

Potential areas for improved co-operation between French and Finnish forest owners

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Strengthening of PEFC

- Starting point: FSC dominates on forest product markets, lack of FSC timber has saved PEFC
- This is true despite the fact that FSC and PEFC are nowadays very close to each other on operational level
- Main reason for current situation is that we (in PEFC) have focused on forests while ENGOs are still leading the market development of FSC
- Priority is to shift the focus from forest to markets and marketing of PEFC
- All PEFC members have to contribute to a common goal

Strengthening of PEFC – Finnish activities

- PEFC Finland has created an own communication plan for 2010
- The plan focuses on increasing demand for PEFC by improving the visibility of PEFC considerably
- It also aims at:
 - increasing the PEFC CoC-certificates/licenses
 - increasing awareness of certification and PEFC amongst forest owners
- Main actions include:
 - Participation in exhibitions
 - News sheets and news letters
 - Marketing events
 - Visibility in different medias

Enhancing the use of wood

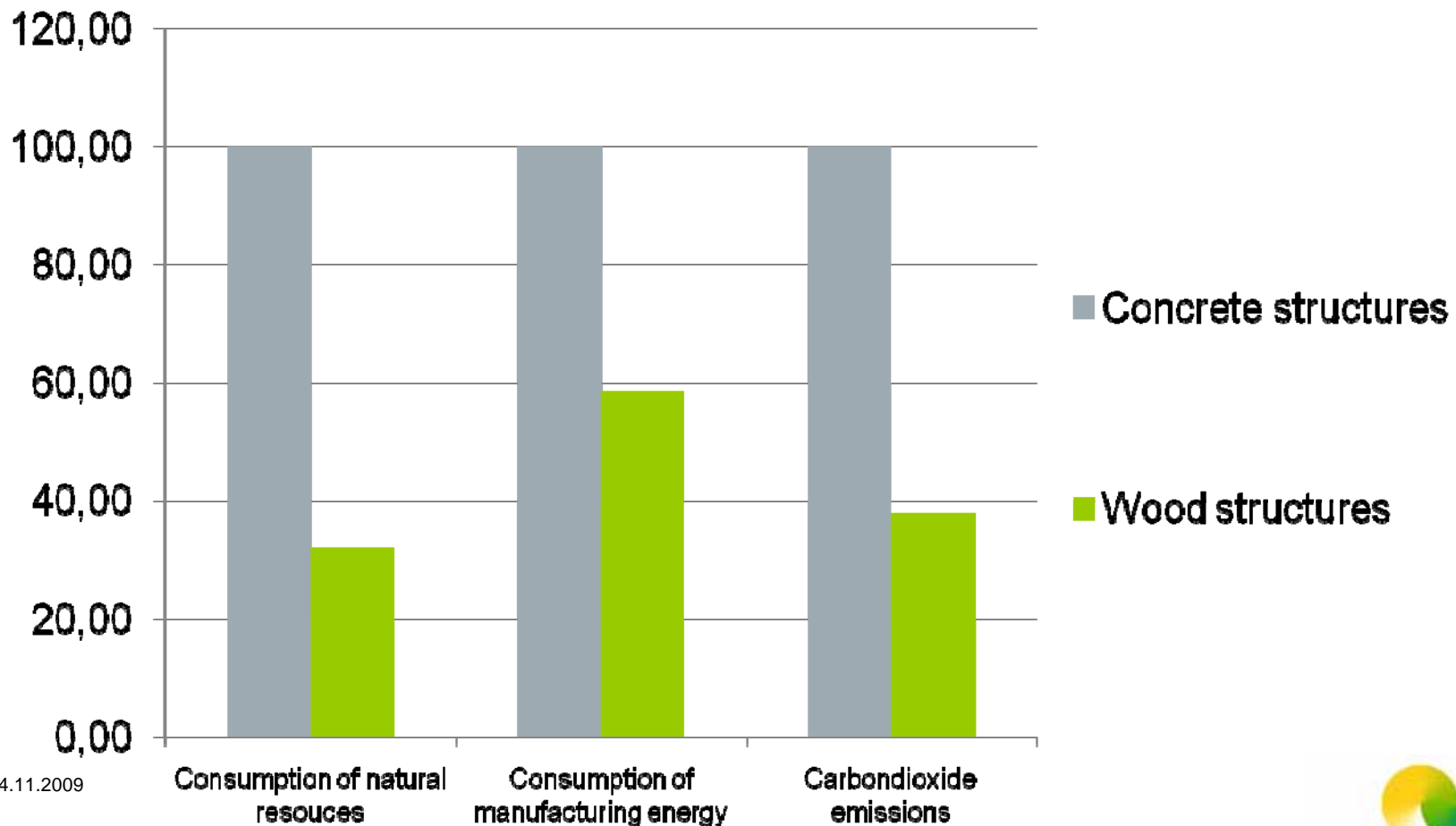
- Climate change creates an unique opportunity to increase the use of wood
- Big potential especially in wood constructions
- Actions needed both on national and EU-level
 - In Finland forest owners and forest industry have started a common initiative to raise awareness on political level
 - your success in France inspires us
- EU could and should take an active role in enhancing the use of wood by:
 - modernising building standards
 - creating environmentally oriented financing programs
 - supporting wood in green public procurement
- Forest sector should raise the issue on political agenda in Brussels

The use of wood is vital.

The use of wood has significant impact on



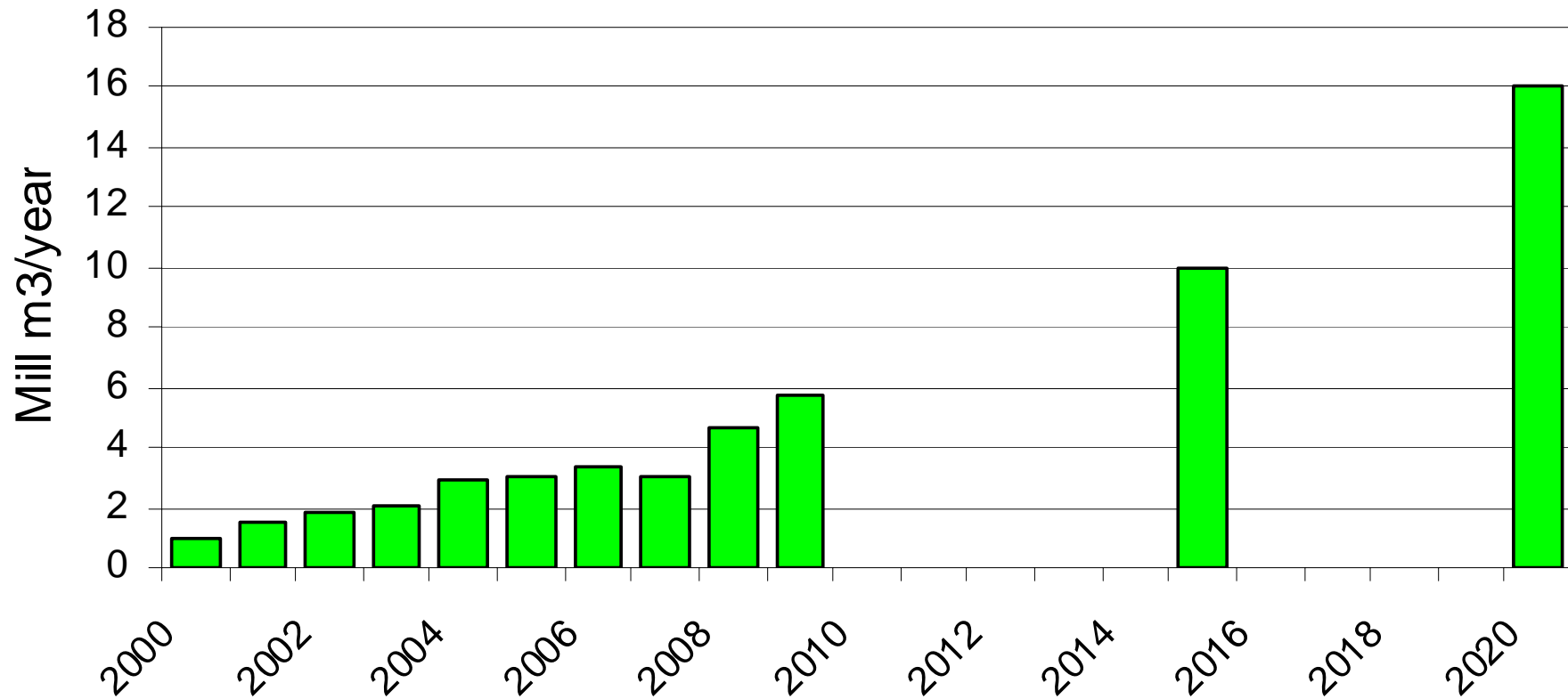
If European homes were built out of wood instead of concrete, the environmental load caused by housing construction would reduce substantially



Enhancing the use of wood energy

- RES directive offers political momentum for wood energy
- By June 2010 MS have to deliver their renewable energy actions plan to Commission
- In Finland the share of renewable energy has to be increased from 28% to 38%, wood is the most important source
- Currently the shift is even bigger due to shutdowns of Finnish pulp production
- Estimates say that the current use of woodchips (5 milj. m³) should be increased to 16 milj. m³
- How this will be done is still open → we are interested to hear the French situation and activities

Use of forest energy and the target of the climate and renewable energy strategy



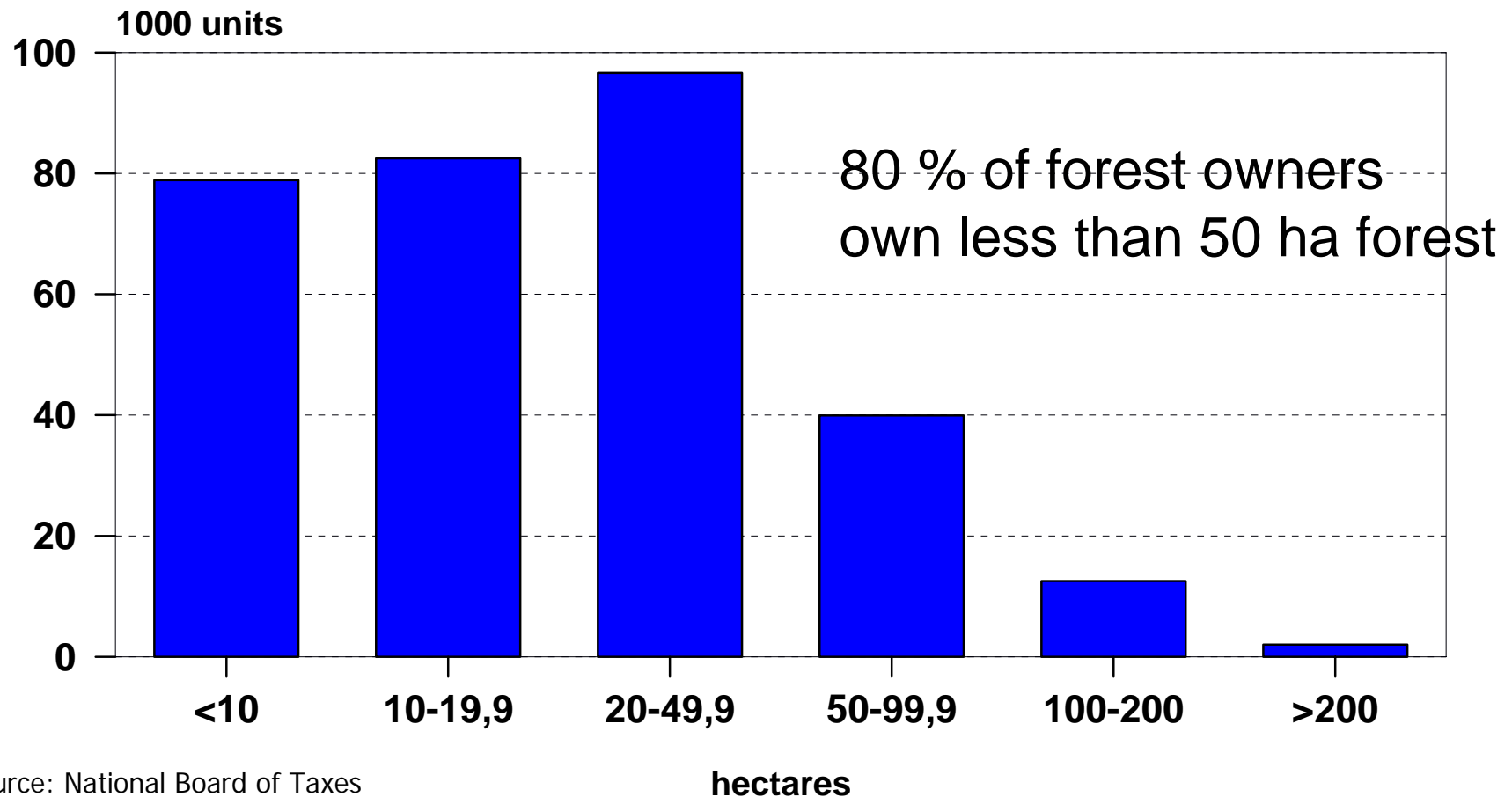
Source: Metla

Improving forest owners' voice in Brussels

- Starting point: Forests are increasingly on EU's agenda, at the same time forest-related decision-making is scattered and EP is increasing its decision power
- This sets new challenges for lobbying
- CEPF and Copa-Cogeca is doing a good job but they need the help of national organisations especially in EP lobbying
- This requires that member organisations:
 - know what CEPF is currently lobbying
 - know what is expected from them
 - Coordination between organisations needed
- MEPs have a strong national agenda and therefore they prefer listening their countrymen in various issues

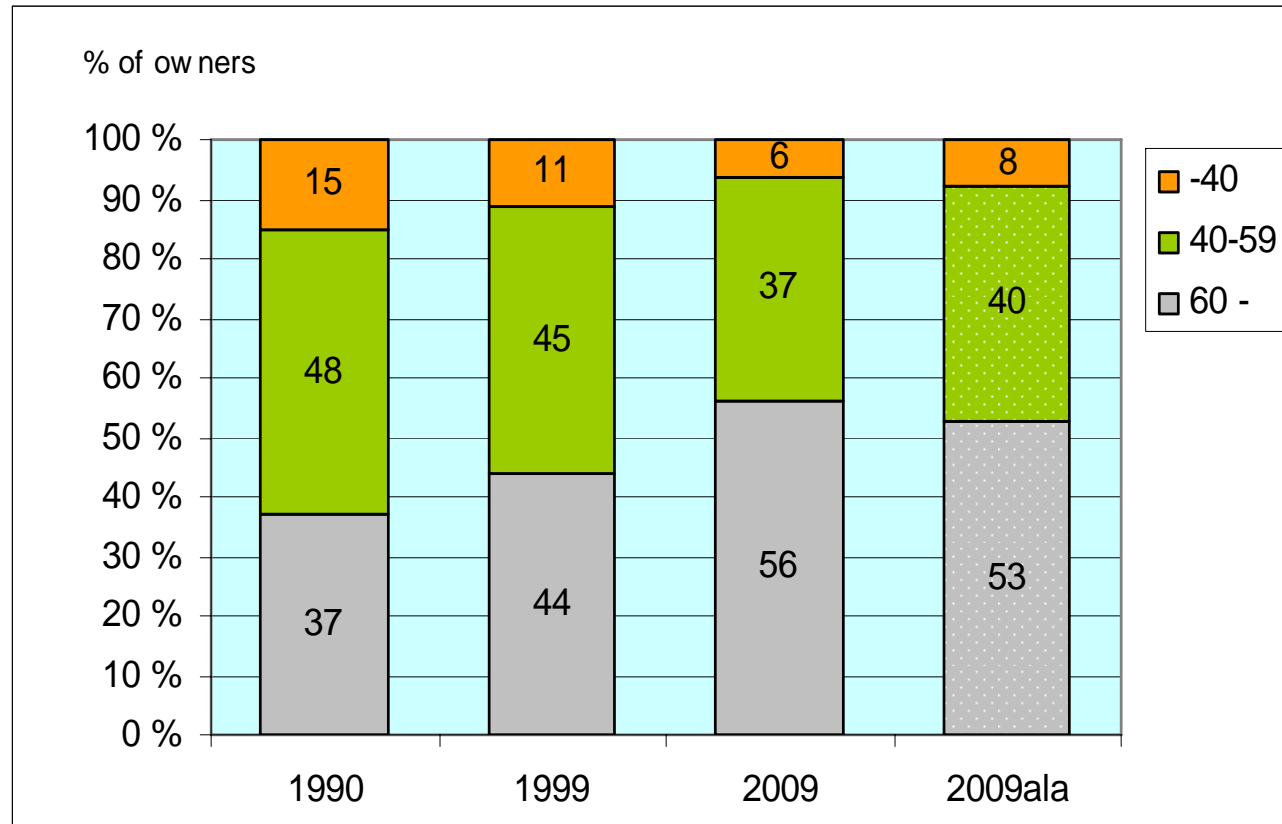
Number of Private Forest Holdings by Size Classes 1.1.2007

forest holdings with forestry fee 312 508 units, average size 31,2 ha
(all forest holdings over 2 ha 443 740 units, average size 23,6 ha)



Source: National Board of Taxes

An average age of private forest owners is 60 years



Average age

1990 54 years

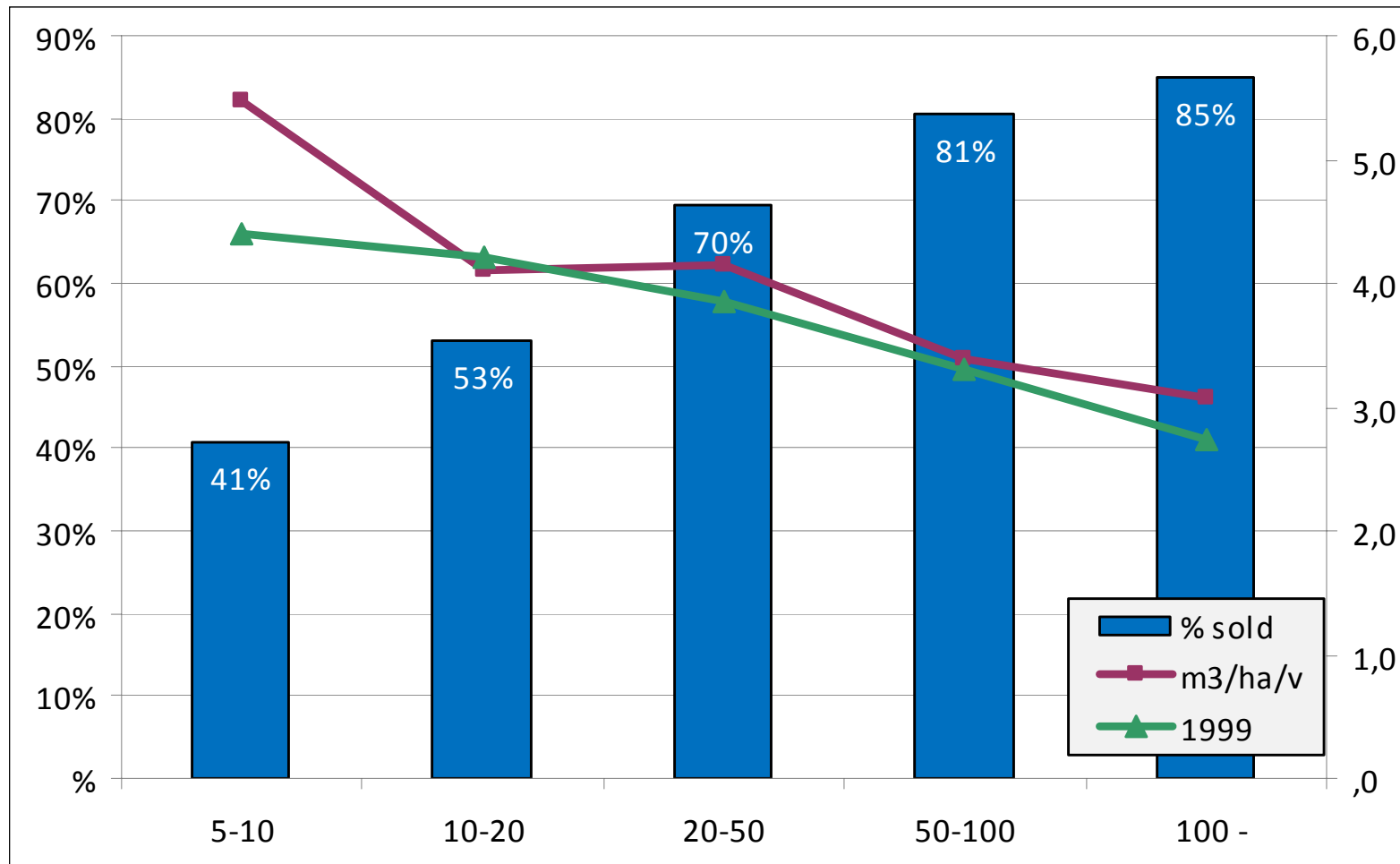
1999 57 years

2009 60 years

An average age of new forest owners is 52 years

Source: Forest owner 2010, Finnish Forest Research Institute

An average size of private forest holdings and timber sales, 2004-2008



Source: Forest owner 2010, Finnish Forest Research Institute

Parcelisation of family forests in Finland

- What are the drivers for the forest holding parcelisation in family forestry?
 - Overall economic factors have been in major role in parcelisation
- How to control forest holding parcelisation in Finland?
 - A new inheritance and donation taxation system for forest holdings
- Business as usual: older forest owners and smaller holdings

Thank you!