

Better know owners' motivations and profiles

Example in private forest ownership in Rhône-Alpes

9th March 2010

**Centre Régional
de la Propriété Forestière
Rhône-Alpes**



What kind of people owners are?

What are their motivations?

What are the profiles of owners?

What management for forests?

What are their relationships with forest organizations?

Are they ready to change?

How to answer all these questions?

How to know owners better?

•Survey on owners

+ scientific acknowledgement, give figures

- Difficult to analyze, don't give the causes, expensive



•Mean of expert

+ cheap, causes analyzes

- No figures



Rhône-Alpes survey

•Who?

- 450 000 owners
- 1 150 000 ha



•Why?

- Wood harvesting attitude
- 1/2 increment harvested
- Context of increasing wood fuel



•How?

- A qualitative study: make questions, create profiles.
- A quantitative study: phone survey on 1,000 owners
- Levers of intervention



Questions of the survey

- **Meet actors and owners**

- Know owners better
- Inventory questions of owners on wood mobilization



- **Look for new solutions**

- Meet experts of all kinds = forestry consultant, solicitor, insurer, CRPF technicians, paper and furniture, fuel wood...



- **Test of these solutions on 19 owners and redaction of the questionnaire**



Profiles of owners

•3 forest identity centers:

•Economic

savings, wood products

•Social

owners, collectivities, hunters, walkers

•Symbolic

feelings, nature, fauna, flora, landscape, inheritance, GHG fight...

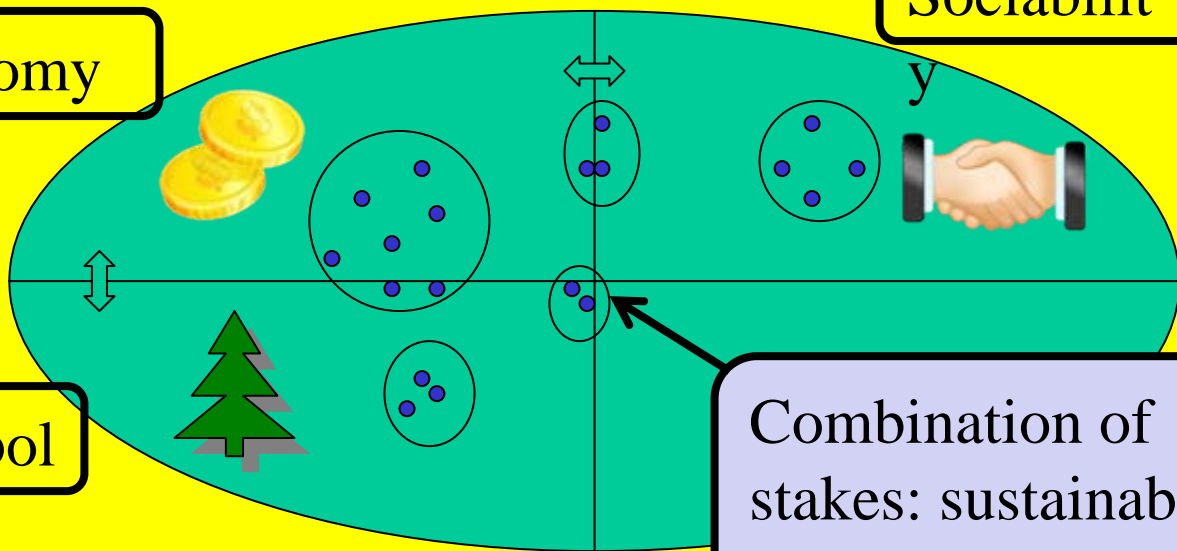


•Results of the test

Economy

Sociabilit

Symbol



Combination of stakes: sustainable forest

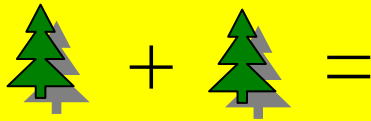
6 profiles



SAVER



LOCAL SOCIABLE
FORESTER



SYMBOLIST
OWNER



LOCAL PRODUCER



FRUSTRATED
OWNER

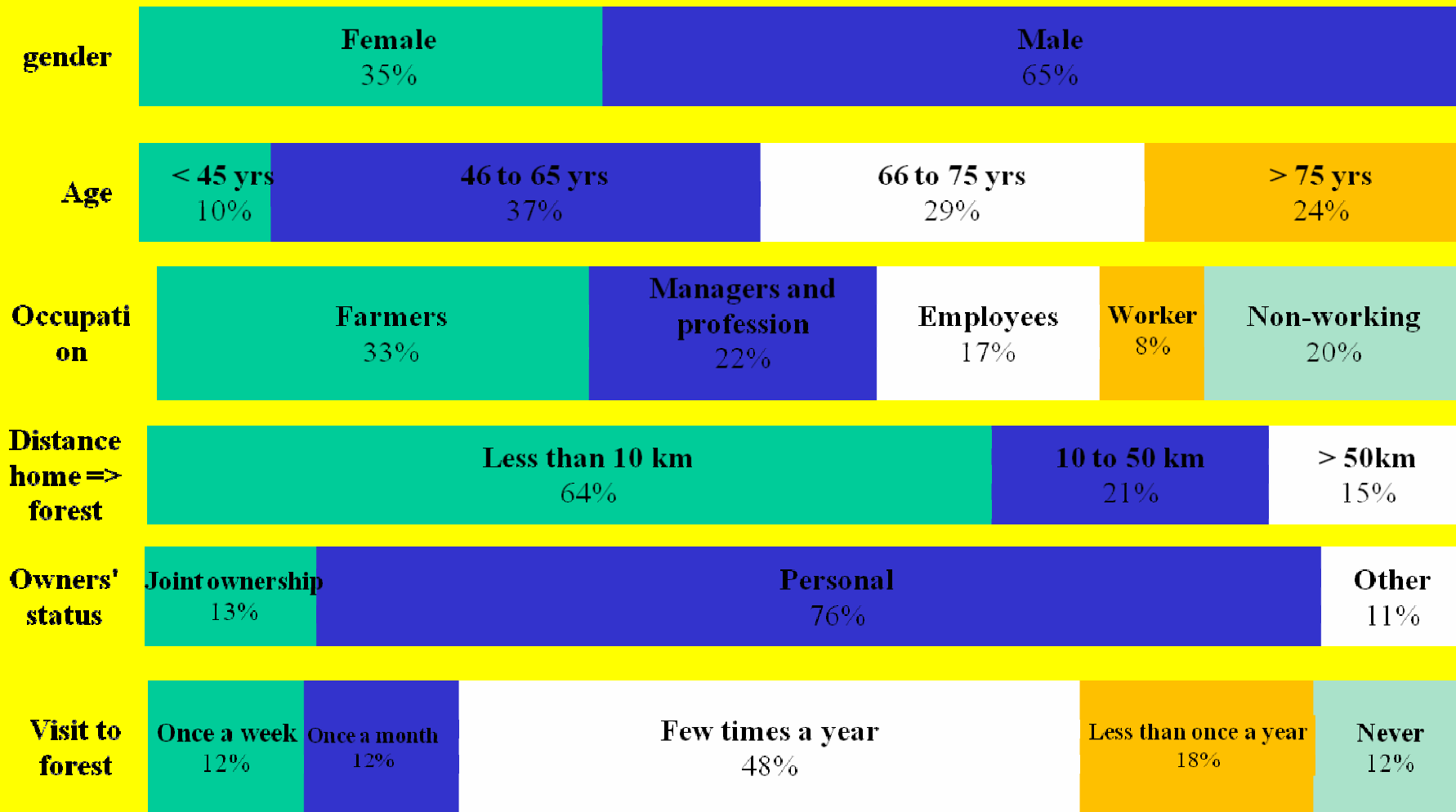


LONG-TERM
MANAGER

Survey structure

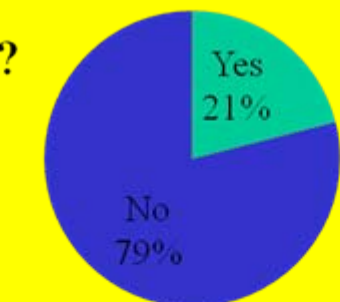
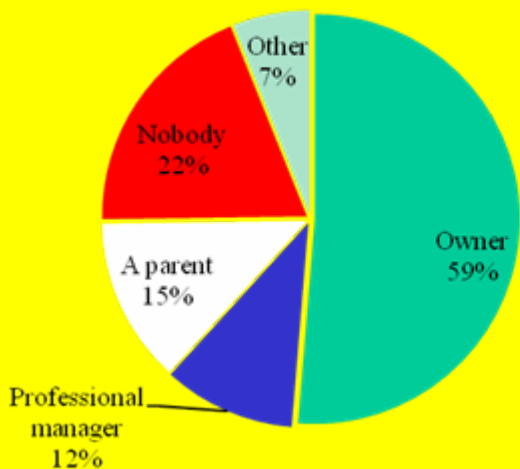
- 1,500 owners
- 4 bioclimatic regions \Rightarrow alpine, méditerranéenne, Massif Central and Vallée et Piémont
- 5 class of ownership \Rightarrow <1 ha, 1 to 4 ha, 4 to 10 ha, 10 to 25 ha, >25 ha.
- Sampling is made by regions and class of ownership
 - 20 categories
 - 75 owners per categories

What kind of people owners are?



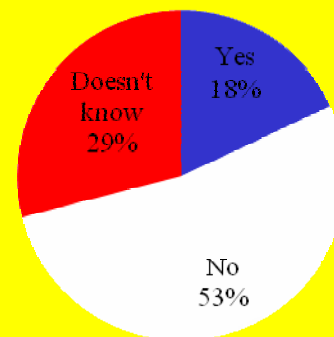
What management for forests?

Who takes care of the woods?

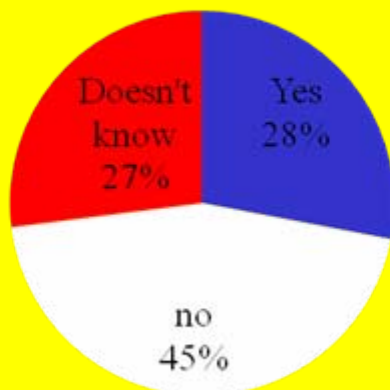
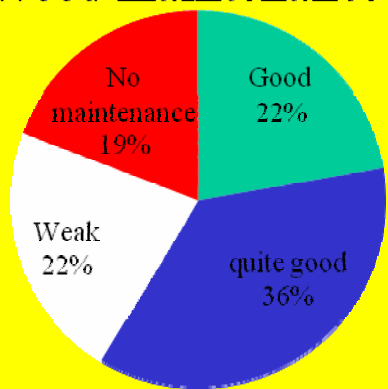


Help of a professional manager?

Is branches harvest good for forests?

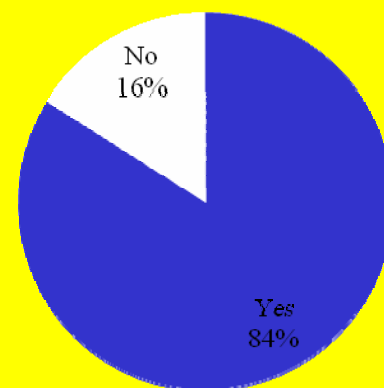


Wood maintenance?



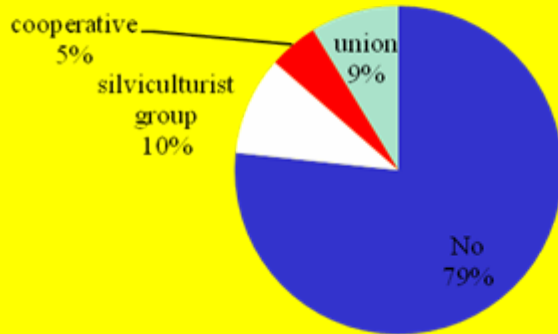
Potentials to harvest more?

Hunt on ownership?

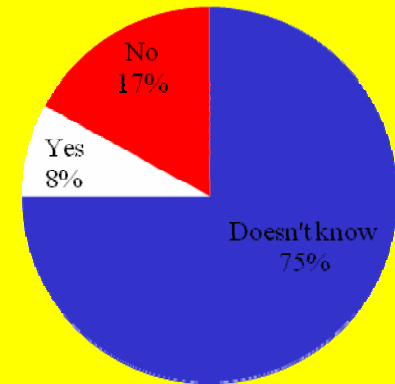


What relationship with organizations?

Membership in private ownership organization?

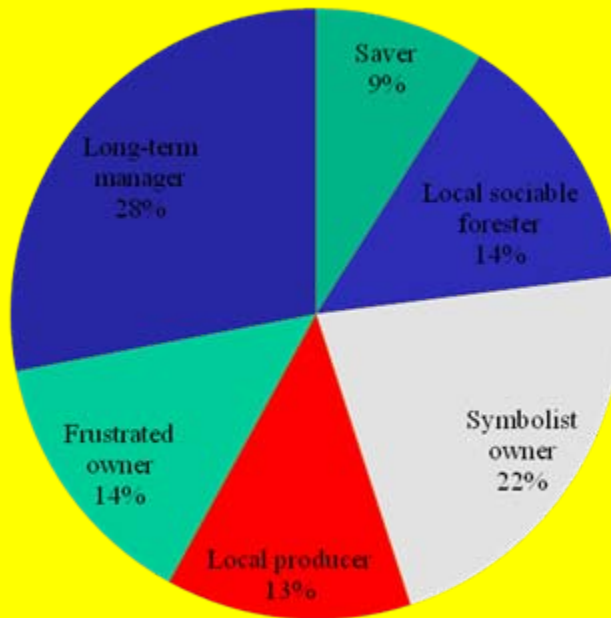


Interest in PEFC?



Contact with a CRPF technician (5 past yrs)

What are the profiles of owners?



The ownership area has few impacts on owners profiles.

Are owners ready to change?

- Solicitors guidance
- Tax optimization on parcels exchanges
- External intervention on unmanaged parcels
- Creation of new forest roads or berths
- Call on professional manager

Conclusions

- Check success or failure of development actions in a region
- Adapt levers of mobilization
- Test future tools of progress

Are owners ready to change?

- 50% in area are for solicitors guidance during inheritance to avoid forest fragmentation.
- 30% in area are for tax optimization on parcels exchanges to foster land consolidation.
- 40% in area agree for external intervention in case of unmanaged parcels: give management to a local association or class it into biodiversity reserve.
- 30% in area are for creation of new forest roads or berth => what is done with development of forest association.
- 30% in area think this necessary to call on professional manager to have a good management.

Conclusions

- Check success or failure of development actions in a region => has to be done several times.
- Adapt levers of mobilization => forest association through forest roads and PDM with help of professional managers
- Test future tools of progress => solicitor partnership and external intervention of towns.

Table of content

- How make the question survey and profiles?
- A few results
- Use