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 PD6.1.1
Knowledge Transfer Needs Assessment for target groups

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Final version

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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)	

PD 6.1.1: Knowledge Transfer needs assessment for target groups.

Introduction
The work in this PD leads up to the final deliverable D 6.1.2, which will present all the survey outcomes, formed by the Knowledge Transfer Matrix.

In May 2006 an internal Knowledge Transfer questionnaire was sent out to all EFORWOOD Module and WP leaders. The interviewees were asked in an open question to suggest their most important sources of knowledge. Interviewees were also asked to choose the most relevant target groups and modes of knowledge transfer from a list of given options. Twelve responses were received. The summary of this survey is presented below, under "Sources of Knowledge".

In September 2006 (during the EFORWOOD stakeholder meeting in Kerkrade, the Netherlands) external stakeholders were asked to comment on the preliminary Knowledge Transfer plan, and to suggest the most important target groups and modes of knowledge transfer for each one of the EFORWOOD Modules.

The external stakeholders' feedback was incorporated, resulting in a ranking of the Target Users and Modes of Knowledge Transfer, per Module. Stakeholders' priorities are indicated as follows: the highest relevance of target users and modes of knowledge transfer are indicated with a 1 (in yellow), consequently, the second most important priority is indicated with a 2 etc. The most frequently made observation by the stakeholders was that any material for external stakeholders should be "easy", "attractive" and "adapted to the specific needs of the target group" (see 2. EFORWOOD Knowledge Transfer Plan (stakeholder feedback)

Sources of Knowledge (status 20-10-06 – after 12 responses from EFORWOOD project partners)

As the responses were different for every module and WP, no ranking has been applied for the sources of knowledge, only for the target groups and modes of knowledge transfer.

Sources of Knowledge

- Guidelines for data collection / database for ToSIA
- Upcoming and future process technologies (their impacts on sustainability)
- Future competitiveness of the industry (opportunities, threats, and industry dynamics)
- Involvement of industries and practitioners.
- Market/consumer perspective on FWC while composing input/indicators for ToSIA
- Lead indicators for manufacturing
- What data can be found in different databases (such as Eurostat)
- Feedback to other Modules
- New research results
- Links with other European partners in the frame of the above
- Understanding of the different FWC chains
- Indicators (overall)
- Guidelines for selecting and defining externalities related to FWCs
- Application of MCA approaches
- To colleagues in EFORWOOD: presentation at meetings and deliverables

- To people outside: Final knowledge-based products (ToSIA) and papers/manuals etc.
- Protocols for performing CBA, CEA and MCA within EFORWOOD and a report documenting the results of these analyses
- Inclusion of stakeholder preferences in the evaluation of SIA of FWC
- Training session "Valuation of externalities in parts of the FWC"

Internal Target groups (ranked)

1. Other WPs in other Modules
2. Partners within own WP
3. Other WPs within own Module

External Target Groups (ranked)

1. European / Internal Administration
   Regional or national political decision-makers

2. Regional or national forestry administrations (governmental)
   National forest-based industry federations

3. International political decision-makers (e.g. the European Parliament)
   International forest-based industries federations
   Intergovernmental bodies (e.g. UNECE, FAO)
   International research institutes

Mode of Knowledge Transfer (ranked)

1. Web Pages including on-line tutorials
   Conferences, workshops etc.

2. Training activities involving tutors and participants

3. Promotional material

4. Personal contacts with experts from within EFORWOOD

External stakeholders' comments on the preliminary Knowledge Transfer plan

External stakeholders were asked to comment on the preliminary KT plan and to suggest the most important target groups and modes of knowledge transfer for each one of the EFORWOOD Modules. The two matrices below present the results.

EFORWOOD Knowledge Transfer Plan (stakeholder feedback)

Source of Knowledge	Target User						Mode of Knowledge Transfer						
	Industry	EU Policy	Citizen	Educators	Research	Other	Web Pages	Meta database	Database (internal; web based; local)	Promotional tools	Training modules	Specific needs	Other
Module 0. Scientific Co-ordination & Management	2	2	3	3	1	2 NGOs , MCPFE	1	1	2	3	3		
Module 1. Sustainability Impact Assessment (across full value-chain)	3	3			2	1 (NGOs, MCPFE)	1	3	2	1	2	Easy and customer related and multi-lingual	
Module 2. Forest Resources Management		2	2		1	1 (NGOs, MCPFE)	1	1	1	3	2		
Module 3. Forest to industry Interactions	1					1 (NGOs, MCPFE)	2	2	1	1	1		
Module 4. Processing, Manufacturing & converting	2				1	2 (MCPFE)	1	2	2		1		
Module 5. Industry to Consumer Interactions	1		1		1	1 (MCPFE)	1	3		3	2		
Module 6. Knowledge Transfer	2	2				1 (MCPFE)	1			2	2		

AIM	AUDIENCE	MESSAGE	METHODS/ ACTIVITIES	MEASURE
1. Raise awareness	End users: Industry, Policy makers, Planners, Researchers, Educators, NGOs **(the general public in the EU: yes or no?)**	• Create **awareness on** the **EFORWOOD** project	1. Create EFORWOOD web site 2. Write initial summary of the project 3. Present/ discuss the project's aims 4. Write an article that can be use in different contexts	1. Gather feedback from target groups 2. Analyze and increase response level
2. Create understanding	End users: Industry, Policy makers Planners, Researchers, Educators,	• Create **understanding** of the **potential benefits**	1. Write an article that can be used in different contexts (press release type) 2. Send a leaflet/ poster to potentially interested organisations 3. Issue easy understandable, short blurbs aimed at different target groups (e.g. forest contractors) 4. Present project outcomes at science/policy meetings	1. Gather feedback from target groups and stakeholder panels. 2. Gather feedback from Website 3. Analyze and increase response level 4. Request involvement in the project
3. General conviction	End users: Industry, Policy makers Planners, Researchers, Educators	• Convince the audience of the project's **innovative, added-value and importance** [stakeholders remarked: This is definitely a major challenge for EFORWOOD]	1. Present EFORWOOD at other relevant Conferences/ Seminars in different countries 2. Organize EFORWOOD conferences and meetings 3. Present output to interested users (tailored presentation to specific target groups) 4. Bilateral meetings (e.g. between project leader with EU policy-makers)	1. Gather feedback from target audience, e.g. evaluation questionnaires 2. Increase number of participants 3. Increase response level 4. Gather feedback on Website

4. Stimulate action	End users: Industry, Policy makers Planners, Researchers, Educators	• **Encourage the use** of the system with the audience • Encourage stakeholders to give feedback	1. Use case studies to show how the benefits of the tools apply to target audiences. 2. Organize trial sessions in selected training institutions with the target audience 3. Survey participants and update based on results.	1. Gather feedback from target audience and from Website 2. Increase response level 3. Increase number of participants