

NEWSLETTER
September 2015

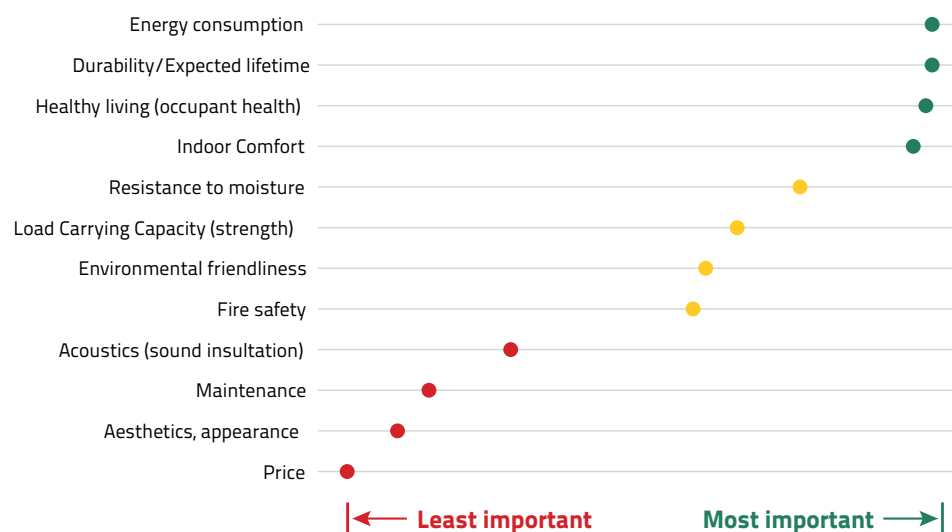
WOODEN ROAD TOWARDS BIOECONOMY

FIRST RESULTS OF THE SURVEY

During four months more than 1,500 people participated in the W3B survey answering questions which addressed eight different topics of interest (TOI). Now the first results are available. Here we share some preliminary results from the TOI Building With Wood.

One of the W3B's interests when asking the general public about 'Building with Wood' was to determine the importance they placed on different attributes of buildings. We asked them to rate the importance of 12 attributes of buildings related to wood on a 5-point scale ranging from 'Not at all important' (numerically, 1) to 'Very important' (numerically, 5). The mean value of all respondents so far was greater than 4, corresponding to answers between 'Important' and 'Very Important'.

Considering how close these overall ratings are, their relative importance becomes more interesting and reveals three general groups of importance (Fig. below). These groups are the relatively low importance (red dots), moderate importance (yellow dots), and high importance (green dots).



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

About the survey

The survey aims to provide suggestions for the future communications of the forest-based sector on sustainability. It covers topics such as sustainable forest management, the role of wood and forests in global warming, and the development of innovative wood products that can make our lives more sustainable, among others. The survey is available at <http://survey.wood-w3b.eu/begin>.

Visit us on www.wood-w3b.eu

CALL FOR YOUR CONTRIBUTION: INVITATION TO THE OPEN STAKEHOLDER WORKSHOP

LJUBLJANA, THURSDAY 24TH OF SEPTEMBER 2015

ZAPS, CHAMBER OF ARCHITECTURE AND SPATIAL PLANNING OF SLOVENIA, VEGOVA 8, 1000 LJUBLJANA

Organised by the University of Ljubljana and the University of Primorska.

| | |
|-------------|--|
| 9:00-9:20 | Registration |
| 9:20-9:30 | Welcome |
| 9:30-9:40 | Greeting by Kim Turk Ministry of Education, Science and Sport, Directorate for Science, Science Division |
| 9:40-10:00 | "In what we wood believe" Presentation of the overall project (Tobias Stern, project coordinator) |
| 10:00-10:30 | Project results: Public perception of wood as building material Andreja Kutnar, Manja Kuzman |
| 10:30-10:50 | Statement by Bruno Dujič, CBD d.o.o. |
| 10:50-11:00 | Coffee break |
| 11:00-11:20 | Kočevje - The Wooden city Vladimir Prebilič, mayor Municipality Kočevje |
| 11:20-11:40 | Statements by Bernard Likar and Igor Milavec Chamber of Commerce and Industry of Slovenia, Wood Industry Cluster |
| 11:40-12:30 | Discussion – where we are, where we want to go, how can we achieve change. How can W3B contribute to improved public acceptance of wood as building material? All participants |
| 12:30-12:40 | Closing remarks Tobias Stern |
| 12:40-14:00 | Lunch at a nearby restaurant Experiment, Slovenska c. 10, Ljubljana |

On our stakeholder workshop we will share some results and discuss further proceedings. To ensure a successful progress we cordially invite you to participate and share your opinion.

Registration: manja.kuzman@bf.uni-lj.si

Visit us on www.wood-w3b.eu

STAKEHOLDERS' VOICE

We asked our stakeholders why they support the W3B project and how its outcomes will benefit the forest-based sector

"Proper communication with stakeholders and media is essential for the empowerment of the forest-timber sector as it contributes to improving the media image of the sector and the wood as ecological and sustainable material of the future. In this way, the sector is becoming a promising and attractive as for new companies, young people as well as for the state and all the key stakeholders.



Therefore, the objectives of the project W3B are definitely in the right direction and are very useful at the level of individuals, companies and institutions in the sector."

Bernard Likar

Advisor at CCIS-Wodd Processing
and Furniture Association

"In Finland, the Central Union of Agricultural Producers and Forest Owners (MTK) and the Finnish Sawmills Association are participating in the W3B as stakeholder financiers. For example, according to MTK being a part of the W3B project is important, when aiming at receiving new research information on how the acceptability of different forms of using wood can be enhanced among consumers. Abreast with this, it is also valuable to provide new insights for different decision-makers on the possibilities that forest sector can provide for the society."



Erno Järvinen

The Central Union of Agricultural Producers
and Forest Owners (MTK)

"Active stakeholder communication is of increasing importance for many sectors such as the forest based sector. Promoting wood as a sustainable building material for the future requires great efforts of the entire sector. This is a key task for the association of Austrian wood industries together with all proHOLZ organisations. We expect the W3B-project to provide us great support in this task."



Andrea Steinegger

In charge of press and media at the
Fachverband Holzindustrie Österreich

"The W3B project demonstrates the relevance of the forestry sector and its services towards a green economy by developing effective communication strategies. One major pillar of the German forestry sector is private forest ownership, especially since the country has more than two millions private forest owners. They have been sustainably managing their forest since generations and value forests' social services as much as incomes generated from wood sales. By communicating their contributions, we expect increased attention and recognition from a wider public. Thus, we fully support the development of a national social media campaign as an effective means of modern communication."



Roland Burger

President of the forest owner association
Baden-Württemberg (Forstkammer)

Visit us on www.wood-w3b.eu

W3B RESULTS PRESENTED AT THE 58TH SWST CONFERENCE IN WYOMING

State-of-the art information on forest-based sector communication with a literature review and content analysis.

At the 58 th SWST conference in the session IUFRO Forest Products and Communities, Anne Toppinen presented results of the W3B project with the title 'Challenges in Communicating Forest Industry Sustainability to the General Public: Results from a Four-Country Comparison in Europe'. The study applied a qualitative content analysis in four forestry-rich European countries: Austria, Finland, Germany, Slovenia. Online communications of 51 companies and 19 industry associations were qualitatively analysed with a focus on eight 'core topics of interest' (TOIs). These TOIs were identified through a feedback process involving

different international stakeholder. The results show striking similarities in communications across countries. The most frequently communicated TOI was Forest and the Economy particularly within large companies (28 %) and Bioenergy Producers (30%); Added Value of Wood (AVA, 34%) was the most frequent TOI among family businesses and SMEs, and Forests and Global Warming (FGW, 22%) among associations. Characteristically, current research focuses on supply or on certificates and standards; and lacks feedback mechanisms pointing towards areas of future development in the forest sector communications.



Participants at the 58th SWST conference in the session IUFRO Forest Products and Communities, Anne Toppinen speaking



Manja Kitek Kuzman and Andreja Kutnar with Eric Hansen (OSU), and Dick Sandberg (Lulea University of Technology)

Visit us on www.wood-w3b.eu

PRODUCTION OF HOUSING IN ALPINE EUROPE

INNOVATION, CONSERVATION AND DESIGN WITH NATURAL RESOURCES

University of Primorska in collaboration with Oregon State University (USA) organized a study abroad 'Production of Housing in Alpine Europe - Innovation, Conservation and Design with Natural Resources', where 10 students from Oregon and 5 Slovenian students learned about timber architecture in Alpine region and beyond. The short-term study abroad program took students through Switzerland, northern Italy, Slovenia, and Austria for two weeks in June. They learned about the impact of the built environments within which we live, study, and work. Students explored the sustainability of the built environment, following the value chain of wooden buildings starting at cultivation of wood from the forest and following its production through manufacturing, construction, and end use of various types and designs of housing.

During the summer school students engaged in discussions about each of W3B's 8 topics of interest, were able to ask questions of world experts, visit buildings, manufacturers, and forest sites. Students focused on comparisons of sustainable housing and buildings in four countries.'

THE PROJECT TEAM

The project team
in Freiburg in April 2015



PROJECT FUNDING

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



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
Innovationsforschung
t.stern@kplus-wood.at
www.wood-w3b.eu

CONSORTIUM



Kompetenzzentrum Holz GmbH
Austria

www.wood-kplus.at



UNIQUE forestry and land use GmbH
Germany

www.unique-landuse.de

University
of Ljubljana
Biotechnical Faculty
Department of Wood Science
and Technology



University of Ljubljana
Slovenia

www.uni-lj.si



University of Helsinki
Finland

www.helsinki.fi/university



University of Primorska
Slovenia

www.upr.si