

WOOD BELIEVE:

INVITATION TO THE SECOND STAKEHOLDER WORKSHOP

Wednesday 22nd April 2015; 9:30-13:00

Freiburg, Schnewlinstr. 10, 79098 Freiburg, Germany

Dear Sir or Madam,
Dear Stakeholders,

we are pleased to inform you, that our international project W³B "What We Wood Believe - Societal Perceptions of the Forest-Based Sector" is making very good progress. The overall objective of the project is to create and demonstrate innovative and cost-efficient ways of communication towards stakeholders in relevance of the European forest-based sector and its products for a sustainable bio-economy.

After having identified eight relevant topics that are of interest for stakeholders from forest based sector, we want to share the results of our content analysis and present the ongoing public survey. The objectives of the survey are to identify key target groups and assess their beliefs and knowledge about these topics as well as to identify key technological risks and sustainability related issues as perceived by the general public.

We would also like to discuss the further proceedings about the planned online media campaigns and their efficiency testing .

Therefore we cordially invite you to contribute to identify national target groups and provide contact information for target groups for national dissemination of the survey. Please join us also in the discussion about how to design and evaluate online media campaigns.

Please find on the following page the Agenda of the Stakeholder Workshop.

AGENDA

Wednesday 22nd of April 2015

- 09:30-10:00** "In what we do believe" Presentation of the overall project (Tobias Stern, project coordinator)
- 10:00-11:00** **Project results:**
- The eight identified topics of interest (TOI)-Results from literature review and stakeholder (UoH)
 - Findings of literature review (UoH)
 - Findings of the content analysis (Wood, UoH, UP FAMNIT)
 - Presentation of public survey and required inputs from partners (UP FAMNIT) and first results of the survey (Wood)
- 11:00-11:30** Coffee / croissant break
- 11:15-12:15** **Contributions by extern speakers:**
- "The timber era has just begun - the need for cross-sector promoting of wood use"
Hagen Maraun, managing director of proHolz Baden-Württemberg GmbH
 - "Campaigns of the industrial sector and demands on the project"
N.N.
 - "Effective communication of stakeholder groups in the forestry sector"
Prof. Dr. Kleinschmit, Chair of Forest- and Environmental Policy at the University Freiburg
- 12:00-12:30** Plenum discussion about further proceedings regarding designing and testing of online media campaigns (UNIQUE)
- 12:30-13:00** Closing remarks and next steps (Tobias Stern)
- 13:00-14:00** Open lunch at a nearby restaurant (UNIQUE)

For further information and registration to the workshop, please email:

Jessica Meyer-Rachner: Jessica.Meyer-Rachner@unique-landuse.de.

We are looking forward to welcoming you in Germany!

On behalf of the W³B project consortium,

Dr. Bernd Wippel, Dr. Malte Viergutz, Jessica Meyer-Rachner