

JUBILEUM CONFERENCE PRO SILVA EUROPA LOGARSKA DOLINA 2009

THE WORKSHOP OF EDUCATION, EXTENSION AND PUBLIC RELATIONS

The main goals of the workshop:

To get from participants:

suggested tasks and ideas and questions to support the general goal of the conference: “improving the collaboration between science, practice and society for advancing close-to-nature management for the benefit of nature and society”

The focus questions for the group Education, extension and public relations

- how to achieve public and policy support?
- how to improve means to communicate best practices?

WORKSHOP PROCESS

The participants worked on 3 process questions:

1. What are the main good experiences in education extension and public relations in close-to-nature forest management (CTN)?
2. What are the main problems in education extension and public relations in close-to-nature forest management?
3. What are your suggestions for improvement of education extension and public relations in close-to-nature forest management?

RESULTS AND REPORT

Final report: The participants of workshop have produced 59 ideas. Mostly of them are the suggestions (46%). Sum of the main problems (32%) is bigger than sum of good experiences (22%).

GOOD EXPERIENCES (SUM = 13 ideas)

LEARNING AND TEACHING

- Young people are more efficient, there are many excellent examples of best practices
- There have been many visits and discussed many good examples
- Exchange of excursions between countries
- Shared experiences
- Demonstration stands used as workshop objects
- Learning by doing
- Practical examples of CTNF – objects impact – practice and public
- Tree marking exercises in groups
- Field visits
- Discussions

SUM: 11 ideas

ACTIONS

- Informative signs
- Guerrilla marketing
- Booklets, films, websites

SUM.: 3 ideas

THE MAIN PROBLEMS (SUM = 19 ideas)

PRO SILVA IS TOO CLOSED

- Pro Silva is a closed group
- Pro Silva principles are not mainstream
- There is no active dissemination of Pro silva ideas
- Pro Silva is unknown by other stakeholder groups
- Forestry is not recognised by public
- Pro Silva has little media presence

CONSERVATIVE THINKING

- Sticking on old thinking schemes
- Foresters conservatism
- Forestry universities are conservative

PROBLEMS WITH EXPLANATIONS

- Most teachers have been thought in traditional methods
- There are no postgraduate trainings
- Forestry students are taught wrong theories (e. g. class models, clear cutting etc.)

SHRINKING OF STUFF

- Slaughtering foresters in the last 20 years

LACK OF COMMUNICATIONS

- Foresters need better communicational skills
- Lack of common ideas
- Difficulties about to explain complex issues to public and to stakeholders

RESISTANCE

- Low budget because of independence
- Time plus money
- Industry resistance

SUGGESTIONS (Sum = 27 ideas)

TEHNIQUES AND MATERIALS

- Common platform of good examples (internet, forests, network)
- Enlarge the network of ProSilva objects in more European countries
- Improve the network of demonstration forests
- Catalogue of answers and examples
- Communicational materials om the European situation
- ProSilva should make Facebook page
- Use network tools
- Use pictures and symbols for communication

GATHERING KNOWLEDGE

- ProSilva Erasmus programs
- ProSilva forestry school
- Get teachers into Pro Silva
- Creating ProSilva diplomas for professionals (loggers)
- ProSilva conference for students
- Forest tours for secondary school teachers
- ProSilva need facilitators to learn
- Closer connections among ProSilva national groups
- Student competitions
- License foresters and require them to get continuing education
- Creating »colleges« in ProSilva EU (users, social aspects, techniques, economists, scientists)
- Training forests
- Public list of ProSilva forests
- Teach the teachers

INFLUENCE ON ECONOMICS

- Inform the politicians
- Summer jobs for forestry students with ProSilva foresters
- Influence the policy makers

NETWORKING

- Outstanding performance gains a lot of followers
- Input and contribution to international process
- Find partners and alliances
- Be aware not to be used as a label by other groups
- ProSilva's presence at NGO's meetings
- Invite representatives from other stakeholder groups

SPECIAL SUGGESTIONS

- To make clones of Slovenian foresters
- Vulgarisation or technicity
- Time and patience
- More info about forestry in general and about ProSilva

Report is made by Tone Lesnik, facilitator of workshop