



Projekt: What We Wood Believe?

Acronym: W3B – Wood Believe

Societal perceptions of the forest-based sector
and its products towards a sustainable society



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Kranjska Gora

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Wooden Buildings in Slovenia





Project: What We Wood Believe?

Acronim: W3B - Wood Believe



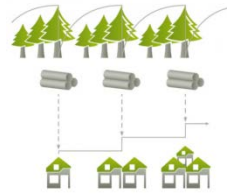
Societal perceptions of the forest-based sector
and its products towards a sustainable society

W³B – Wood Believe

*In agreement with the public nothing can fail,
without public acceptance nothing will succeed”.*

Abraham Lincoln

Creating and demonstrating innovative cost-efficient ways for
communicating towards stakeholders the relevance of the European
forest-based sector and its products for a sustainable bio-economy.





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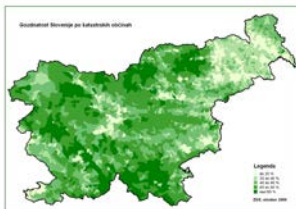
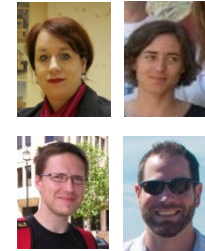
Partners:

- Kompetenzzentrum Holz GmbH (Wood Kplus) – leader dr. Tobias Stern
- University of Helsinki (OoH)
- UNIQUE forestry and land use GmbH (UNIQUE)
- University of Ljubljana (UL), **Department of Wood Science and Technology**
- University of Primorska (UP) **FAMNIT**

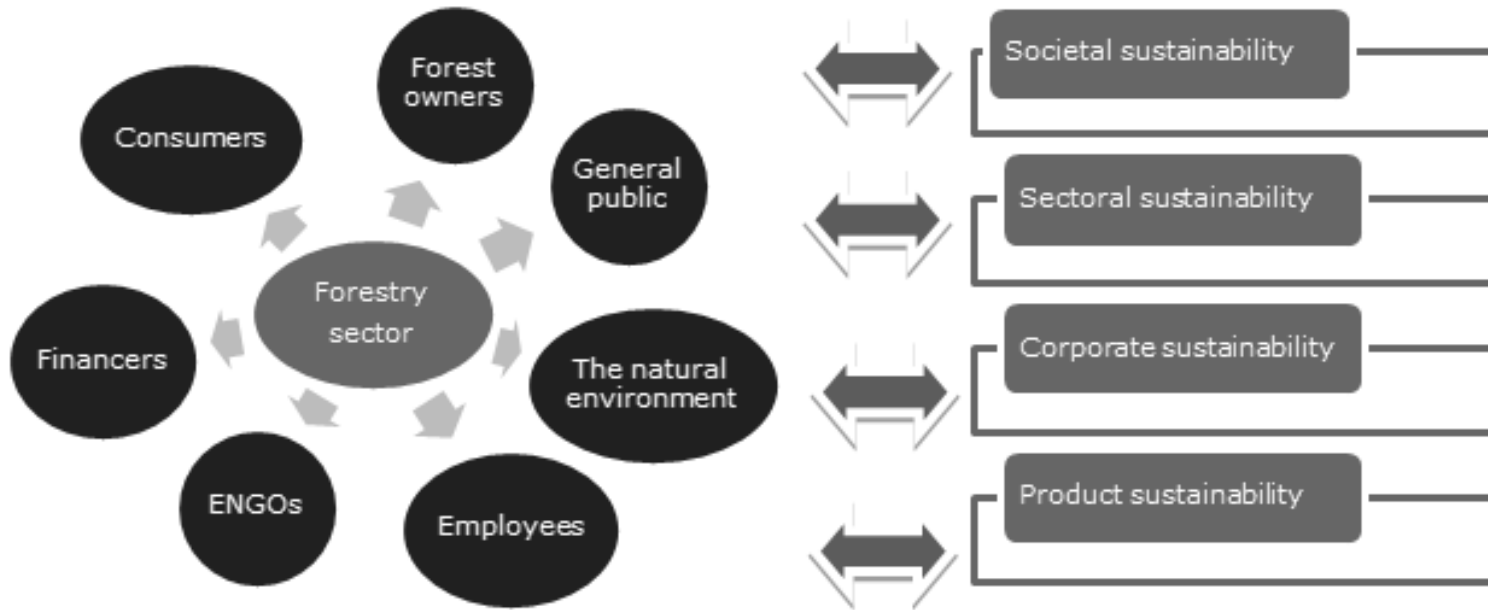
Time: 2014 - 2016

Main focus: Competitive customer solutions

Value: 738. 000 EUR



Forest based sector-stakeholder-system with interaction to hierarchical levels of sustainability



The European forest-based sector consists of a complex stakeholder-system with interaction to hierarchical levels of sustainability targeting issues of highly societal relevant meaning, such as for example:





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The project will investigate the state of attitude (e.g. involvement, experience, knowledge, emotions and expectations) and societal perception in the forest-stakeholder-system in Austria, Finland, Germany and Slovenia.

The W3B project will take these results into account by:

- covering the entire value chain from forests to final products (e.g. energy, paper, buildings)

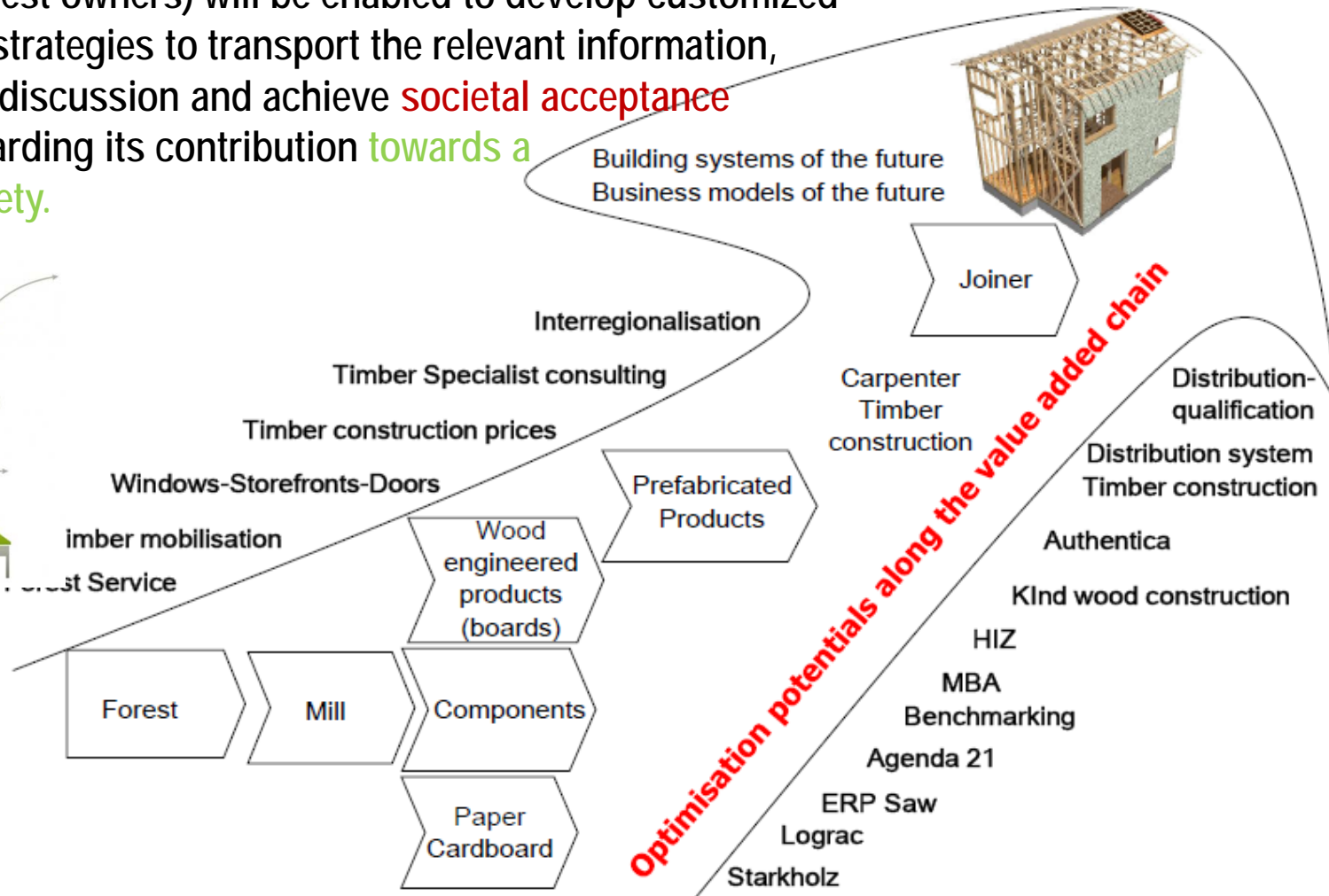
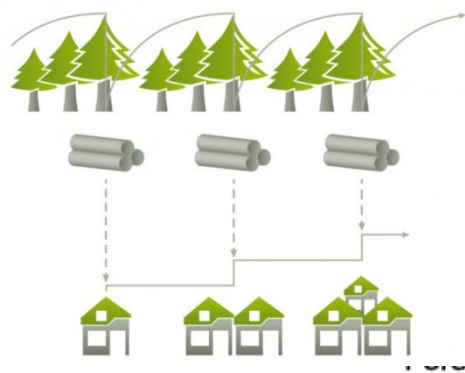


- identification of sustainability related risks and opportunities for future developments of the sector
- developing clear and sufficiently detailed and targeted stakeholder communication
- experimenting with the changes on stakeholder perceptions caused by additional information provided
- identifying and addressing specific stakeholder groups by selected communication channels (e.g. social media and use of crowdsourcing)

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Based on these results the forest-based sector (industries, associations, forest owners) will be enabled to develop customized communication strategies to transport the relevant information, stimulate public discussion and achieve **societal acceptance** and support regarding its contribution **towards a sustainable society**.



6 working groups

WP 1 : Topics & Occurrence (leader UoH)

- to identify key technological risks and sustainability related issues as perceived by the sector stakeholders

WP 2 : Attitude & Narratives (leader UP)

- to identify key target groups and assess their beliefs and knowledge about these topics

WP 3 : Cognitive Response Experiments (leader UNIQUE)

- to investigate how additional new information influences the stakeholder attitudes

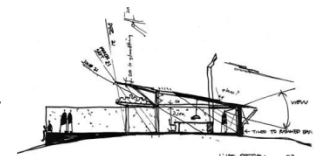
WP 4 : Analyses and Conclusion (leader Wood Kplus)

- to optimize the communication cost efficiently by development of issues and strategies

WP 5 : Dissemination & Demonstration (leader UL) disseminate project results

- to implement and strengthen a European communication network of the forest-based sector
- to demonstrate the effectiveness of four selected issues

WP 6: Management contains the overall coordination and management of the project in order to meet the objectives of the project



Manja Kitek Kuzman, Mirko Kariž, Anne Toppinen, Bernd Wippel, Michael Burnard, Andreja Kumar, Tobias Stern

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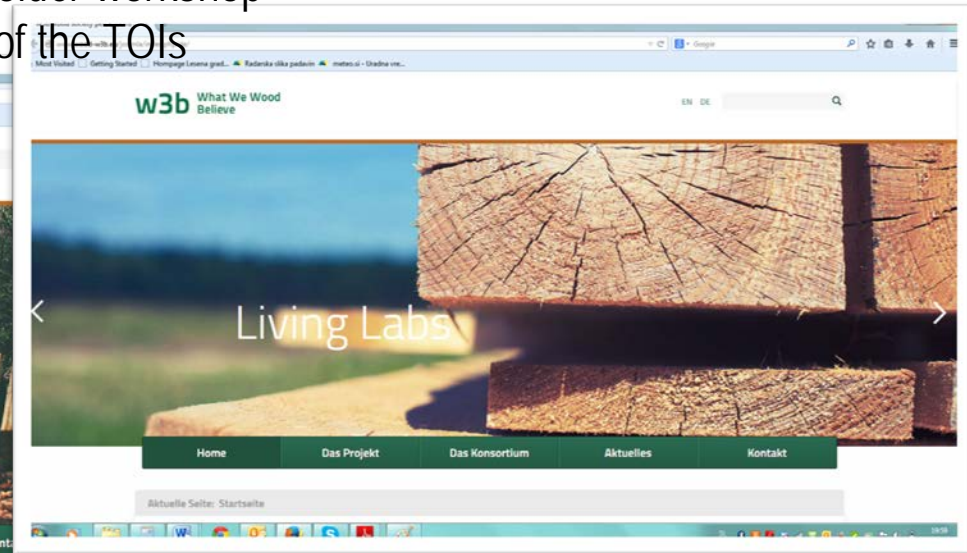
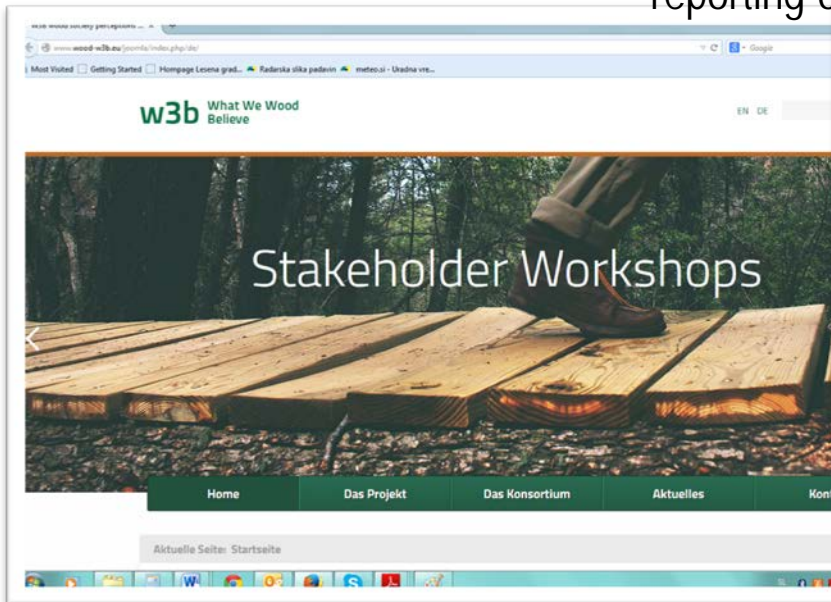


<http://www.wood-w3b.eu>



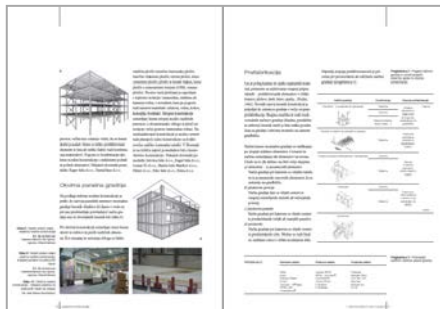
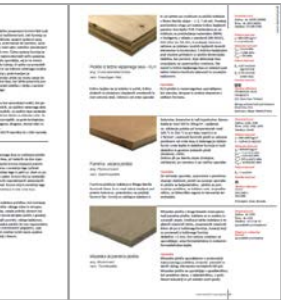
First results *on line*:

- 1st stakeholder workshop
- reporting of the TOIs



Adressing specific audience -
young builders, public, ...

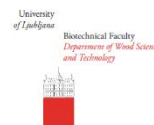
“Creating and demonstrating innovative cost-efficient ways for communicating towards specific audience”
according to project W3B proposal.....



Slovenian Wood Architecture

2010-2015

Manja Kitek Kuzman



filling the information gap on the **matter**

