



EFORWOOD

Sustainability Impact Assessment
of the Forestry - Wood Chain



Project no. 518128

EFORWOOD

Tools for Sustainability Impact Assessment

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**Status and account of stakeholder and user-group interaction with
recommendations for further involvement**

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RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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1 Summary

This report gives a status and account of stakeholder and user-group interaction with recommendations for further involvement. Particular emphasis is on the past twelve months and the preliminary results from the stakeholder consultation; the so-called “roadshow”, i.e. bilateral meetings with stakeholders. A previous status can be seen in PD0.1.2 Stakeholder procedures and consultation plan.

The main form of stakeholder interaction has been the roadshow. In the period November 2007 to April 2008, approx. 15 stakeholder organisations have been visited in 7 countries. The aim of the roadshow meetings is twofold: *a)* to increase awareness and understanding of project impacts, and *b)* get input/feedback on project developments (general + specialized). The target groups for roadshow are EU Commission, large industries, other FBS industry and associations, other decision/policy makers, as well significant non-industrial NGOs.

The “results” of the roadshow meetings are made use of *a)* internally as input and feedback in project (Modules) and *b)* externally such as FAQ on Portal. From the roadshow meetings, a number of questions, issues and concerns has more less consistently come up at the meetings, which the project is already dealing with or need to address further.

The next steps for interaction is to continue roadshow until early Spring 2009 – complemented by other activities, cf. M6 Communication plan, subject to adjustment of meeting plan, target group and content as the project develops results. A key meeting, with/and arranged by the Commission, is scheduled for September 2008.

The plan is to have follow-up consultations, that is to *a)* obtain additional written feedback (on e.g. scenarios) and *b)* smaller workshop with select roadshow participants, winter/spring 2008/9.



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2 Introduction

This report gives a status and account of stakeholder and user-group interaction with recommendations for further involvement. Particular emphasis is on the past twelve months and the preliminary results from the stakeholder consultation; the so-called “roadshow”. A previous status can be seen in PD0.1.2 Stakeholder procedures and consultation plan.

WP 0.1 ensures active and integrated stakeholder and user-groups participation in the SIA of the FWC to secure a continuous dialogue using best practice methods of involvement. More specific objectives within months 25-42 are to: Carry out and co-ordinate EFORWOOD “Roadshows”, co-ordinate and log other forms of interaction in EFORWOOD with commission services and significant industrial and non-industrial stakeholders, and give recommendations for further involvement.



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3 Status and account of stakeholder interaction

3.1 Roadshow

A “road show” is here defined as a smaller dedicated, targeted two-way discussion meeting with key persons from EFORWOOD and representatives of a certain end-user or other stakeholder, i.e. the target group for the meeting.

3.1.1 Aim and background

The aim of the roadshow is to present and explain the idea and content of the EFORWOOD project to smaller groups of industry, decision makers, commission services and other significant non-industrial stakeholders. The road show should build on current levels of awareness and understanding.

In order for EFORWOOD to become a success, it is important that there is support to the results of project among industry and other stakeholders without responsibility for the outcome of the project.

The meetings should enable a more direct consultation and feedback on the general idea and outcomes of EFORWOOD, but also make room for discussion of more specialized issues (e.g. scenarios) or certain parts of the FWC if relevant.

The desired outcome of the road show is that key target groups have gained a better understanding of the EFORWOOD project and its achievements and feel that they have had a chance to present their knowledge and views. Moreover, it is hoped that potential users of the tools developed by EFORWOOD understand the boundaries of the tools.

As described in the Communication Strategy some stakeholders (CEPI, CEI-BOIS, CEPF) are *project internal* stakeholders, i.e. member of the EFORWOOD consortium, with a co-responsibility for the project outcome. Other stakeholders of the FWC are *project external* stakeholders, i.e. they are not a member of the consortium.

Primary stakeholders—project internal as well as external—include EU Commission services, FWC related industry (e.g. CEPI) and FWC related non-industrial stakeholders such as forest owners associations (e.g. CEPF) and non-governmental organisations active in and/or impacted by the FWC (e.g. IUCN).

A wider range of secondary stakeholders include relevant industry based associations along the forestry wood chain, NGOs (such as various European consumer organisations), wider research community, European legislators and politicians at various levels.



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It is important to stress that individual industries and other stakeholders will be approached in order to gain more understanding and support of the project. It is also important to get a geographical and sector wide spread.

Essentially there are two different approaches for the venue of the road show:

1. EFORWOOD representatives come to the target groups' premises (to make it more attractive and easy for them to meet),
2. EFORWOOD representatives attend specific stakeholder events (e.g. trade-shows, conferences or Commission and NGO seminars/events)

Both approaches have been used, necessitating a close watch on such events, welcoming input from Modules and perhaps the EU FWC Task Force.

To be successful, it was agreed that for each meeting, one or two of the overall/integrating project activities should be present (e.g. Kaj Rosen), preferably one Module or country specific representative, as well as either one from Module 6 and/or Module 0.

In addition, it may well be required that Module designated specific project experts are able to provide technical input according to topic (e.g. scenarios) and to participate or the type of stakeholder along the FWC.

A test run of the roadshow was carried out 16 August 2007 in Stockholm with participants from Swedish wood related industrial companies. The test run gave many useful comments to the roadshow presentation and to the aim and content of coming roadshow meetings.

3.1.2 Meetings held

In the period November 2007 to April 2008, approx. 15 stakeholder organisations have been visited in 7 countries mainly within industry (different parts of the FWC), and some decision makers at various levels, and NGOs, cf. Fig. 1.

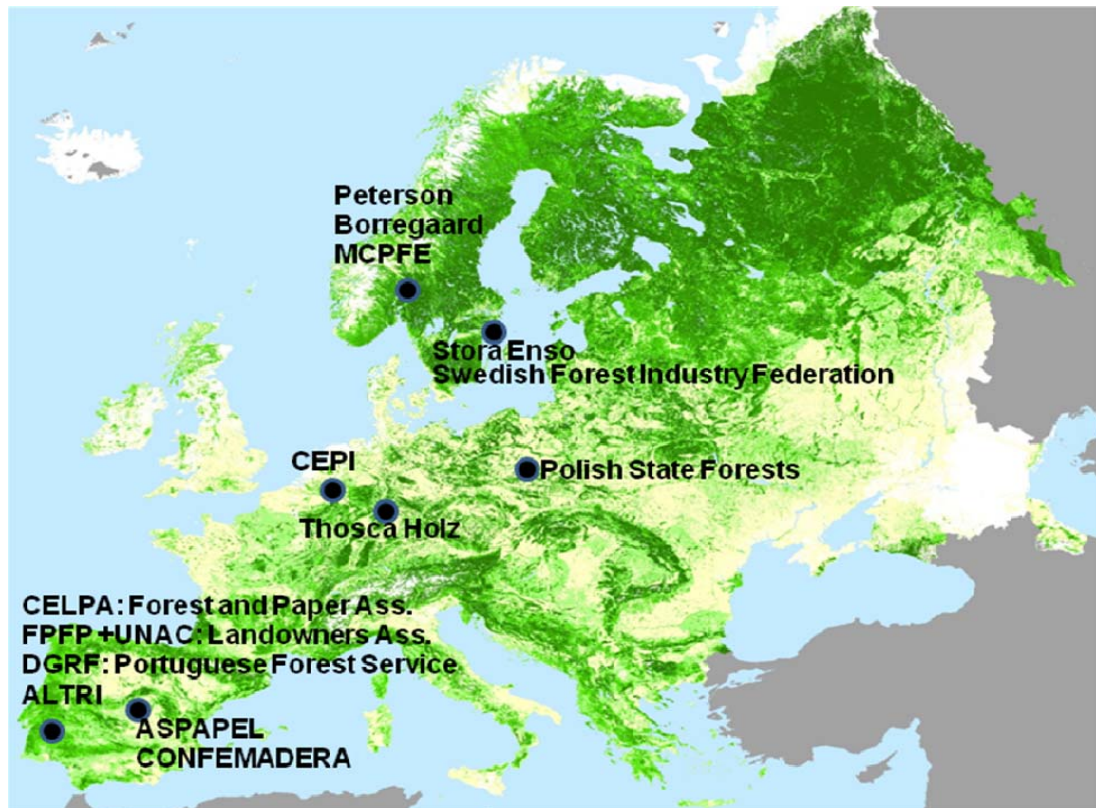


Figure 1. Roadshow meetings held, November 2007–April 2008.

For a full list of meetings, please see appendix 1. The minutes of each meeting become available after the meeting on the partner part of the EFORWOOD portal.

3.1.3 Preliminary outcome of the meetings

The “results” of the roadshow meetings are made use of *a)* internally as input and feedback in project (Modules) and *b)* externally such as FAQ on Portal.

In general, stakeholders visited have been interested in the EFORWOOD project but also expressed difficulties in getting an overview, and moreover, some reservations regarding the use of the tool. Main areas of discussion at meetings have been: ToSIA as a tool, indicators, MCA and scenarios. In Table 1, some of the main issues raised during the meetings are listed. For answers and further explanation, see minutes from various meetings on the Portal, partner pages. A coming project deliverable, PD0.1.8 Roadshow status and results report will give a more detailed account and assessment of the outcome of roadshow.



Table 1. Selected questions, issues and concerns (according to main topic, non-prioritised) raised during roadshow meeting

Topic	Questions, issues and concerns
ToSIA	<ul style="list-style-type: none">• What will ToSIA look like – and what is it planned to do?• Who are the envisioned users of ToSIA?• Can ToSIA be used without expert help?• Can you compare different chains?• Is e.g. concrete/steel – in general substitution covered?• How are other materials than wood in products (e.g. plastic in packaging) handled?• How well does ToSIA reflect reality?• Who will be in charge of ToSIA; post-project maintenance and upgrading?
Indicators	<ul style="list-style-type: none">• What kind of indicators are used?• How does the indicator set used in EFORWOOD compare with other sets (e.g. MCPFE)?• How are indicators consolidated?• Indicators used in ToSIA for comparisons of between FWCs should always cover the sensitive issues for both “lines”• How to handle import/export in relation to impacts?
MCA	<ul style="list-style-type: none">• How do you compare/aggregate different indicators?• Who is determining the importance of indicator values?• How is subjective valuation handled? How transparent are the choices?
Scenarios	<ul style="list-style-type: none">• What are scenarios, which areas?• How is the time aspect handled?• How to include external drivers (e.g. climate change, Chinese import)• FBS is global, not only European, how to take into account?
Other issues	<ul style="list-style-type: none">• How is renewability reflected?• Misuse of results to discredit FBS (e.g. by locating “hot spots”)• Use of results by policy makers to justify already decided policies (tweaking)



3.2 Stakeholder interaction – next steps

The next steps for interaction is to continue roadshow until early Spring 2009 – complemented by other activities, cf. M6 Communication plan, subject to adjustment of meeting plan, target group and content as the project develops results. A key meeting, with/and arranged by the Commission, is scheduled for September 2008. Figure 2 shows the scheduled meetings in the period April–October 2008.

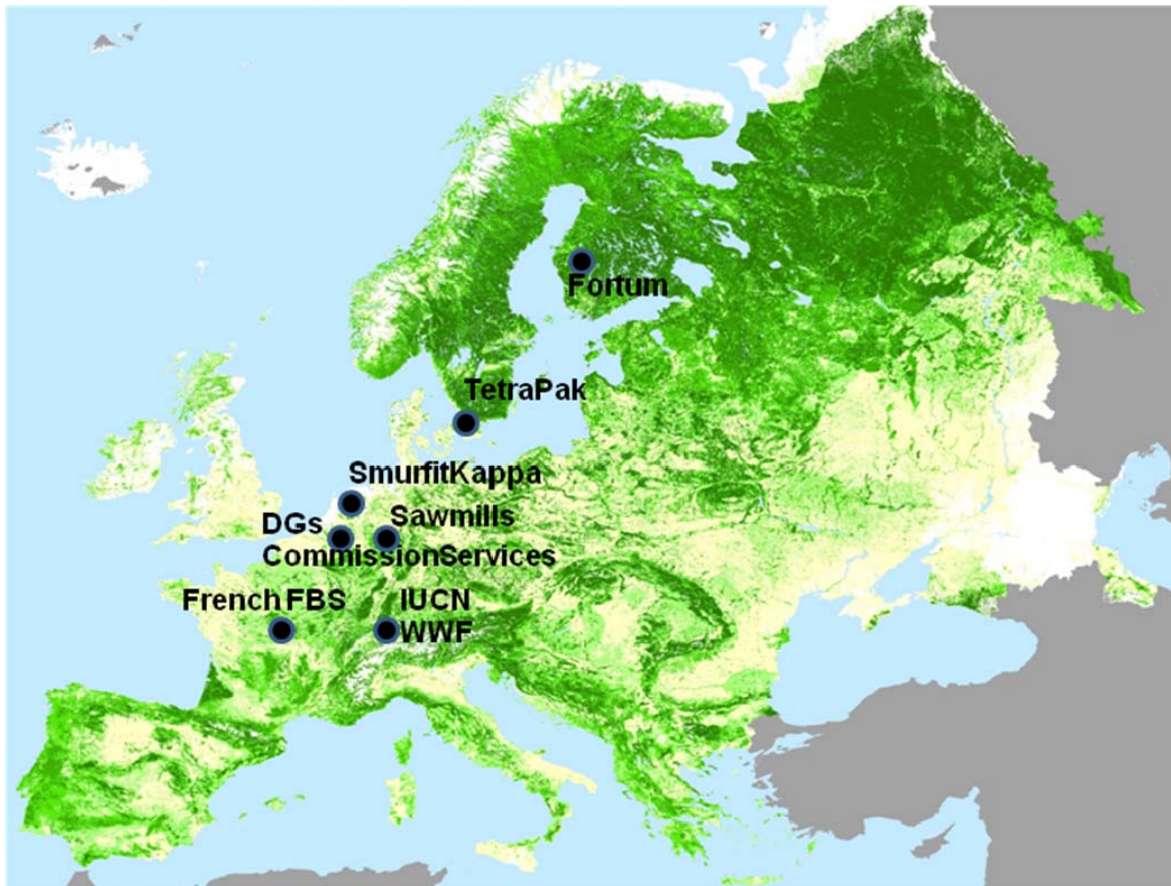


Figure 2. Scheduled roadshow meetings, April–October 2008.

Moreover the plan is to have follow-up consultations, that is to *a*) obtain additional written feedback (on e.g. scenarios) and *b*) smaller workshop with select roadshow participants, winter/spring 2008/9.



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4 Recommendations for further involvement

Taking into account the experiences of the first 25 months:

- **A more flexible and adaptive approach of interaction than originally planned for, must be used.** Larger workshops have not proved to be an ideal form of interaction – instead the format of roadshow, stressing personal contact is used.
- **The roadshows, i.e. bilateral meetings with stakeholders at their premises have helped to communicate the project and get feedback on key project elements,** in particular ToSIA, indicators, MCA and scenarios
- **The roadshow is planned to continue until 2009** (after which EFORWOOD products become more or less “fixed”, and input/feedback cannot be considered
- **The roadshows should not be seen as “representative” interaction,** but a variety of stakeholders, including end-users (e.g. commission services, industry, larger NGOs) must be aimed at to ensure a wider set of viewpoints, especially when ToSIA becomes more developed in the coming project period
- **Follow up consultations** (with results) will be made as a combination of, mainly, written feedback on results from stakeholders visited (and who are now more familiar with the overall project setup) and one to two combined regional or sectoral meetings.



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5 References

PD0.1.2 Stakeholder procedures and consultation plan, 2006.

EFORWOOD Communication Plan ver. 11, 2008.



Annex 1 List of roadshow meetings (Nov 2007–Apr 2008)

Date	Place	Company/ Organisation	Meeting participants	EFORWOOD participants
30/10 2007	Hoesbach, Germany	THOSCA Holz FTP CEPI	Thosca Holz/FTP: Vilhelm Vorher (Managing Director, Thosca Holz, FTP Project Director) - wilhelm.vorher@thoscaholz.com CEPI: Bernard de Galembert (Forestry and Research Director) – b.degalembert@cepi.org	Kaj Rosén Gero Becker Christian Gamborg
02/11 2007	Stockholm, Sweden	Stora Enso	Stora Enso: Jim Weinbauer (Senior Vice President) - Jim.Weinbauer@storaenso.com Ragnar Fridberg - Ragnar.U.Friberg@storaenso.com Heikki Rissanen - Heikki.Rissanen@storaenso.com Anna-Liisa Myllynen - Anna-Liisa.Myllynen@storaenso.com	Kaj Rosén Carl Olsmats Christian Gamborg
07/11 2007	Uppsala, Sweden	Swedish Forest Industry Federation, Products Committee	Swedish Forest Industry Federation: Ingrid Haglind Ingrid.Haglind@forestindustries.se (+ 15 members of the committee)	Kaj Rosén
21/1 2008	Brussels, Belgium	CEPI	CEPI: Marco Mensink (Energy and Environment Director) – m.mensink@cepi.org Bernard de Galambert (Forestry and Research Director) – b.degalembert@cepi.org	Kaj Rosén Arie Hoijemeier
12/2 2008	Oslo, Nor- way	MCPFE Peterson Borregaard	MCPFE: Arne Ivar Sletnes (Head of Liason Unit, Oslo) - Arne-Ivar.Sletnes@lmd.dep.no Berit Hauger Lindstad (Policy adviser) - berit.lindstad@umb.no Peterson: Per Arne Syrrist (Vice President, Chairman national FTP) – per.syrrist@peterson.no Borregaard: Jørn Syvertsen (Vice President) – jorn.syvertsen@borregaard.com	Kaj Rosén Birger Solberg Christian Gamborg
3/4 2008	Warsaw, Poland	General Directorate of State Forests	General Directorate of State Forest: Marian Pigan (Deputy Director General Marketing & Development)- m.pigan@lasz.gov.pl Tomasz Wójcik (Head of International Cooperation Department) – t.wojcik@lasz.gov.pl	Kaj Rosén Dariusz Zastoci Christian Gamborg



			Grzegorz Slezak – g.slezak@lasy.gov.pl	
22/4 2008	Lisbon, Portugal	ALTRI Portuguese Forest Service UNAC FPFP CELPA	<p>Altrid/Silvicaima : Henk Feith – hfeith@caima.pt + Luis Leal - LLeal@caima.pt + Marques Pinho - MPinho@caima.pt</p> <p>Portuguese Forest service: Conceição Ferreira - concerreira@dgf.min-agricultura.pt + Cristina Santos – c.santos@dgf.min-agricultura.pt</p> <p>UNAC(Landowners Association): Nuno Mendes Calado (General Secretary) – nunocalado.unac@mail.telepac.pt</p> <p>FPFP (Federation of Landowners Association): Raquel Onofre - Raquel.onofre@fpfp.pt</p> <p>CELPA (Forest and Paper Association): Armando Goes (General Secretary) - armando.goes@celpa.pt</p>	Kaj Rosén Margarida Tomé Arie Hoijsmeier Christian Gamborg
23/4 2008	Madrid, Spain	CONFEMADERA FEDERMEUBLE	<p>CONFEMADERA (Spanish Association for Wood Industry, except paper products): Francesc de Paula Pons Alfonso (Secretary General) – fpons@confemadera.es</p> <p>Beatriz del Castillo Parra (Technical Director) – b.castillo@confemadera.es</p> <p>Laura Martín Linares (Technology and Environment Department) – lmlinares@confemadera.es</p>	Kaj Rosén Arie Hoijsmeier Christian Gamborg
23/4 2008	Madrid, Spain	ASPAPPEL	<p>ASPAPPEL: (Spanish Association of Pulp and Paper Manufacturers): Carlos Reinoso (Director General) c.reinoso@aspapel.es, José Causi Rielo (Forest Director) – j.causi@aspapel.es</p>	Kaj Rosén Arie Hoijsmeier Christian Gamborg