in Europe
3. Measures and actions to improve wood mobilisation in Europe
4. Lessons learnt from wood mobilisation initiatives and projects
5. References
6. Annexes



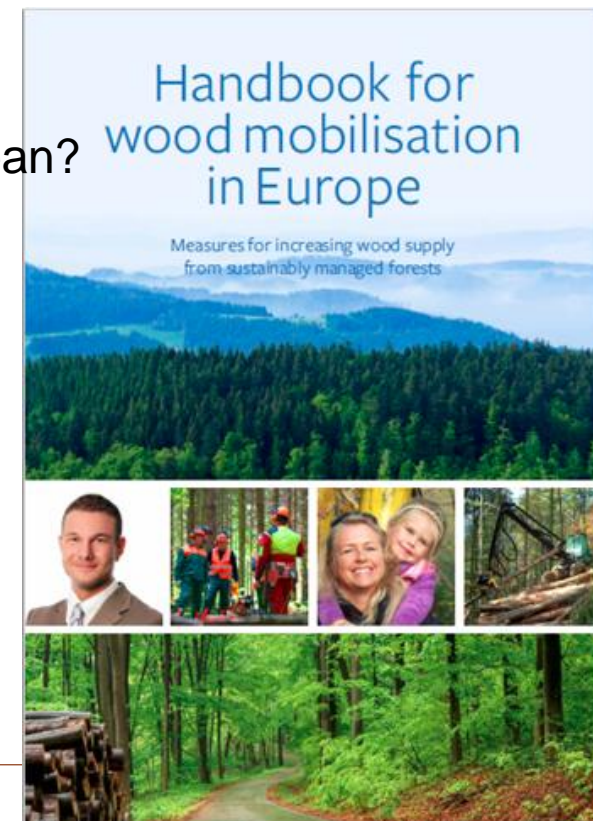
Industries, practitioners
Forest organisations
Policy makers: regional,
national and EU levels



Handbook for wood mobilisation in Europe

1. Mobilisation of wood: a key issue for the emerging bioeconomy

- An increasing need for wood raw material from forests
- Main policy drivers of increasing demand
- Definition: What does sustainable wood mobilisation mean?
- The key role of forest owners and wood markets
- Sustainable forest management at the enterprise level
- Risks for sustainability
- Concepts and definitions used in the handbook



Handbook for wood mobilisation in Europe

2. Barriers for wood mobilisation in Europe

B1. Forest resource barriers			
B1.1	B2. Regulatory and legal framework		
B1.2	B2.1	B3. Finances and material inputs	
dem: B1.3	B2.2	B3.1	B4. Organisation and cooperation
B1.4	B2.3	B3.2	B4.1 B5. Knowledge and attitudes
	B2.4	B3.3	B4.1. <i>B5.1 Knowledge and skills barriers</i>
			B4.1. B5.1.1 Insufficient advisory capacity
			B4.1. B5.1.2 Insufficient forest management skills
			B4.2 B5.1.3 Insufficient forest management and silvicultural knowledge and planning
			B4.2. B5.1.4 Insufficient business, marketing and cooperation knowledge
			B4.2. <i>B5.2 Attitudes and values barriers</i>
			B4.2. B5.2.1 Disinterest or opposition of forest owners for non-financial reasons
			B4.3 B5.2.2 Disinterest in forest-related careers for non-financial reasons
			B4.3. B5.2.3 Disinterest among public or stakeholders or politicians
			B4.3. <i>B5.3 Research & Innovation (R&I) barriers</i>
			B4.3. B5.3.1 Lack of accessible evidence or critical information
			B4.3. B5.3.2 Potential technological solutions not yet developed and tested

Handbook for wood mobilisation in Europe

3. Measures and actions to improve wood mobilisation in Europe

M1. Activation of forest management		M5. Knowledge and attitudes	
M1.1	M2. Regulatory and legal framework	<i>M5.1 Advisory capacity</i>	
M1.2	M2.1	M3. Finances and resources	<i>M5.2 Knowledge exchange actions</i>
M1.3	M2.2	M3.1	M4. Organisations
	M2.3	M3.2	<i>M4.1 Land ownership</i>
	M2.3	M3.3	M4.1.1 Forest management
		M3.4	M4.1.2 Joint forest management
			<i>M4.2 Cooperatives</i>
			M4.2.1 Joint forest management
			M4.2.2 Cooperative forest management
			M4.2.3 Joint forest management
			<i>M4.3 Market information systems</i>
			M4.3.1 Certification
			M4.3.2 Investment
			<i>M5.3 Information services and tools</i>
			M5.3.1 Infoportals for private forest owners
			M5.3.2 Logistics systems
			M5.3.3 Market information systems
			M5.3.4 Other specialised information systems
			<i>M5.4 Research & Innovation (R&I)</i>
			M5.4.1 R&I funding
			M5.4.2 R&I programmes
			M5.4.3 R&I projects and cooperation

Handbook for wood mobilisation in Europe

Example of measures description

An introduction of the topic

Main types of measures

Examples in EU countries

Prerequisites

M4.3.2 → Investments in forest-based processing

The installation of wood and biomass processing plants close to forests in a given area are likely to increase the demand for wood. Initiatives that facilitate investments in regions where under-utilised forest resources are available are hence another measure to enhance wood mobilisation. A large range of incentives exists to invest in processing, depending on national policies and the level of development within the forest-based sector. In regions where under-developed processing plants still exist, support for their conversion may be an appropriate way to encourage investment, while, in other cases, actions to attract investment in new bio-based industries could be implemented, including the following:

- 1) → Develop the market for non-harvested wood, transforming the forest products chain so that other material such as deciduous tree species (hardwoods), stumps, tree crowns and tops can be processed.
- 2) → Increase the processing capacity of existing plants or facilitate the installation of new ones.
- 3) → Increase access to the resource for external processors by developing infrastructure for the wood sector, e.g. storage areas, transport routes or biomass processing terminals.
- 4) → Promote wood resources and bio-based industries to investors and attract new investments.

Practice examples

France Bois Industries Entreprises (FBIE) is a national council, a so-called *interprofession nationale*, for forest-based industries in France. It unites various federations and unions representing the different industries, which promote the French forest-based sector and foster more innovation. The topic of wood mobilisation is one of FBIE's main priorities.
<http://fbie.org/foret-bois-filiere-davenir-france> - <http://archive.is/by1Tg>

Forinvest Business Angels is an investment association that was initiated by the *Fédération Forestiers Privés de France* (French Federation of Private Foresters). It regroups organises forest investors in order to develop investments in the French forest-based sector. Since its creation in 2010, its members have invested circa six million euro in 23 companies. The association is open to any organisation or person willing to invest in the forest-based sector.
<http://forinvest-ba.fr/> - <http://archive.is/OvVM>

Xylofutur Action Collective 4D+ in France is a regional competitiveness support programme for forest-based industries in the Aquitaine region and beyond, which is promoted by the regional cluster organisation Xylofutur. The programme is handled by an executive manager who accompanies industries to improve their processes and define appropriate investments that lead to increased competitiveness.
<http://xylofutur.fr/actions-performances/4d-raener-en-competitivite/> - <http://archive.is/vnA6A>
http://biconsortium.eu/sites/biconsortium.eu/files/downloads/BIC_Success_Stories_20170117-light.pdf

rerequisites

The conversion and upgrading of existing processing plants assumes that they have the capacity, through investment and skills, to manage new technologies, which is difficult and sometimes unrealistic for small companies, e.g. local sawmills. The decision to install new processing plants, and to provide public support for such an investment, requires good knowledge and consideration of available resources and the wider socio-economic context to avoid the creation of a market disequilibrium. Subsidising a new organisation holds the risk of local market disruption, which can jeopardize the activity of other processing mills, potentially even resulting in an overall decrease in wood mobilisation. Promotion campaigns to attract national and international investments require a high level of expertise and well-structured representative organisations to communicate the appropriate message and target appropriate funding.

Practice examples: Grants for the formation of owners and stakeholders

The **Förderrichtlinie FORSTZUSR 2015** in Bavaria, Germany supports the formation of private owners' self-help institutions. Various services provided by forestry associations and mergers of associations are substantially co-financed. The eligible investments range from equipment and infrastructure to forest management service contracts, joint timber marketing and capacity building. The aim is to enhance the performance of associations, which leads in turn to more effective support and advice provided to small-scale private owners.

- Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten Finanzielle Förderung forstwirtschaftlicher Zusammenschlüsse (FORSTZUSR). www.waldbesitzer-portal.bayern.de/048721/index.php ; <http://archive.is/UfqXf>

The **FEADER Dispositif 341 A** in France aims to anchor forestry within regional development by supporting the formation of stakeholder networks and a local development strategy for the forest-based sector. The admissible activities include training, facilitation, advice, feasibility and strategic studies. It facilitates a territorial forest charter and fosters new economic activities and ecosystem services. Actions must involve local private and public partners.

- MAAPRAT. FEADER Fonds Européen Agricole Pour Le Développement Rural. Guide Des Mesures Forestières. Ministère de l'Agriculture, de l'Alimentation, de la Pêche, de la Ruralité et de l'Aménagement du Territoire; 2012. <https://tinyurl.com/y79r88xk>

FEADER is the French acronym for the EAFRD.

Practice examples: Joint timber marketing

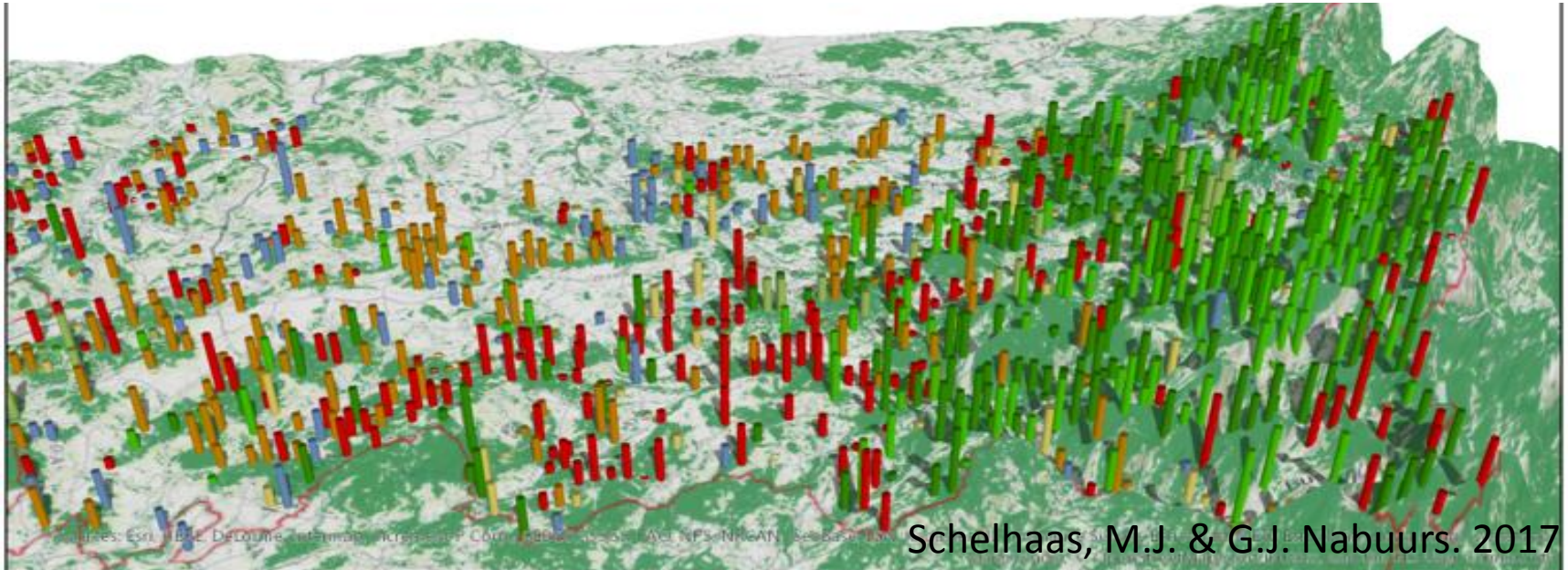
- **Ventes groupées de bois des forêts des collectivités** in France are *grouped timber sales initiatives for communal forests*.
- The **Forstwirtschaftliche Vereinigung** (FWV or FV) is the typical form of *forest management federation* in Germany. It is an umbrella organisation uniting local forest management associations (FBG).
- **Gemeinsame Holzverkaufsgesellschaften** in Germany are *joint timber trading companies*,
- **Biomass Salland** is a forest owner collective in Overijssel, The Netherlands, which harvests local biomass and sells it to bioenergy suppliers.
- The **Ward Forester** initiative in Devon, South West England, UK, encouraged woodland owners to form voluntary groupings of small woodlands ('wards') for joint harvesting and selling of timber by contractors.

4. Lessons learnt from wood mobilisation initiatives

- 4.1 Under-utilised forest resources versus market barriers
 - 4.1.1 Wood mobilisation can be increased, but sustainable levels of harvesting differ significantly between regions
 - 4.1.2 Additional wood is not always accessible for harvesting due to multiple barriers at regional level
 - 4.1.3 Growing wood markets need to become an opportunity for forest owners
- 4.2 Activation and professionalisation of forest owners
 - 4.2.1 Broader awareness is needed of the benefits of Sustainable Forest Management
 - 4.2.2 Access for forest owners to useable knowledge is key
 - 4.2.3 Professionalisation of forest owners requires continuous knowledge exchange and support actions
- 4.3 Research needs and policy recommendations
 - 4.3.1 Major market barriers require research in the long term and appropriate innovation strategies
 - 4.3.2 Wood mobilisation measures need broader testing and evaluation.
 - 4.3.3 Innovation in forestry supported by information technologies will be essential
 - 4.3.4 Multi-actor approaches can foster integrated solutions for wood mobilisation
 - 4.3.5 Coordination of European and national programmes can ensure real impacts

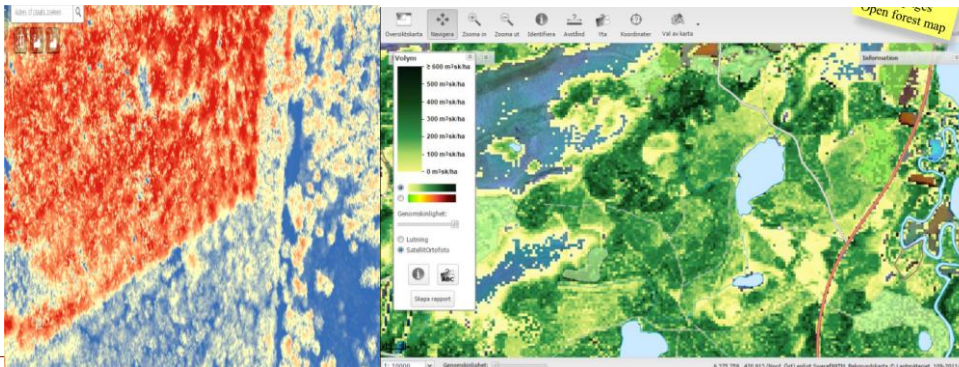
4. Lessons learnt from wood mobilisation initiatives

- Wood mobilisation can be increased, but sustainable levels of harvesting differ significantly between regions
- Additional wood is not always accessible for harvesting due to multiple barriers at regional level
- Wood mobilisation measures need broader testing and evaluation.



4. Lessons learnt from wood mobilisation initiatives

- Innovation in forestry supported by information technologies will be essential.
 - National Forest Inventories, Decision support systems (DSS), Logistics
 - Open data, Big data, Social networks



Vatikan 2005:
Death of
Pope John Paul II



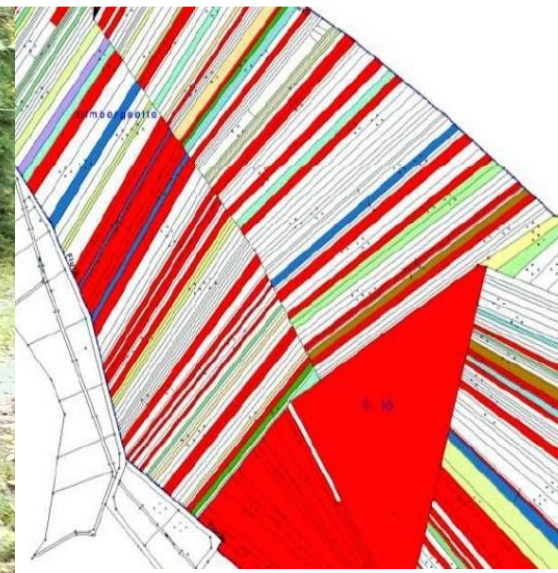
Vatikan 2013:
Pope Benedikt XVI
stepped down



4. Lessons learnt from wood mobilisation initiatives

- Broader awareness is needed. Private forest owners need to act.
- Professionalisation of forest owners requires continuous knowledge exchange and support actions.
- Multi-actor approaches foster integrated mobilisation solutions.
- Coordination of EU and national initiatives can ensure real impacts.

Fl. 9



Merci! Thank you!

Authors

C. Orazio, U. Kies, D. Edwards

Contributors

*R. Cordero, N. Lovric, S. Hayes, R. Schreiber, M. Koch, A. Ni Dhubain,
M-J. Schelhaas, G-J. Nabuurs, A. Lawrence, P. Tidey, J. Olivar, A. Kitching*



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 613762.