



EFORWOOD

Sustainability Impact Assessment
of the Forestry - Wood Chain



Project no. 518128

EFORWOOD

Tools for Sustainability Impact Assessment
Instrument: IP

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
(Summary)**

Due date of deliverable: Month 30

Actual submission date: Month 32

Start date of project: 011105

Duration: 4 years

Organisation name of lead contractor for this deliverable:

AIDIMA; Furniture, Wood and Packaging Technology Institute

Executive Summary

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 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.