



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 PD5.2.6
Training on data analysis of consumers' relation to FWC

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| 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. 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.

At the Eforwood week in Zvolen (7-11 May 2007) M5 held a training course and presented the results that have obtained within the D 5.2.3. The lecture that M5 is planning to give at the next Eforwood week (Vienna 5-7 May 2008.) 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.

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 important for all the Eforwood partners to become aware of the needs, perceptions, attitudes and demands of the buyers of FWC products. They should have information about the characteristics of the market, the acceptance of the FWC products and of their substitutes. 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 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 and their substitutes 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.
- 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

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 next Eforwood week in Vienna, Austria (May 5-7, 2008).

3.3 Place of training

At the EFORWOOD WEEK to be held in Vienna, hosted by BOKU, in a large conference room within the frames of a plenary session.

The training session will consist of two parts, that together will take 120 minutes:

1st part: Presentation of methodology and analysis results. Time needed: approximately 75 minutes.

2nd part: Interactive Workshop on analysis tool. Time needed: approximately 45 minutes.

4. Training Session

4.1 Block one

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. (5 minutes)

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. (10 minutes)

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 will be shown in different blocks by product groups, which are the following:

| | |
|------------------------|-----------------------------|
| Furniture: | AIDIMA (10 minutes) |
| Fibre based packaging: | STFI-Packforsk (10 minutes) |
| Printed products: | STFI-Packforsk (10 minutes) |
| Pellets: | Pöyry (10 minutes) |

4.1.4 Presentation of the implication of results to the FWC

AIDIMA will present several examples from the practice that are relevant to the results obtained by the analysis conducted in WP 5.2. (20 minutes)

4.2 Block two

The objective of this part of the training session is to provide opportunity to a dialogue between the researchers of module 5 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. It is also an aim to make the participants of the training session use in practice a tool that can indicate areas for upgrading actions on forest-based products impact on general sustainability and on the three pillars as well in relation to the final-product value chains.

Within the frames of the interactive workshop the participants of the training session have the opportunity to learn to apply the methodology in practice, and to ask questions to the lecturers. (Approximately 45 minutes).