



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 PD0.1.6
Database assessment

Due date of deliverable: Month 25

Actual submission date: Month 31

Start date of project: 011105

Duration: 4 years

Organisation name of lead contractor for this deliverable:

KU (UCPH.FLD), Denmark

Final version

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	X
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

A database containing names, addresses etc. was set up at the onset of the project. The database has been maintained in WP0.1, after May 2007 by project partner SILAVA. Through the database, the stakeholders' details have been recorded to provide easy referencing for ongoing communications and to ensure that the future consultation process is not undermined by failure to identify or contact stakeholders, including end-users, to meet promised requests for actions.

In general terms, the database lists the stakeholders, how to contact them, and where their interests might lie to ensure a consistent process. The database has a number of fields (shown in Figure 1) and presently holds +120 entries.

Organization name	Org_abbreviation	Subdivision	First name	Surname	Contact Email	Contact phone
Street address	City	Postal code	Country	Website	Meeting1	Meeting2
Meeting3	Contact with WP0.1	Mail documents to?	Delivered written input	EFORWOOD relation	Type of stakeholder	Potential end user
Status of stakeholder	Power/Interest relation	Level	Overall and/or a specific part of FWC	Contact with other Modules	Comments	

Figure 1. Selection of entry fields in the stakeholder database.

The current challenges are to keep the database updated and to ensure the alignment to a certain extent with the M6 information database.

2 Introduction

This report presents a status and an assessment of the stakeholder database in the first 25 months of the EFORWOOD project. The report builds on PDO.1.2 Stakeholder procedures and consultation plan and takes into account the EFORWOOD communication strategy and plan as well as comments from EU reviews (Blanco, 2007).

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. A stakeholder database as a tool for managing stakeholders has been set up.

2.1 Database

Through the database, the stakeholders' details have been recorded to provide easy referencing for ongoing communications and to ensure that the future consultation process is not undermined by failure to identify or contact stakeholders, including end-users, to



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meet promised requests for actions. In general terms, the database lists the stakeholders, how to contact them, and where their interests might lie to ensure a consistent process. The database has the following fields and presently holds +120 entries.

The database has several specific functions. First, it serves the purposes of engaging stakeholders for feedback along the project process in various formats (e.g. written input or sitting on panels) – i.e. through WP0.1. Here, it acts as a log of current stakeholders, but it also may serve to replace stakeholders on panels. Secondly, it is a resource of contacts for other WPs, Modules – if they are looking for a specific type of stakeholders. Thirdly, it acts a log of stakeholder interaction in other WPs, Modules. Finally, it sets out to complement the involvement (knowledge sharing) taking place in Module 6.

2.1 Structure

The database should provide all the necessary data but avoid a lot of empty spaces, which take up capacity and can be annoying if they do not contain data for the majority of people in the database. If the database is kept in a very simple structure (one table with all the information) it should be able to contain approximately 80.000 posts – exceeding this size can lead to problems when searching for data. The alternative will be to create a more developed database and build a user interface for the import and extraction of data. SQL can for example be used for the extraction of data. Given the circumstances, this type of database was considered be overkill in relation to EFORWOOD.

The list below is the first draft of all the categories which should be included in the 'simple' database, and cf. Figure 2.

- In 'Power/interest relation' you can select one of the following:
High power-high interest, high power-low interest, low power-high interest or low power-low interest.
- In 'Level' you can select one of the following:
Local, national, regional, pan-European.
- In 'Status of stakeholder' you can select one of the following:
Government, EU, NGO, Research, Industrial Forest Owner, Private Forest Owner, Industry, Association, Consumer Organisation and Citizen Organisation.
- Some categories have been designed so you can choose between yes/no. This is the case for the categories 'Participant', 'Potential end user' and 'Panellist'. (The "check-boxes" were skipped because they can give problems when importing data from Excel)
- Key informant has been split up into 'First name' and 'Surname'.



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- Name of the organization has been dealt with in two categories: ‘Organization name’ which is the full name of the organization and ‘Org_abbreviation’ which is a commonly known abbreviation for the organization.

Organization name
Org_abbreviation
Subdivision
First name
Surname
Other contact A
Other contact B
Contact Email A
Contact Email B
Contact phone A
Contact phone B
Street address
City
Postal code
Country
Website
EFORWOOD relation
Participant in EFORWOOD
Module number
Work package
Relation to other WPs
Type of stakeholder
Potential end user
Type of end user
Status of stakeholder
Power/Interest relation
Motivation to participate
Mandate to participate
Level
Panellist
Overall and/or a specific part of FWC
Capacity to participate
Contact with WP0,1
Date entry last contacted
Number of interactions
Contact with other Modules
Type of contact
Additional comments



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Figure 2. Extract of headings in Stakeholder and end-user database.

2.2 Guidelines for adding data

Only one person/organisation at a time has been responsible for the database to ensure that only one master database is being maintained to minimise loss of data.

2.3 Using the database

When the database will be used and gradually expands it will be a good idea to make sure that there is only *one* version of the database (with a back-up copy).

Even though it might be necessary to up-date the database regularly it is important to avoid working in two different versions of the same database. In order to deal with the problem, incoming data can be gathered and kept in an Excel spreadsheet until it is entered/imported into the database. If it is necessary several people can gather data on stakeholders in separate spreadsheets which afterwards can be gathered and imported into the database. The different sources of stakeholder information can be provided with the structure i.e. a list of all categories if it is possible. This would make data more consistent, give less 'holes' and be easier to import to the database.

Information can be extracted from the database through reports, inquiries etc. and passed on to other WPs for example. Alternatively, the relevant part of the database can be converted to an Excel spreadsheet and distributed.



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3 Next steps

Taking into account the experiences of the first 25 months:

- A subset of the database should be created, narrowing down to previous and within the next reporting period foreseen interaction active stakeholders
- Information for all fields are not available and not always relevant – database should be accordingly adjusted
- Database should be accessible and updated on project portal (partner pages)
- Discussion of possible coordination with M6 database of target groups



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4 References

- Blanco, A. 2007. FP6 Project review 518128-2 EFORWOOD 1/11/05 – 31/10/2006. Consolidated report.
- EFORWOOD Communications Strategy & Implementation Plan 2007. Draft version 7.0. M6 in collaboration with M0.