

Future needs in the forest sector

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Finnish Forest Association

- The Finnish Forest Association:
 - Provides information on the boarder of the forest sector and the rest of the society
 - 47 member organisations
 - Lionpart of financing is based on project applications
 - www.smy.fi

Main Activities

- Forest Academy for Decision Makers
 - Two four day courses a year
- Information to schools and teachers
 - Training of teachers, coordinating visits to school, yearly "Skogsnöten" competition in schools
 - **Forest Speaks 2011-2014**
- Media and journalists
 - forest.fi
- Screening of international issues
 - Reports on weak signals that might affect in the future



The Forest Speaks

- Project 2011 - 2014
- Based on surveys amongst the youth
- The goal is to
 - a) get young and good people as future employees in the sector
 - b) creat a better image of the sector
- Evaluation will be ready in December 2014

Conclusions

- Also human impact is accepted
- Sustainable development as a term is not necessarily known – but the concept gets acceptance
- The use of wood is accepted – “as long as it is used for something necessary”

Preventing from choosing forestry

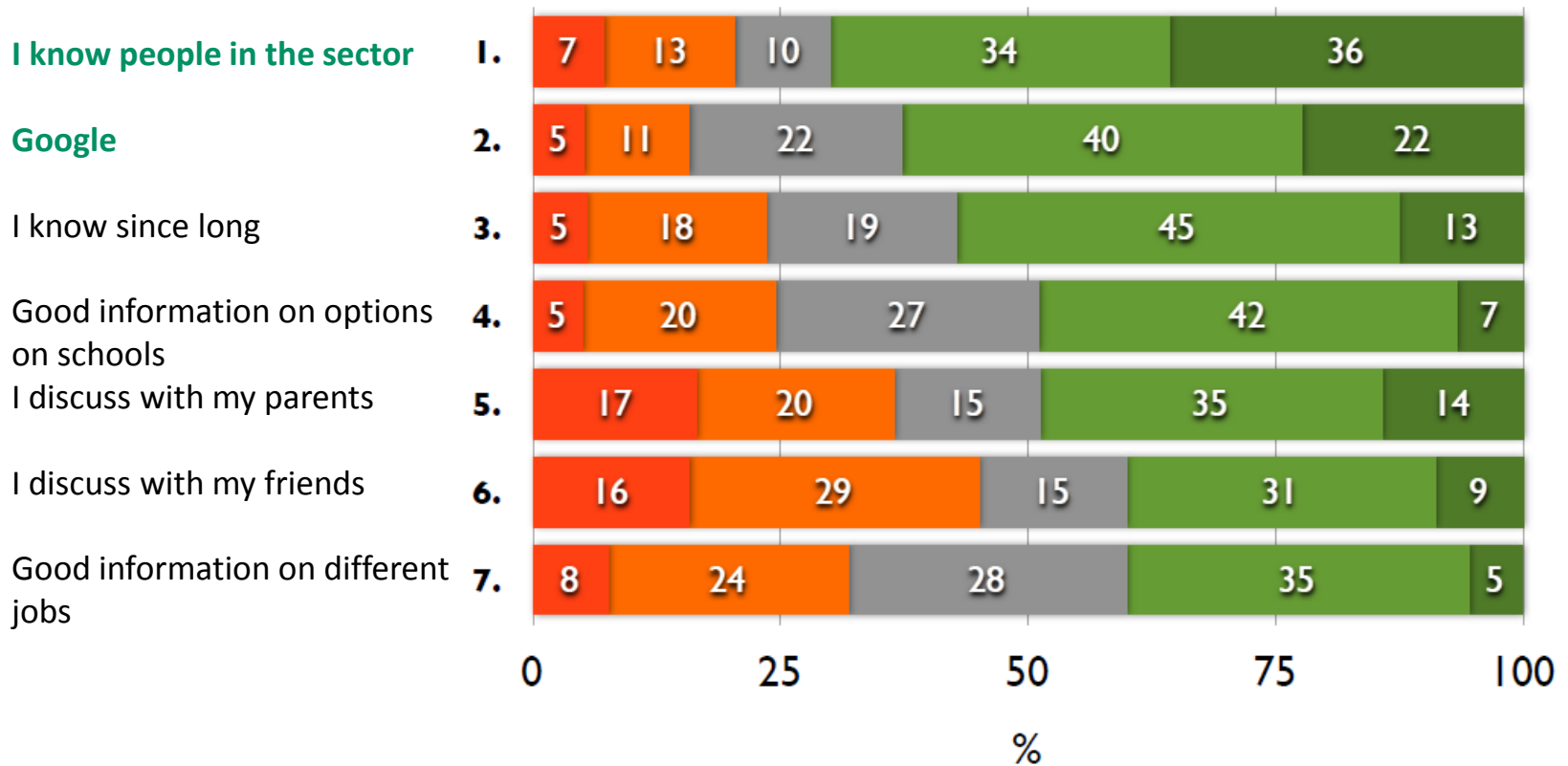
Another survey

- Difficult to get a job
- The products (paper, pulp, sawn goods)
- The people working in forestry (Old, countryside, men)
- The work itself (Physical and monotonous)
- Not ethical
- The image of the work
 - Forest worker
 - Paper factory worker
 - Forest machine driver

Why did you choose Forestry?

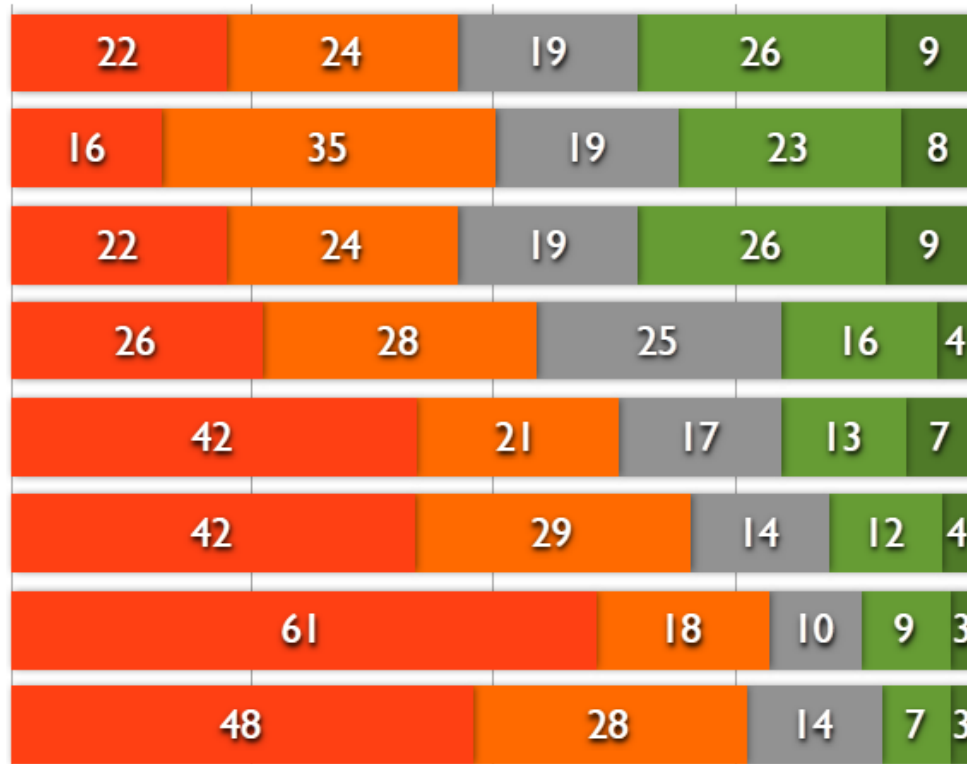
- Positive future in the sector
- Modern innovative
- Environmental friendly
- Carbon sinks
- Importance for Finland
- International possibilities

How did you chose (all)



Continue...

Hh



We understood the importance of...

1. A good story or slogan
2. People as a part of the picture
3. Build belief in the future
4. Accept reality and structural change
5. The importance of the first work place
6. Inspiring end energetic communication

The Forest Talks

- www.metsäpuhuu.fi
- Visits to schools
- Schools visiting factories
- Facebook, trams, bus stops
- Hug a tree – photo competition
- Work opportunities grows on trees

An aerial photograph showing a large-scale open-pit mine. The mine is characterized by several distinct terraced levels of reddish-brown earth and rock. In the foreground, a calm lake reflects the sky, surrounded by a dense, green forest. The background shows a vast expanse of green trees under a clear sky. The text is overlaid on the image in white, sans-serif font.

DET FINNS

SINANDE
OCH
ÖKANDE

NATURRESURSER



RÄDDA VÄRLDEN
ANVÄNDA SKOGEN