

NEWSLETTER
December 2015

WOODEN ROAD TOWARDS BIOECONOMY

SAVE THE DATE - NEXT STAKEHOLDER WORKSHOP IN VIENNA

On our next Stakeholder Workshop we will recap the findings from our research and present brand new results on the perception of tailored communication tools. We cordially invite you to take part in the discussion on how these findings can strengthen forest-based sector communications regarding the sector's contribution to a sustainable bio-economy.

Please save the date: Wood Believe - 4th Stakeholder Workshop "New pathways for communication in the forest-based sector"

Thursday, 7th April 2016 organised at the University of Natural Resources and Life Sciences (BOKU) Vienna, Austria

AGENDA

Part 1: Project results

Presentation of project results including discussions (each presentation 15 minutes):

- What is the state of knowledge and communication? - literature and content analysis, [Katja Lathinen, Finland](#)
- What are perceptions of innovation in wood-based products? - survey results, [Michael Burnard, Slovenia](#)
- What do people want to know about forest-based sector? - results from focus group discussions, [Lea Ranacher, Austria](#)
- Will communication change your mind? - results from cognitive response experiments in the Viennese forest, [N. N., Austria](#)
- Breaking perceptions: wood production and the forest sector, [Bernd Wippel and Laura Dieguez, Germany](#)

Part 2: World Café

Small group discussions on how to implement sustainability communication in the forest-based sector.

To ensure a successful workshop we cordially invite you to participate in the discussions.
Registration: a.werner@kplus-wood.at

What We Wood Believe (W3B)

Societal perceptions of the forest-based sector

Scope of the project

- Map the current state of forest-based sector communications
- Research the societal perception of the forest-based sector
- Use living labs as a tool for the development of narratives for social media marketing
- Assess the efficiency of the narratives using cognitive response experiments
- Provide recommendations for successful communication strategies in the future

For more information visit www.wood-w3b.eu

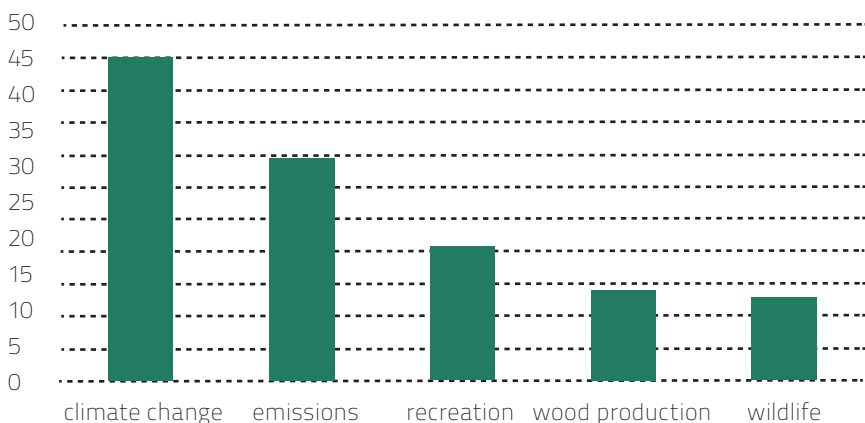
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THE W3B SURVEY: AN OVERVIEW OF RESULTS

The W3B survey covered a wide variety of topics including: conservation by production, forests and global warming, building with wood, wood-based innovation, among others. More than 2500 surveys were conducted and an extensive analysis was carried. Results from this analysis reveal interesting patterns and differences across all countries and target groups included in the analysis.

Results show that in most cases, forests are not considered to be endangered in the countries studied. Despite of this, subjects like climate change and emissions of CO₂ are perceived to be important threats to the forests, with deforestation being recognized as one of the main drivers of climate change. In the context of the W3B project, it is important to notice that according to the survey's results, wood production is not perceived as a main threat to forests.

Perceived threats to forest



Positive image on forest management

Forest management practices and the public image of the sector in the countries studied appear to be very positive. The favorable effects that forestry has on the environment (considering health and resilience of forests, and contributions to nature protection) are widely acknowledged. However, it is important to notice that results show a lack of information on the economic role that the forestry sector has for the different countries in the study, specially for those who are not involved with the sector.

Item	Total Agreement (%)
Foresters contribute to nature protection	76
Foresters have sufficient ecological expertise	58
Forestry keeps the forest healthy and strong	75
Forestmanagement practices follow the law	58

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THE W3B SURVEY: AN OVERVIEW OF RESULTS

Attention to impacts of forestry on habitat loss

On the topic of multifunctional forests, respondents show important awareness regarding ecosystem services, and attribute strong ties between forest ecosystems and the provision of environmental and protection services, as well as recognize the important supporting role of forest for natural processes. Additionally, aspects concerning impacts of forestry on habitat loss, wildlife and fauna, and emissions to air have been identified as the topics raising the most interest among respondents.

Wood is a popular material

In relation to building with wood related topics, the W3B survey reveals that wood is perceived as a very desirable building material for a wide variety of buildings, with attributes like comfort and durability being highly rated. However, there are fewer acceptances for wood as material for multi-storey buildings for private or public use. Furthermore, fire safety concerns prevail among many respondents when it comes to rate performance of wood. Regarding wood and carbon storage, although the majority of people have heard of the carbon sink concept (75% of respondents), the connection between this concept and wood products is still a topic that raises doubts and confusion. Finally, the majority of respondents are in favor of wood consumption and further innovations in the sector- However, in the specific topic of innovations those who are not involved with the forest sector show little knowledge.

W3B FACTS

Type: ERA-Net WoodWisdom
Budget: 737,790 Eur
Duration: 2,5 years (2014-2016)

Participants

13 research partners
4 countries

Coordinator

Dr. Tobias Stern
Kompetenzzentrum Holz GmbH
Team Marktanalyse und
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DISSEMINATION ACTIVITIES

Results of the W3B were presented at:

- COST Action FP1407 1st Conference "Life Cycle Assessment, EPDs and modified wood", which was held in Koper, August 25 and 26th, 2016. The participants of the conference heard about perceptions of innovation in wood-based products from Slovenia. Proceeding is available on: <http://costfp1407.iam.upr.si/en/publications>
- Austria Society of Agricultural Economics »Societal Perceptions of Forestry in Austria« 16-Czech Republic, Prague, 18 September 2015
- 5th International Conference on Production Engineering and Management (PEM 2015) in Trieste, Italy, 1-2 October 2015
- Wood Processing and furniture manufacturing challenges on the world market WoodEMA 2015, Dubrovnik, Croatia, 8-9 October 2015

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SUCCESSFUL STAKEHOLDERS' WORKSHOP IN LJUBLJANA

On our stakeholder workshop **public perception of wood as building material in Ljubljana on 24th of September 2015** we shared results of the international survey about people's opinion on the forest-based sector. We discussed the differences among countries with the focus on people's opinion about wooden buildings and the role of wooden buildings in smart cities.



THE PROJECT TEAM IN LJUBLJANA



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MERRY CHRISTMAS AND A HAPPY NEW YEAR



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PROJECT FUNDING

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und Landwirtschaft
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des Deutschen Bundestages



Tekes
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