

Competence and recruitment for primary forestry in Norway in the period 2008-2017

VELG SKOG



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Project Background.

- In 2006, there were four students who started the bachelor program in forestry at NMBU-Norwegian University of Life Sciences .
- It was history's lowest number of students.
- The forestry sector and especially primary forestry was concerned about the lack of forestry competence in the future.

Skoglauget.

- Was established in 2008.
- A membership association that is the link between primary forestry, management, research, students and campus .
- Skoglaugets overall objective is to contribute to ensuring the full width of the forest-based industry sufficiently access and sufficient expertise.

Skoglauget 2008-2010.

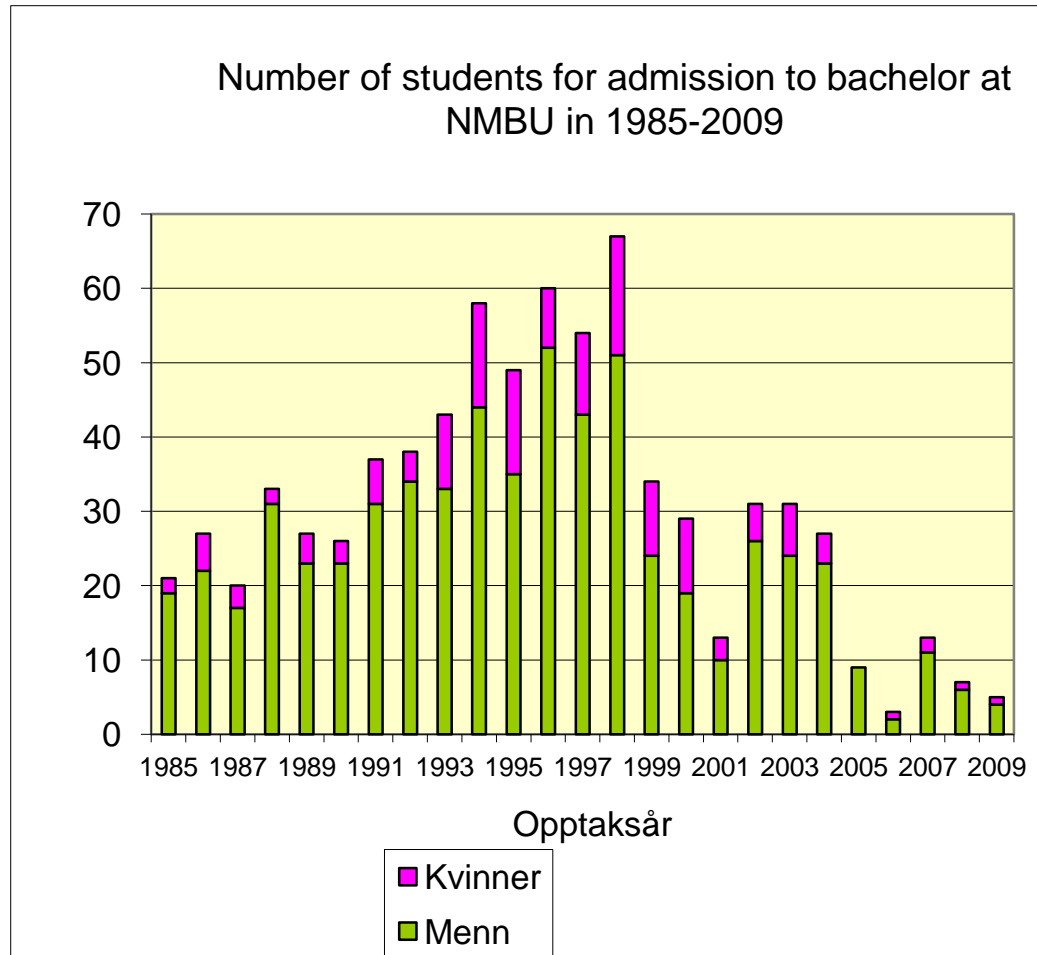
- Success criteria for the work began to take effect, the whole forest sector are collected on these goals.
- A forestFuture Trainee program startet.
- A scholarship for students who want to study forest sciences was established
The scholarship is finansiert of forest owner associations

Skoglauget 2010

- After evaluation in 2010 concluded that new and more targeted focus on recruitment and human resource development measures were needed.
- A new project was established – Velg Skog "Choose Forest".

This was funded by the Norwegian government and the members of Skoglauget.

Kompetanse- og rekrutteringsutfordringer



The project Velg Skog 2011-2014

- The project has a steering committee consisting of members from Skoglauget and a representative from the Department of Agriculture
- A dedicated project managers were hired (2011-2014)
- It was chosen continuing the project by three more years (2014-2017).

Why continue the project?

- One was on the way, but the targets set are not achieved.
- Because recruiting efforts and expertise requires continuous work.
- In addition to a national project, it is now also seven regional project managers.

Velg Skog 2014-2017

The main objectives of the project are:

- Secure forestry adequate supply of future-oriented skills. This is achieved through the specification of future demand and strong cooperation with educational institutions to ensure the number of relevant academic content.

Velg Skog 2014-2017

- Be the forestry sector and the government's common tools for the development and coordination of primary forestry recruitment and skills activities.

Results from Velg Skog so far .

- Applications to all levels of education has increased, and for 2014 we are approaching the number of candidates as primary forestry aims.
- Identification of skills needs in primary forestry is conducted and communicated to educational institutions at all levels.
- Work with reputation management has provided primary forestry a boost, and we have received back the pride in the profession.

Number of students who have completed bachelor and master in the forest sciences at NMBU 2008- 2012.



Why these results??

- The work carried out in the districts and the interaction between the national project manager and the regional is essential to achieving the goals set for the whole concept of Velg Skog

Why these results?

- Velg Skog as a concept has made good progress and has become a brand that forest sector as a whole supports.
- Velg Skog as a brand has provided the basis for a growing number of people in forestry may take on the role as a seller of the message.

Why these results?

- Scholarships for Bachelor and Masters have been effective.
- Each student starts with bachelor get NOK 7000.
- Five students received in 2013 NOK 50,000 each as the top half of the master's degree and one student received providing expensive NOK 50 000 (5900 EUR) for best thesis .

Why these results?

- The project has also received a bit of help in that forest and climate are part of the public debate. We talk about what we do when the oil runs out and how we must take care of the environment. Forests are a renewable resource and forestry sector has long experience in driving sustainable development.

Work for 2014-2017 can be divided
into three main categories:

- Recruitment
- Expertise
- Reputation

Activities dealing with the main categories.

Recruitment:

- Cooperation with educational institutions
- Visibility through school visits, observation days, participation in various events, information for consultants and general positive review of forestry in different contexts and media

Activities dealing with the main categories

Forestry Expertise:

Contact between the project and the educational institutions at all levels are frequent. Studies now adapted to accommodate primary forestry their wishes, to the extent possible within the curriculum

Activities dealing with the main categories

- There is currently a work in progress where project manager helps in the development of new curriculum for secondary schools. Craft harvester driver. It is important for primary forestry that the curriculum reflects today's modern forestry.

Activities.

- **Reputation:**

Velg Skog have their own website and facebook page. www.velgskog.no

It is also made films about jobs in forestry. These are used as information to counselors, students and parents.

We are working actively with various media to promote forestry