

Surveying Expectations and Evaluations of Stakeholders in the Forest Sector of the Alpine Space

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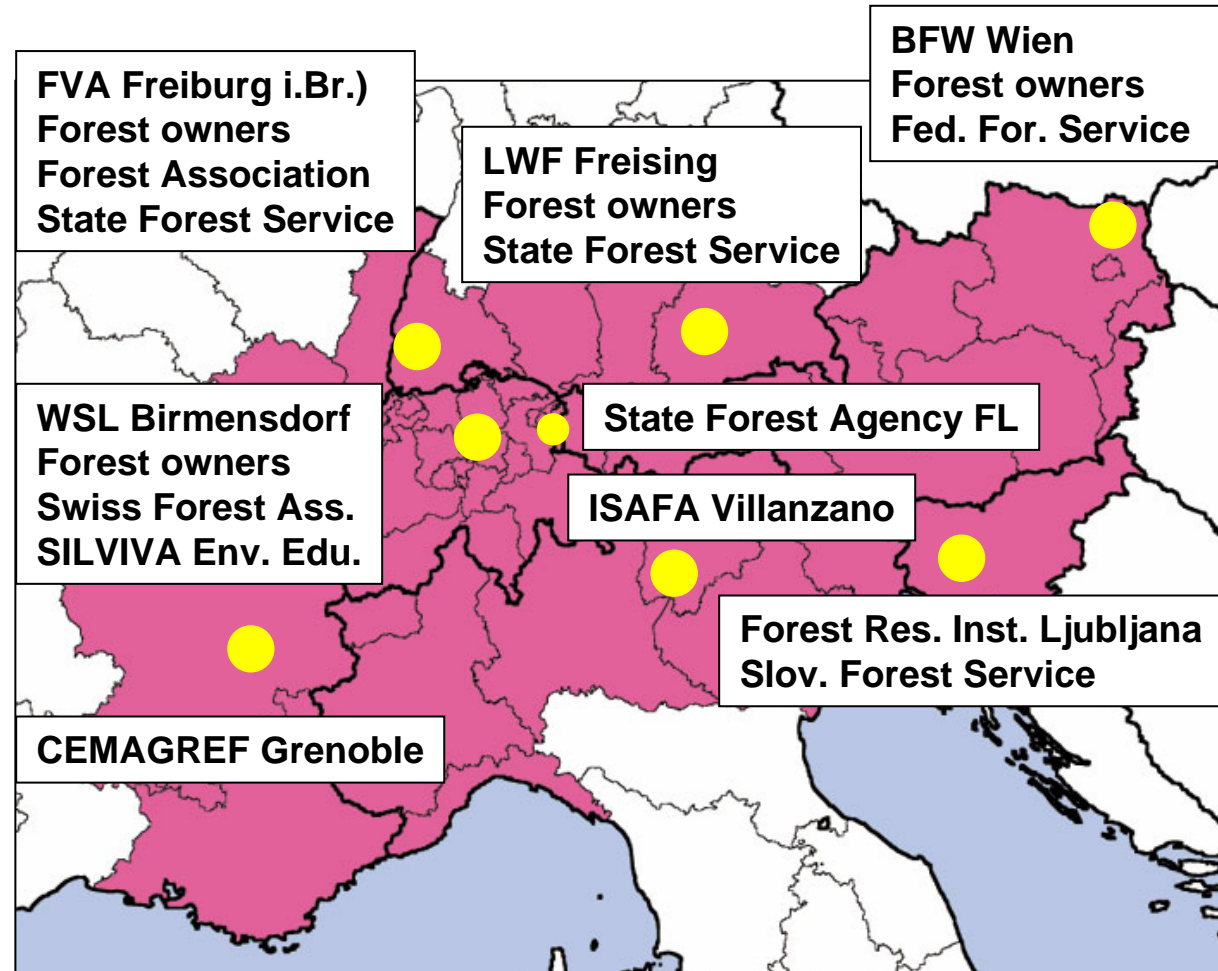
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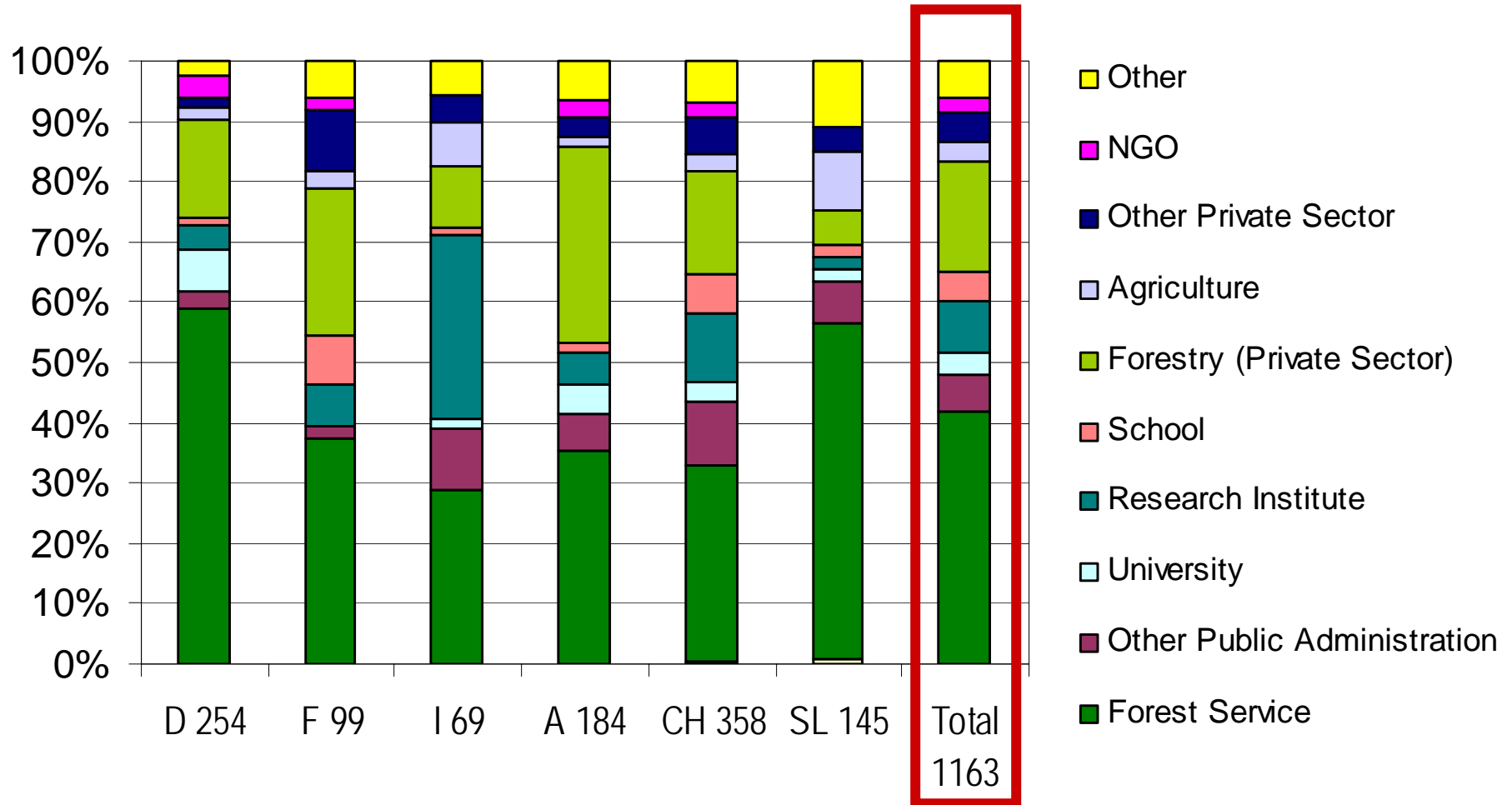
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- KnowForAlp: A unique network of 19 partner institutions from 7 countries in the alpine region
- KnowForAlp aims to facilitate and improve knowledge exchange and interaction between research, practice and politics
- To reach this goal it is crucial to know the needs of the stakeholders and their information behaviour
- Between October 2005 and March 2006 a survey was carried out covering stakeholders of the whole alpine region

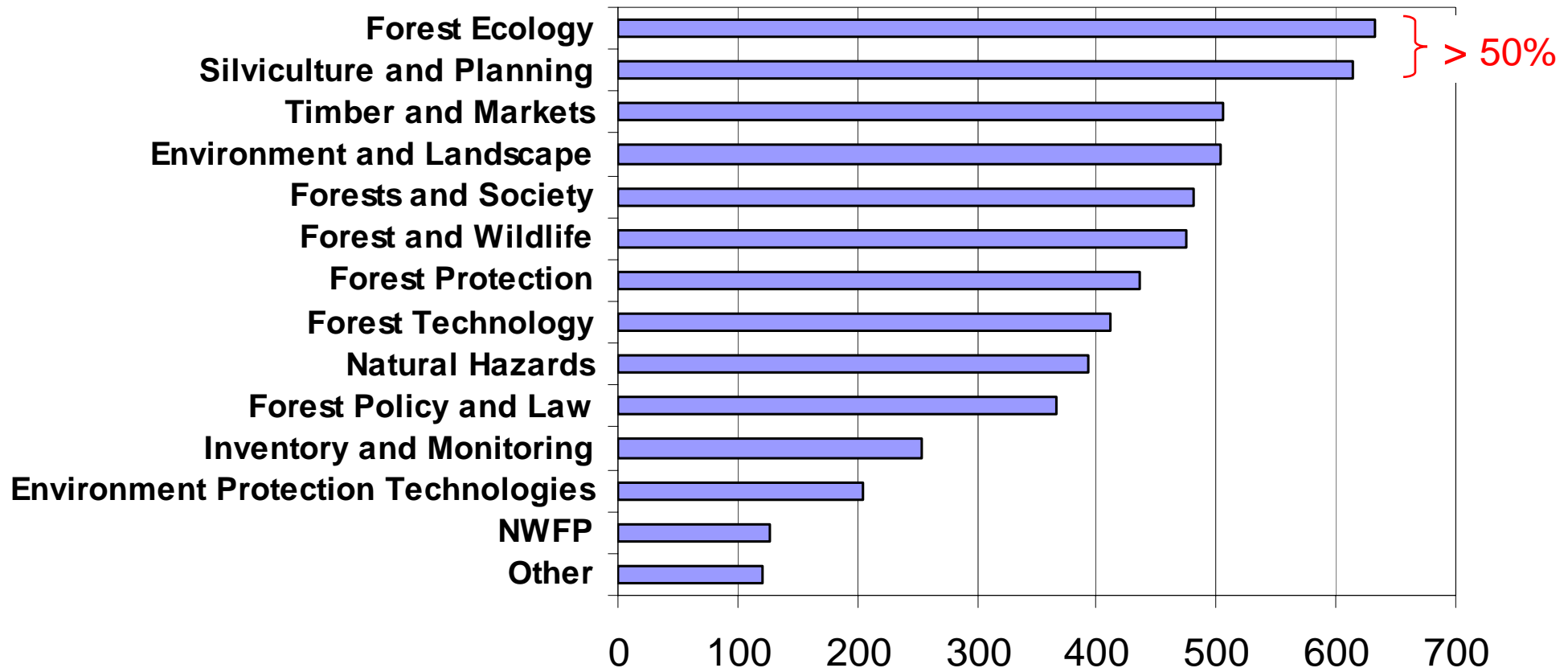


- A questionnaire with checkboxes and open questions, designed as electronic and paper version
- The questionnaire was distributed in French, German, Italian and Slovenian by email (75%) professional journals (20%) and during meetings (5%) to stakeholders from forest services, environmental departments, private forestry, research institutes, NGOs and further persons who might had an interest in forest related topics
- The survey is not representative in a narrow statistical sense but covers a comprehensive range of stakeholders in forestry related fields

Sample by field of activity n=1163

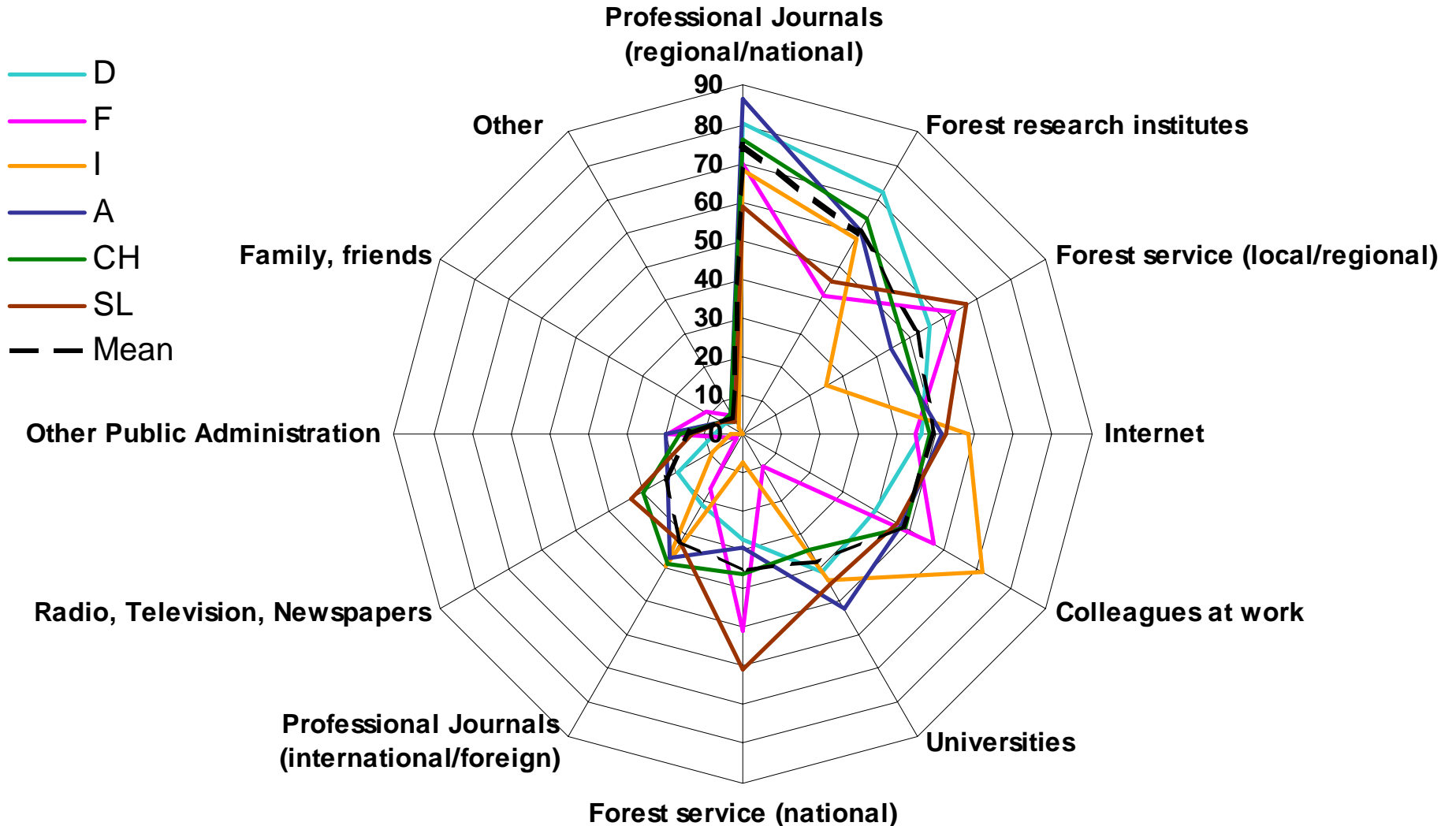


n=1163, 5520 answers

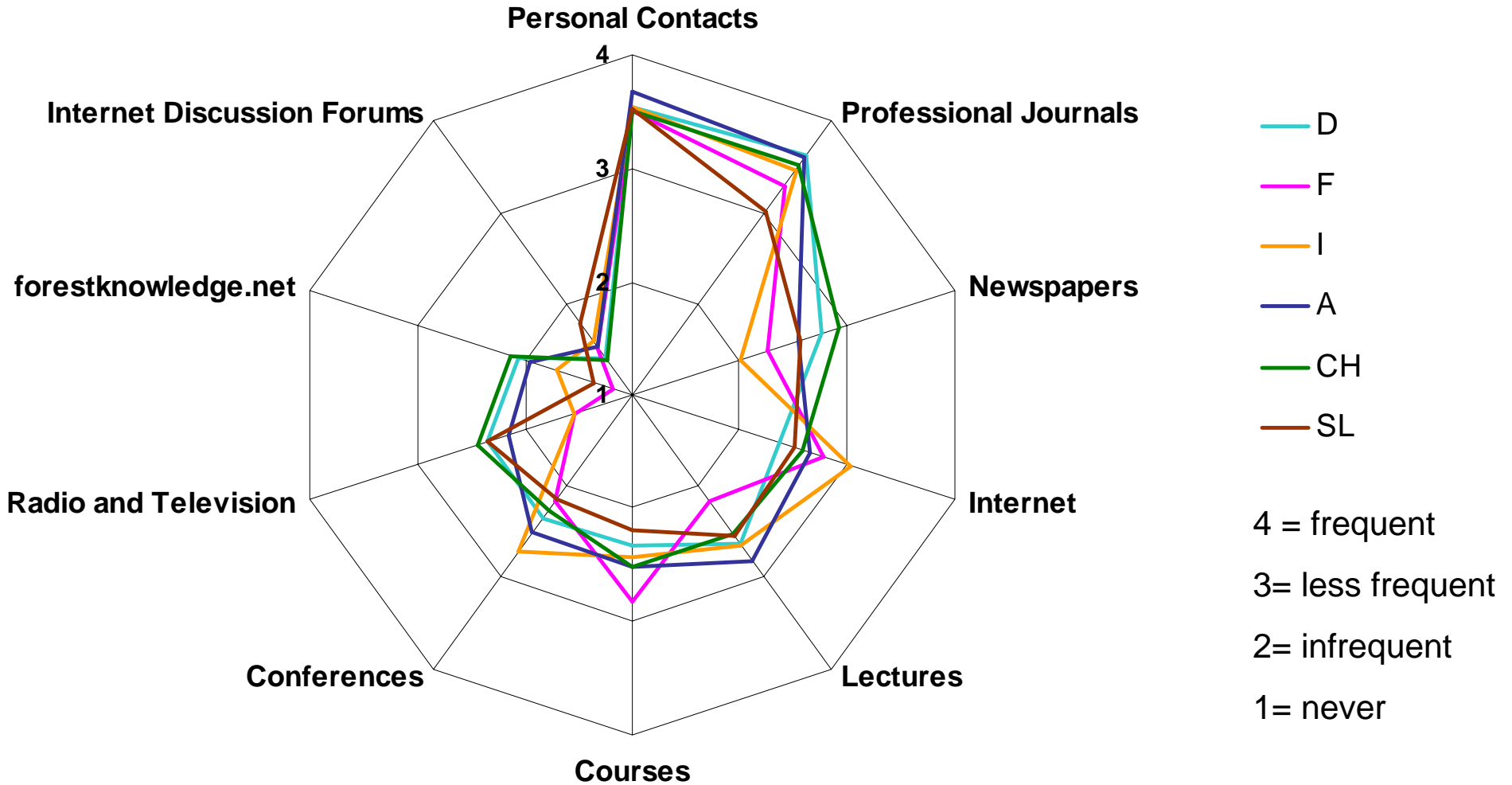


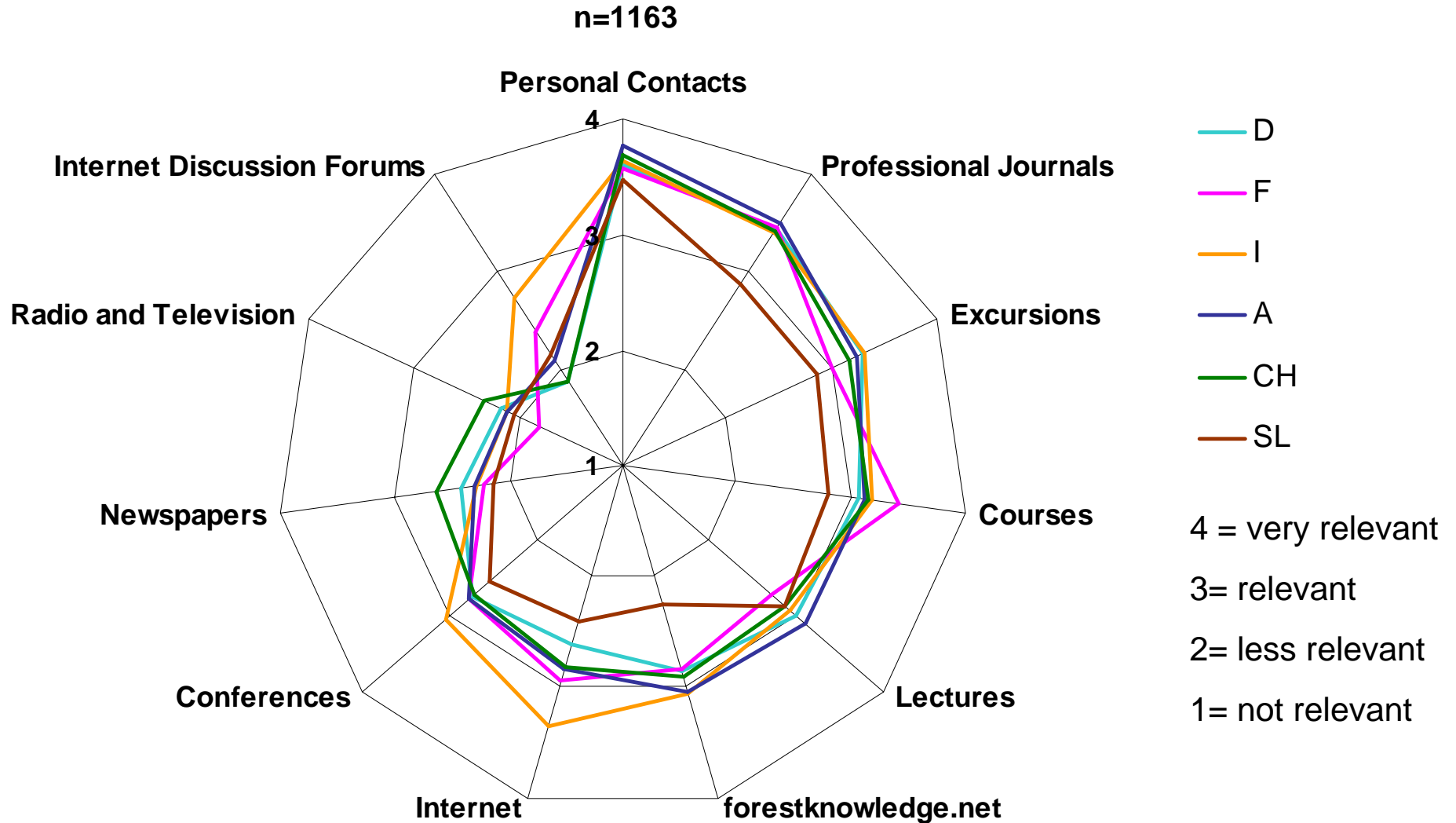
- Topics of high interest differ considerably between different fields of activity, job position and forest ownership
- Example: „timber and market“ is of high interest for 68% of the respondents from private forestry, while it is only for 20-25% from research institutes, NGOs and administration
- Even the number of topics considered important varies: while persons from research institutes consider an average of 3.6 topics as important, respondents from forest services and private forestry considered 4.9 and 5.2
 - *This may be a hint for research to include a wider range of topics in applied research*

n=1163



n=1163





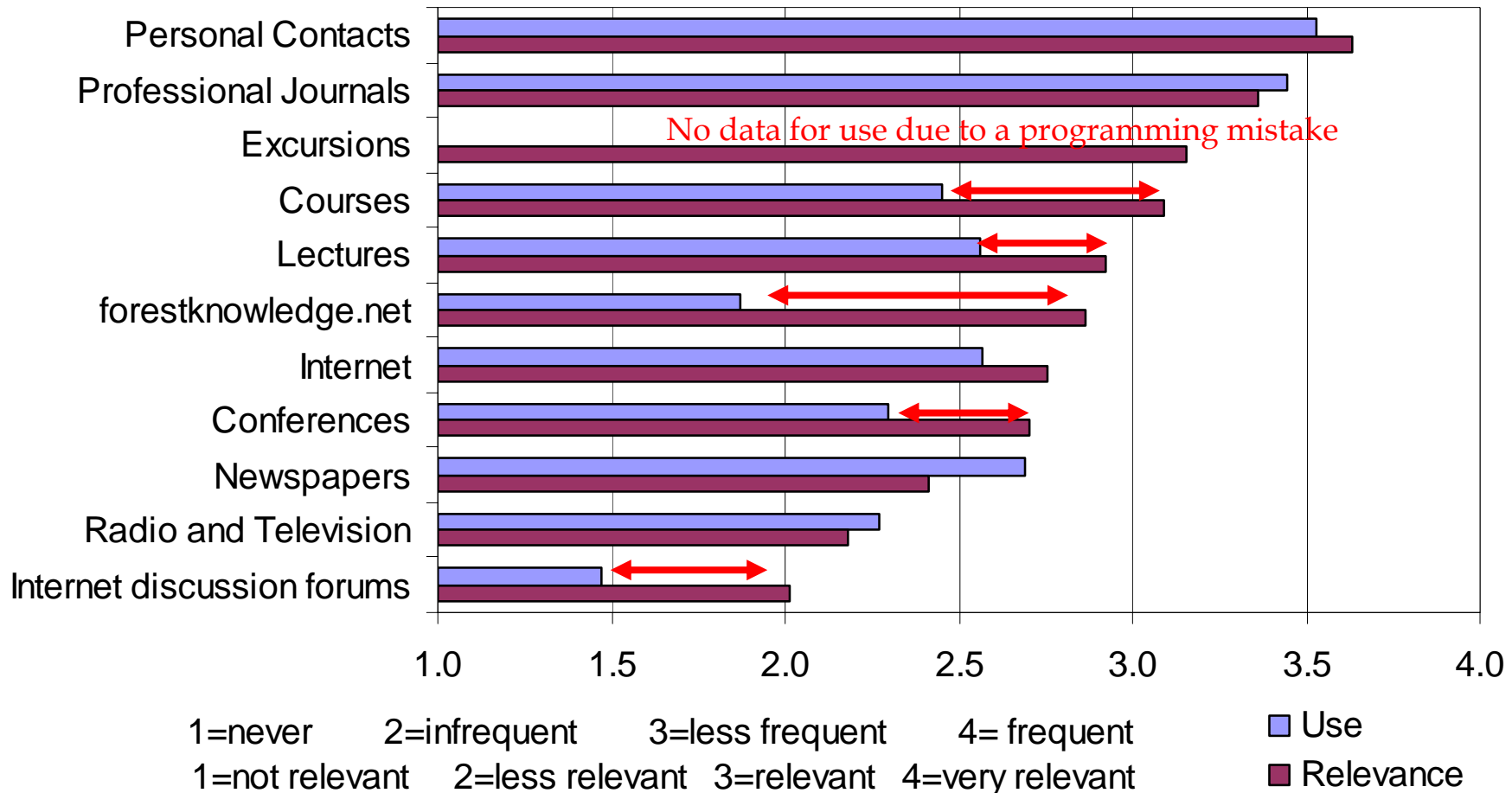
- The most relevant communication channel is personal contact
- Other channels with direct interaction are also rated as relevant (excursions, courses, lectures, conferences)
- Regional/national journals are very important
- International/foreign journals are virtually not taken into consideration outside the scientific world

- Internet is only rated moderately relevant
- A reliable, quality controlled homepage like forestknowledge.net (waldwissen.net) is ranked higher than internet in general
- Internet discussion forums on forest related topics are nearly inexistent in the alpine space (except in Italy); use and relevance are rated very low
- >> Survey was carried out between October 2005 and March 2006)

32% reported restraints in gathering and exchanging forest related information, most frequently:

- Where to find what kind of information
- Time shortage
- Language problems (not everybody speaks English, e.g. in France only 20% state to use English information, nearly nobody outside Slovenia understands Slovenian)
- Mismatches between practitioner's needs and scientific topics/language/products
- Restricted accessibility (e-journals only for members, no internet, costs)

Use vs. Relevance of different communication channels n=1163



- The highest potential is the stakeholders. They are not just „receivers“ of information but experts in their professional field; they have a lot of expertise worth to circulate
- 60% of the stakeholders would like to share their experience and knowledge with others
- 60% wrote suggestions how to improve the interaction between research, practice and politics
- Most of the suggestions recommended more exchange, more interaction
- **This is a powerful expression to more implementing participative ways of knowledge development and communication**

- Interactive communication channels that enable personal contacts are considered most relevant
- For “information only” purposes regional/national professional journals are of high relevance
- Newspapers, TV and Radio are rated as less relevant, nevertheless they do have high coverage and reach the public
- Web based discussion forums still have a long way to go attracting forest related stakeholders

„One way“ information:

- Emphasising on content organisation (quick and easy access) and a wide range of topics
- Informing in the target group's language does reach a maximum of people
- Including information how to contact scientists or where to ask for further information, facilitating interaction

For innovation processes and realisable solutions integrative knowledge development is essential. How can this be achieved?

- Including stakeholders from the beginning of a project onwards:
 - Taking the stakeholder`s challenges and problems into consideration for the institut's issue management
 - Staying in touch with stakeholders during the projects (e.g. in workgroups)
 - Defining outputs together with stakeholders
- Making personal contacts happen and listening to learn more about the stakeholder's reality
- In other words...

Practicing integrative science for integrative management



Practicing integrative science for integrative management



Thanks a lot for your attention