

How to improve awareness among forest owners

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1. General Survey

a. Common points of view between Finnish and French

- The forest owners are individualist
- Forest is now an secondary income
- Late access to the possession of forest (middle age of 60)
- The forest owners live farther from their forest than the previous generation
- A main value is still income, forest owners have also other aims at the same time
- But social values have an increasing importance
- Forest owners need consulting services basing on their needs and wishes
- Some are very passive and they need more knowledge about their forests
- Decreasing value of the wood in absolute values and compared with the other uses
- Growing importance of various regulations making more difficult to manage

b. But differences

- Average size of the forest (24 ha V. 3 ha)
- Data of forests (Finland the data base of all private forest owners)
- Using e-services
- Living on the farm or near the own forests
- Different size of forest per inhabitant (4 in Finland, 0.25 in France)
- Different definition of forest right of property for the different amenities (mushrooms, walking, berries, ...)
- Higher importance of economy in Finland

2. Services provided by regional centers

a. Common points

- Training and information
- Documentation
- Individual advises
- Excursions
- Use of Internet and growing importance of this tool.
- Difficulty to have a strategy to occupy Internet and also new social medias

b. Differences

- In Finland, forest plans are made by forest centers
- In France, some forest owners must have forest plans, in Finland, they are volunteers
- In Finland, forest centers are allowed to manage some businesses,
- A better organization in Finland to know the names of the news forest owners
- Forest owners have to tell to the regional centers what they do cut in their forest in Finland
- Possibility in Finland to develop services via Internet
- Use of internet for forest owners : more institutional in France, more pragmatic in Finland
- Different experiments for the contact with new forest owners courses and ABC-services and also Internet-services

3. Recommendations

a. Develop humanism in the actions of development

- In sensibilization action develop the human part at the detriment of the technical aspects
- Adapt recommendations to owners wishes
- Take care of vocabulary !
- Training of technicians for the first contact with forest owners
- Training of technicians for psychologist and marketing

b. Develop adapted strategies for owners groups

- Especially a specific strategy for new owners
- Develop methods for the knowledge of the different groups
- E.g. Preparation of transmission of forest by inheritance

c. Develop internet services and define a true strategy to occupy Internet and new social medias

- Collect data on internet
- Prepare e-services with easy access for owners and different forest's users
- Have attractive sites (video, chat, social groups...)
- Forest owner can make declarations in the internet (example cuttings)
- Forest owner can take information providers and partners

4. Tracks of collaboration

- a. Develop humanism in the actions of development*
- b. Develop adapted strategies for owners groups*

- c. Develop internet services and define a true strategy to occupy Internet and new social media*

- d. In September, in Finland, translate new “abc” program in concrete actions,*
- e. discovery of Finnish forest and midgets via canoe*