



EFORWOOD

Sustainability Impact Assessment
of the Forestry - Wood Chain



Project no. 518128

EFORWOOD

Tools for Sustainability Impact Assessment

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Thematic Priority: 6.3 Global Change and Ecosystems

Deliverable D5.2.7

Report on training methods for the analysis of consumers' attitude to FWC products

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
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. Introduction

M5 is the EFORWOOD module focused on consumption research. M5 has a role as consumers' and customers' pulse detectors. The importance of consumption as a market-driver must be taken into account when researching the sustainability of forest-based industries. Producers need to be closer than ever to markets and end-users, as globalisation implies new challenges and threats for European industries. Consumers and customers are key players for implementing sustainable policies within forest-based industries: the assimilation or refusal towards products may be crucial for the sustainability of forest-wood chains in next years.

M5 is examining the consumers and customers attitudes on final FWC products, but there is also an aspect of the FWC which is having direct connection to consumers, at the M2 level. M5 and M2 are located at the two extremes of the Forest Wood Chains. M2 is the module that is working on the forest resources management. M2 aims at improving knowledge, methods and tools to assess the sustainability of forests and raw material production in the context of present and future FWCs. M2 concentrates on key forest types and tree species for wood production in Europe and on several different scales (from local to European). The overall objective of M2 is to make a partial Sustainable Impact Assessment of resource management and to provide M1 with relevant data and results on the way forest management affects SIA indicators. Besides these tasks M2 has direct contact with consumers in spite of being located on the other end of the forest wood chain, with the fact forests can be considered as product in terms of recreation (recreational facilities). For this reason the training organizers agreed to have a common training with M2 to present the strong link between M2 and M5 in this case.

At the Eforwood week in Vienna (5-7 May 2008) M5 held a training course together with M2 and presented the results that have obtained within the D 5.2.4. The lecture that M5 has given is based on the deliverable mentioned hereabove, synthetizing the results of it by an analysis technics of impact and importance evaluation that was proposed by AIDIMA elaborated in the deliverable D 5.2.4.

The presentation of M2 under the title of "Capturing the social and cultural values of European forests" was based on the results obtained from a provisional report prepared for the deliverable D2.3.3. The presentation focused on methods being developed by WP2.3 to assess consumer preferences for different types of forest as sites for forest recreation.

There is a great necessity to provide an analysis on the behaviour and perception of consumers towards wood based products and their substitutes from the point of view of the forestry-wood chain sustainability concept.

It is also a necessity to convert former qualitative WP 5.2 research results quantitative, and useful for further analysis of the European consumers.

This training session is of a great importance for all the Eforwood partners to become aware of the needs, perceptions, attitudes and demands of the buyers of FWC products, and the public demands and perceptions on recreational use of forests.

Eforwood partners should **have information about the characteristics of the market, the acceptance of the FWC products, and on consumer preferences on forests.** They also should have good quality **information on the impacts** of buyers' actions, behaviour and preferences **on sustainability in general terms and on the three pillars of it:** economic sustainability, social sustainability and environmental sustainability. These are essential information for all the forest based industries to be taken into consideration for a sustainable well functioning.

2. Objectives

The main objective of the training session is to transmit the M5 analysis results on the behaviour and perceptions of the European consumers towards FWC products from the point of view of sustainability concept to the rest of the modules.

Other objectives:

- To share the analysis and evaluation methodology with the participants of the session.
- To widen the knowledge of Eforwood partners on end-users' and professional buyers' perception of FWC and consumer preferences for forests and sites for recreation.
- To present process of analysing, methodology as well as final results that have been quantified in order to support ToSIA.
- To present strengths and weaknesses of the FWC as well as the possible knowledge gaps.
- To present possible actions that can reduce weaknesses and increase strengths of FWC.
- To show some examples that demonstrate the problems, where knowledge gaps detected during the analysis and the possible response actions to them.

3. Training details and methodology of the training

3.1 Target of the training

EFORWOOD Module leaders, WP leaders, members of each module and anyone with specific interest.

3.2 Date of training

During the Eforwood week in Vienna, Austria (May 5-7, 2008), 6th of May 2008. 16:30-18:30 within the frames of session Nr. 20.

3.3 Place of training

The training was held at the EFORWOOD WEEK in Vienna, Austria, hosted by BOKU, in a large conference room at a plenary session (Nr. 20) in Hotel Sachsengang, Vienna.

The training session consisted of two parts, that together have been taking 130 minutes:

1st part: Presentation of methodology and analysis results, the time taken: 85 minutes.

2nd part: Interactive Workshop on analysis tool and results, time taken: 45 minutes.

3.4 Methodology of the training

Lecturers have prepared their presentation in Microsoft Office Power Point format.

3.4.1 Training methodology and contents of Block one

The first part of the training session served as an unilateral verbal knowledge transfer by the lecturers directly to the audience based on the slides of the power point presentations prepared in advance for each product group and also for the presentation of M2 on “Recreational value of European forests”. The information provided by M2 was based on the results obtained from a provisional report prepared for the deliverable D2.3.3.

The lecturers were presenting the results in the first block according to contents, to product groups and to modules:

Introduction and methodology:	AIDIMA (M5)
Furniture:	AIDIMA (M5)
Fibre based packaging:	STFI-Packforsk (M5)
Printed products:	STFI-Packforsk (M5)
Pellets:	Pöyry (M5)
Recreational value of European forests	Forest Research Institute (M2)

3.4.1.1 Presentation of introduction

Producers need to be closer than ever to markets and end-users and customers, as globalisation implies new challenges and threats for European industries. Consumers and customers are key players for implementing sustainable policies within forest-based industries: the assimilation or refusal towards products may be crucial for the sustainability of forest-wood chains in next years. The training session is providing knowledge on the knowledge gaps detected during the survey and is underlining those areas where action is required for sake of further sustainability of the FWC industries. (this part took about 5 minutes)

3.4.1.2 *Presentation of the methodology of the analysis*

The methodology of the analysis is based on expert evaluations, quantitative analysis, evaluation of the most important purchasing behaviour parameters and their impact on the three pillars of sustainability, and the tool that is developed for the analysis of consumers' and customers' relation to FWC products. (took about 5 minutes)

3.4.1.3 *Presentation of the results*

During the former research work conducted within work package 5.2 there was a difference made between the end users and the professional buyers, and there were identified different consciousness levels of end-consumers.

To step forward and to convert former qualitative WP 5.2 research results into quantitative ones, and for further analysis purposes M5 has developed a tool that represents and points out clearly the areas where the FWC industry needs to focus on in terms of arranging actions.

After the introduction and methodology presentation of AIDIMA the results were shown in different blocks by product groups, and by modules which are the following:

Furniture:	AIDIMA (15 minutes)
Fibre based packaging:	STFI-Packforsk (15 minutes)
Printed products:	STFI-Packforsk (15 minutes)
Pellets:	Pöyry (15 minutes)
Recreational value of European forests	Forest Research (15 minutes)

3.4.1.4 *Presentation of the implication of results to the FWC*

Lecturers have presented examples from the practice following immediately the presentation of their results. This way this section has been integrated into the presentation of the results (4.1.3).

3.4.2 Training methodology and contents of Block two

The lecturers have provided opportunity to a dialogue between the researchers of module 5 and module 2 and the rest of the modules for sake of a deeper understanding of the methodology and to deepen the knowledge flow by ensuring active participation at the session for the attendance.

3.4.2.1 Contents of block two

M5 has presented two examples from practice to discuss it with the audience.

Within the frames of the interactive workshop the participants of the training session had the opportunity to ask questions to the lecturers. (Took 45 minutes).

Lecturers and participants have detected a strong link between the module 5 and module 2 with the fact forest management alternatives are determined by the demand of consumers of final FWC products and are determining the public perceptions on social and cultural values of European forests.

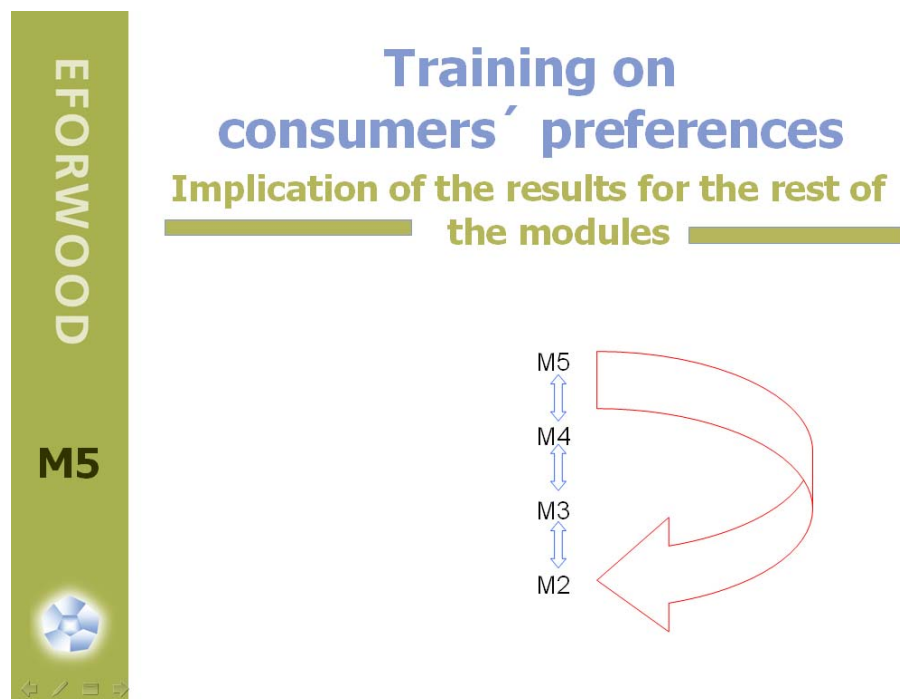


Chart 1.: interactions between modules of Eforwood. Source: AIDIMA, Training on Consumers' preferences

3.4.2.2 Summary of the conversation in training some questions and comments

Design

Could design be used to improve European competitiveness? Value could be added by having the ability to implement challenging design tasks, this would support social sustainability.

Could raw material be decoupled with the help of design? This would mean that the same value added could be reached by less raw materials.

Use of M5 consumer analysis results in the Eforwood entity

Could the results be used in scenarios or ToSIA for certain groups? In the Baden-Württemberg case study the material flow is split up to two furniture processes by company sizes, could the results help the splitting in the future?

Pieces of the results could be used for scenario storylines, but scenarios are only a little part of the objectives of M5 consumer analysis. ToSIA does not include everything anyway. Could the results be used as a help / background material for strategy of what companies should do (also in M3 and M4)?

Recreational use of forests

Recreational preferences are not same all around Europe. The logic to calculate preferences is "number of visits" * "time spent in forest". M2 must sort out how to handle different stands.

Link between the results and ToSIA

Could the link between the results and ToSIA be multicriteria analysis? There could be an "opinion databank" possibility.

Multicriteria analysis could be expanded, but there is no direct link.

Link to other modules

Could the consumer preferences from M2 to M5 be combined in the case studies?

In M4 this point of view is already included a bit, e.g. the sawmills have good scanning systems and now cooperation with the architects is needed to get closer to consumer preferences.

Additional comments

How ageing society is taken into account?
Could this be included in a scenario?

Upon the questions asked by the audience the impressions of the lecturers after the training session were positive on the acceptance of the knowledge transferred.

A final comment have suggested to incorporate different consumer preferences into each scenario which are developed by the project.