
ACTIVITIES

Forums – Creating the contacts

- 2 new forums annually
- 25-30 participants in each forum
- participants: 1/3 forest sector, 2/3 other sectors
- 1 day seminar + 2 days excursion + 1 day strategies

Follow-up sessions - Keeping up the contacts

- seminars, excursions, etc. (4-5 annually)

Publication series – Reaching out to new audiences

www.smy.fi/pma/eng



Forest Academy for
Decision-Makers

OUTPUTS

- Improved knowledge of forestry among decision-makers
- Improved image of the forest sector
- Increased societal interest in the forest sector
- Increased public resources for the forest sector
- Increased weight on forest-based new development options (e.g. rural development, wood products, wood energy)
- Improved dialogue between interest groups
- New cross-sectoral contacts
- Support for the planning and implementation of national forest policy



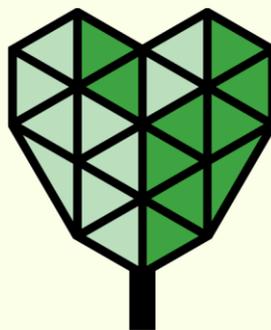
Forest Academy for
Decision-Makers

WHAT IS THE KEY ?

- **Communication concept**
 - Not a seminar
 - Not a working group
 - Not an excursion
 - Not a negotiation process
- **Specific strategy and working methods**
 - designed to produce social capital
- **Produces social capital** (e.g. knowledge, trust, networks)
 - an overall challenge for the forest sector
 - Finland is NOT "another case"



Forest Academy for
Decision-Makers



FOREST ACADEMY FINLAND

FOREST ACADEMY FINLAND

Aim

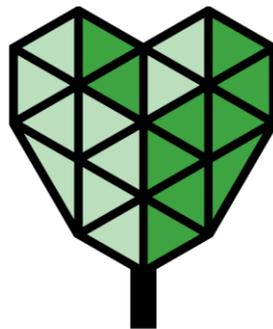
- supporting EU's commitment for sustainable forest management, and developing mutual exchange of views on forestry's role in socio-economic development, particularly in the new and applicant EU countries.

Activities

- Series of four forums in Finland in 2003-04
- Total of 118 participants from 15 countries

Outputs

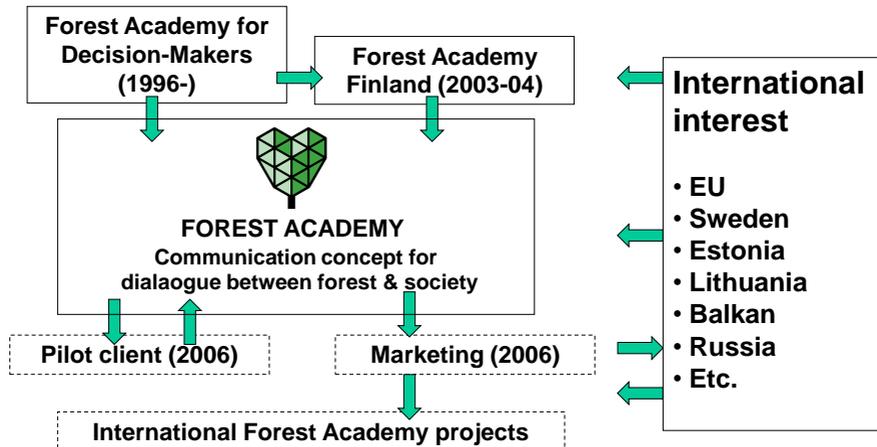
- Group work reports:
 - European challenges for forest sector development
 - Strengthening European networking and cooperation in forest sector communication
- Proceedings (2005) downloadable from www.forestacademy.fi
- Survey of European Cooperation and Networking in Forest Sector Communication
 - Produced by the European Forest Institute



FOREST ACADEMY

- Communication Concept for Dialogue
between Forest & Society

”FOREST ACADEMY” – Productizing the concept



”FOREST ACADEMY”

- **Communication concept** for enhancing social capital between two or more selected target groups, particularly forest & society
- **Based on arranging forums utilising a carefully chosen variety of educational working methods that are specifically designed to promote the creation of networks, trust and mutual understanding** between the target groups.
- **Instead of solving practical short term problems, the forums aim at creating a long term basis for cooperation** crossing between groups.



FOREST ACADEMY

”FOREST ACADEMY”

Potential applications

- The **target groups and themes** for discussion are case specific and designed together with the client
- Can be applied at the **national or international level**
- **Examples** of potential applications:
 - Decision-makers of the Forest sector and the rest of society
 - Forest policy and forest science
 - International forestry dialogue: relations between several countries
 - Private and public sectors



FRAMEWORK FOR FOREST SECTOR COMMUNICATION IN EUROPE

	European level	National level
External		
Internal		

"FOREST ACADEMY" Applications

	European level	National level
External		 Forest Academy for Decision-Makers
Internal	 FOREST ACADEMY FINLAND	 Finnish Forest Association

"FOREST ACADEMY" Opportunities in Europe

	European level	National level
External	<ul style="list-style-type: none"> • European network of Forest Academies for Decision-Makers or • Forest Academy for Decision-Makers in Europe 	<ul style="list-style-type: none"> • National Forest Academies for Decision-Makers
Internal	<ul style="list-style-type: none"> • Forest Academy Europe 	

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Product contents

A. Framework:

- Knowledge of the potentials and challenges utilising the Forest Academy concept in the client’s specific case

B. Setting up the activities and organisation:

- Strategic plan for introducing the Forest Academy concept in a way that meets the client’s specific needs.

C. Project implementation:

- The project implementation team will have a detailed project implementation manual, project management software, and knowledge on how to use them.

D. Follow-up:

- Evaluation of the project
- Future strategy



MORE INFORMATION

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- Ms. Eeva Hellström, Director, Forest Academy for Decision-Makers & Coordinator, Forest Academy Finland, Finnish Forest Association, Tel. +358-9-68508812, Email eeva.hellstrom@smy.fi
- More information on the concept can also be obtained from the web site www.forestacademy.fi in early 2006



H.Mildh:

**It's too late to form a
network when you
need one!**



FOREST ACADEMY