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FOREST ACADEMY

Communication concept for dialogue
between forest & society

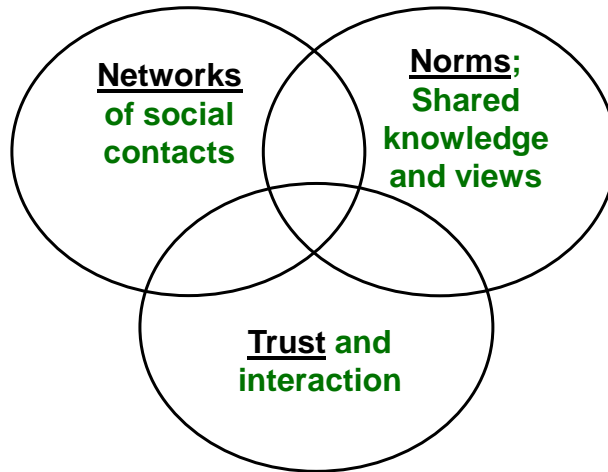
- framework, examples and opportunities

MCPFE Workshop on Cross-Sectoral Co-operation
Riga, October 18, 2005

FORESTS ON THE AGENDA

- ☐ Forests and forestry forgotten?
 - ☐ Creating more visibility for forests and forestry in the public discourse and policy
 - Highlighting the potentials of forestry in responding to societal needs
 - e.g. competitiveness, well-being, rural development, employment, energy production, climate change
 - Placing communication in a key position in our strategies and policies
- ☐ Key issue: How to promote forest-based well-being via communication
 - ☐ In a cooperating spirit?
 - ☐ On behalf of the whole society?

SOCIAL CAPITAL



SOCIAL CAPITAL IN THE FOREST SECTOR

Steady environment (in the past):

- **Strong social capital within a narrow group**
 - increased efficiency
 - increased social capital

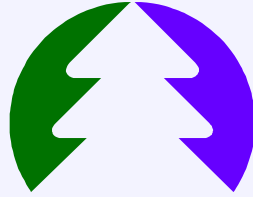
- **Strong internal social capital within the forest sector has been a success factor**

Turbulent environment (today):

- Globalisation, environmental concern, participatory approaches, urbanisation, the changing role of the public sector etc.
- Old networks and ways of thinking do not guarantee trust and success
- Structural reforms and "broadening the scene" is necessary
- Creation of social capital WITH the society is needed:
 - New, expanded networks,
 - increased shared views and understanding
 - a new level of trust and interest

CREATING SOCIAL CAPITAL

- Social capital is created by all of us in every-day communication
 - Social capital can also be created through conscious efforts and projects (e.g. education)
- FOREST ACADEMY – communication concept for dialogue between forest & society



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HELSINGIN SANOMAT 4.9.1996



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TWO-WAY COMMUNICATION

REACTIVE



PROACTIVE

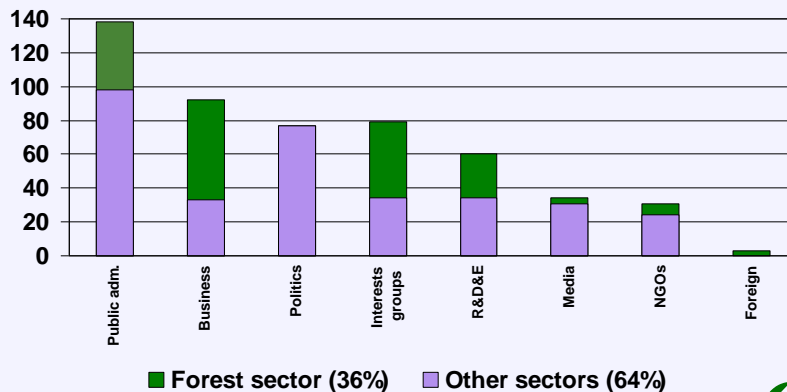


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PARTICIPANTS

Total of 515
(forums 1.-19.), 1996 - 2005

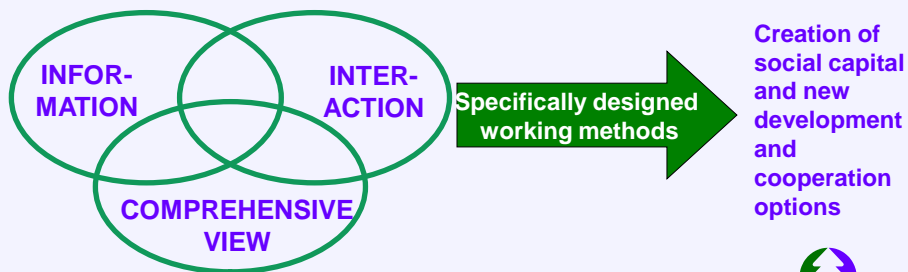


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STRATEGY – FOREST ACADEMY

- ❑ Forest Academy offers a platform, where it is possible to gain
 - ❑ information of high quality
 - ❑ comprehensive view of the issue at hand
 - ❑ interaction and new contacts



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INFORMATION OF HIGH QUALITY FROM MULTIPLE SOURCES



INTERACTION AND PERSONAL CONTACTS



COMPREHENSIVE VIEW



IDEAS AND STRATEGIES FOR FOREST SECTOR DEVELOPMENT

