Family Forest Owners needs...

...to take actively part in sustainable forest management

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Family Forestry has Multiple Objectives

Sustainable Forest Management (SFM)

- Cultural Dimension
- Ecological Dimension
- Economic Dimension
- Social Dimension

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- Ecological Dimension
- Economic Dimension
- Social Dimension
Family Forest Ownership, % of total forest area
Share (ha) of size classes [ha] in total area of holdings
(11 countries)
Future owner profile?

- High average age
- More and more non-residents (*urban owners*)
- Increasing share of female owners
- Privatisation in „new“ EU member states

- An average private forest owner does not exist!
<table>
<thead>
<tr>
<th>Country</th>
<th>Total Forest</th>
<th>Forests' share</th>
<th>Public</th>
<th>Private</th>
<th>Privatisation</th>
<th>Priv. Result</th>
<th>Management</th>
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</thead>
<tbody>
<tr>
<td>Bulgaria</td>
<td>3,902</td>
<td>35</td>
<td>85</td>
<td>15</td>
<td>ongoing</td>
<td>S-s forestry</td>
<td>?</td>
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<td>Czech Republic</td>
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<td>33</td>
<td>84</td>
<td>16</td>
<td>Finished</td>
<td>L-s forestry</td>
<td>+, ?</td>
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<td>48</td>
<td>91</td>
<td>9</td>
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<td>S-s forestry</td>
<td>+</td>
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<td>20</td>
<td>59</td>
<td>41</td>
<td>Finished</td>
<td>S-s forestry</td>
<td>+, 70%</td>
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<td>46</td>
<td>56</td>
<td>44</td>
<td>Finished</td>
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<td>29</td>
<td>Ongoing</td>
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<td>+</td>
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<td>S-s forestry</td>
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<td>S-s forestry</td>
<td>+, ?</td>
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<tr>
<td>Slovenia</td>
<td>1,194</td>
<td>59</td>
<td>29</td>
<td>71</td>
<td>-</td>
<td>S-s forestry</td>
<td>+, ?</td>
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<td>-</td>
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<td>Albania</td>
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<td>95</td>
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<td>4-5</td>
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<td>S-s forestry</td>
<td>?</td>
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<td>Croatia</td>
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<td>-</td>
<td>S-s forestry</td>
<td>-</td>
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<td>37.5</td>
<td>90</td>
<td>10</td>
<td>Ongoing</td>
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</tbody>
</table>
Private forestry sector in EU 10

Challenges

- Millions of forest owners emerged in last 10 years
- Small scale forest property dominates (> 5 ha)
- Often no owner interest in small scale forest management + privatisation process still in progress
- Low financial and investment level in private forestry sector generally
- Interest representation of PFO is not yet effective (problems of human capacity and infrastructure, financial means, organisational degree, no national level representation)
- Low/not satisfactory recognition of PF sector in national policy setting (forestry, rural development, environmental policy)
- Changes of state forestry administration‘s role – planning, supervision, extension → strong dominance
Private forestry sector in EU 10

Achievements

- National associations in place (Baltics, Cz, Sk, H, Bu, Sl, Ro)
- International organisations active in PF (FAO, IUCN, PEFC, FSC, MCPFE, World Bank....etc.)
- With EU membership new financial sources got accessible depending on national priorities
- New forest policy processes offer a chance to get involved in framework setting – NFP processes
- NPFOA are integrated into CEPF’s work at EU level
- CEPF has a special work programme designed for CEEC
  - Policy advice to PFOAs
  - Certification
  - PFO Networking and exchange within Europe
  - Capacity building and information assistance
Competitiveness (prices) increases Motivation
- or demand increases supply -

... but not only...
3 Guide posts

• Motivation
• Emotion
• Communication
Theory of Human Motivation

- **Physiological**: breathing, food, water, sex, sleep, homeostasis, excretion
- **Safety**: security of body, of employment, of resources, of morality, of the family, of health, of property
- **Love/Belonging**: friendship, family, sexual intimacy
- **Esteem**: self-esteem, confidence, achievement, respect of others, respect by others
- **Self-actualization**: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
Physiological needs

- *Breathing; food; water; sex; sleep; etc.* –

*Control of thoughts and behaviours – can cause people to feel sickness, pain and discomfort*
Safety needs

- Physical security – safety from violence, delinquency, aggression
- Security of employment
- Security of revenues and resources
- Moral and physiological security
- Family security
- Security of health
- Security of personal property against crime
Safety needs

*Framework conditions need to exist in Family Forestry:*

- Security of income
- Security of personal property rights
- Family security
- etc
Social needs / Belonging

Humans need to fell sense of belonging and acceptance:

social groups
Esteem needs

According to Maslow:

Humans have a need (professional or hobby)

▪ to be respected,
▪ to engage themselves to gain recognition,
▪ to feel accepted and self-valued,
▪ to feel a sense of contribution

On higher level: confidence, competence and achievements
Esteem needs

*How to meet in Family Forestry:*

a) **Respecting** private property rights

b) Providing **trustful and supportive legal framework conditions** for management

c) **Capacity building** – being informed through network: education & training

d) In general: **promotion** of „good things in forestry“ for recognition
Emotions

Tools / Instruments need to be ... in order to not undermine family forest owner emotions:

- Openly accessible and non-discriminating
- Based on credibility
- Non-deceptive
- Cost-effective (a lot of work is also done by PFO)
- Being built on participatory processes
- Transparent
- Independent and impartial
- Voluntary
Communication

a) Interaction – Communication through European, National, Regional to local level and vice versa

b) Corresponding to needs

c) Respecting existing expertise

d) Information / Knowledge: Market developments, research & innovation; political developments, expertise in SFM

e) Focus on capacity building (long-term)
Key tool:

Private Forest Owner association / cooperatives

- Direct contact, embedded in social network of same needs and interest -
Conclusion

Motivation through:

- Price of products (also NWFP & S)
- Social satisfaction (Maslow)
- Integrated in network
- Reliable political framework conditions
- Profound knowledge and expertise

ONLY when they answer to needs & challenges of private forest owners!!!