

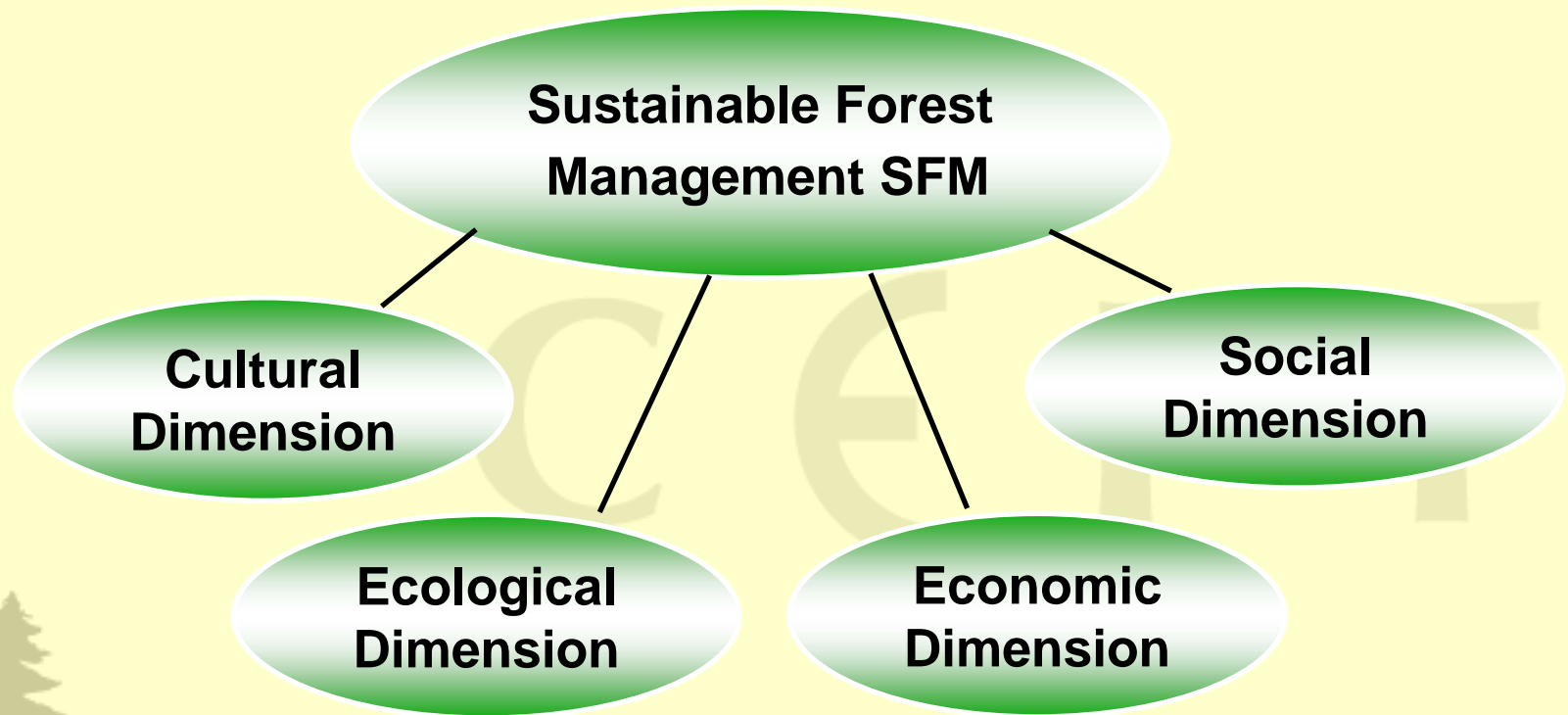
# Family Forest Owners needs...

**...to take actively part in  
sustainable forest management**

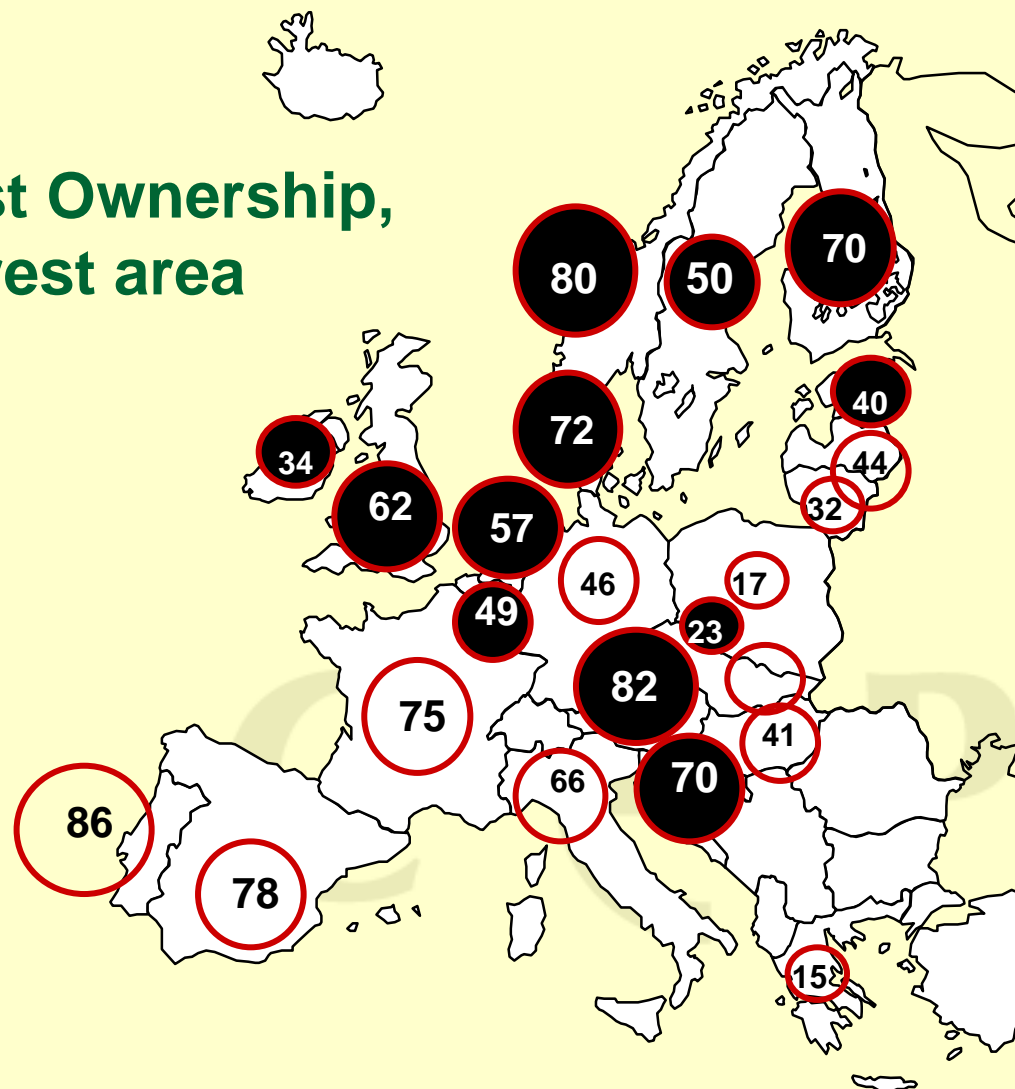
Birte Schmetjen  
CEPF Secretary General  
The Forest Dialogue, Brussels  
June 2007



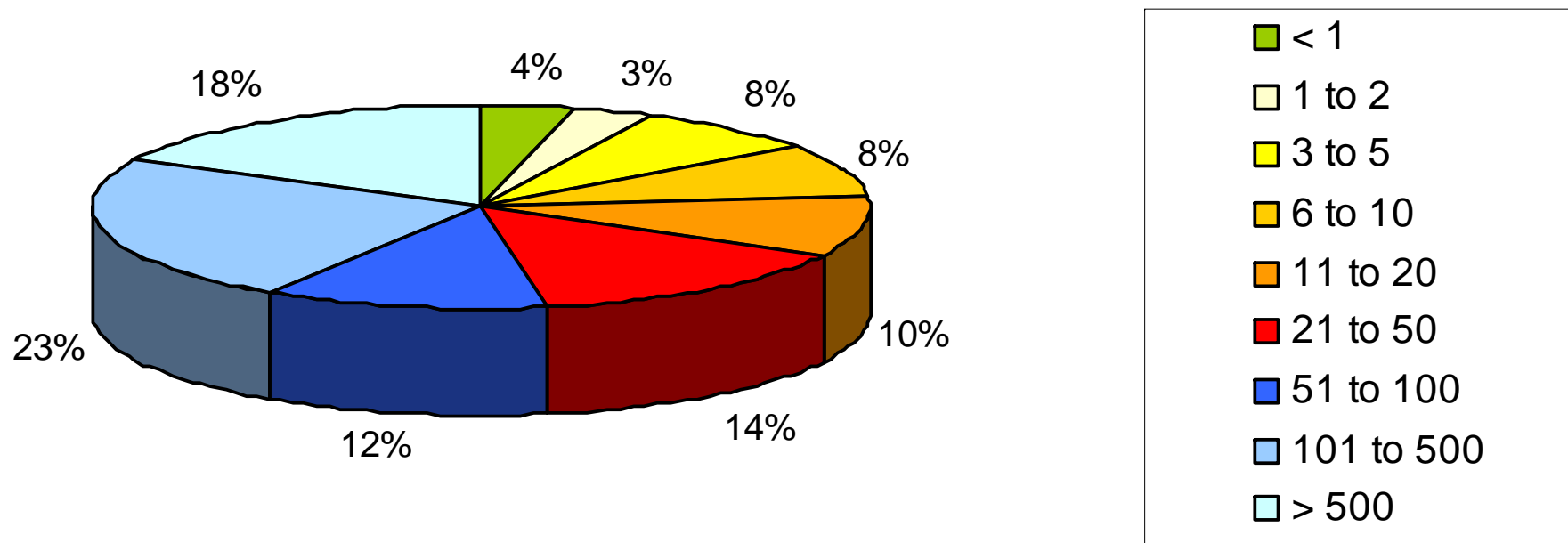
# Family Forestry has Multiple Objectives

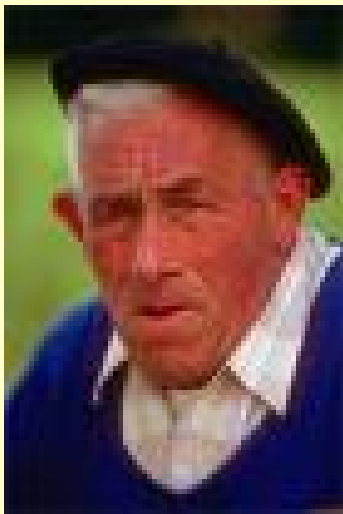


## Family Forest Ownership, % of total forest area



## 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 exists!**



	Total Forest	Forests' share	Public	Private	Privatisation	Priv. Result	Management
<i>Country</i>	<i>1000 ha</i>	<i>%</i>	<i>%</i>	<i>%</i>			
Bulgaria	3,902	35	85	15	ongoing	S-s forestry	?
Czech Republic	2,630	33	84	16	Finished	L-s forestry	+, ?
Estonia	2,156	48	91	9	ongoing	S-s forestry	+
Hungary	1,873	20	59	41	Finished	S-s forestry	+, 70%
Latvia	2,995	46	56	44	Finished	S-s forestry	?
Lithuania	2,119	32	71	29	Ongoing	S-s forestry	+
Poland	9,088	29	83	17	-	S-s forestry	-
Romania	6,301	26	79	21	ongoing	?	+, ?
Slovakia	2,038	42	51	49	?	S-s forestry	+, ?
Slovenia	1,194	59	29	71	-	S-s forestry	+, ?
Serbia	1,832	24	56,2	43,8	-	S-s forestry	-
Albania	0,991		95	4-5	Ongoing	S-s forestry	?
Croatia	2,500	44	80	20	-	S-s forestry	-
Macedonia	966	37.5	90	10	Ongoing		7

**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



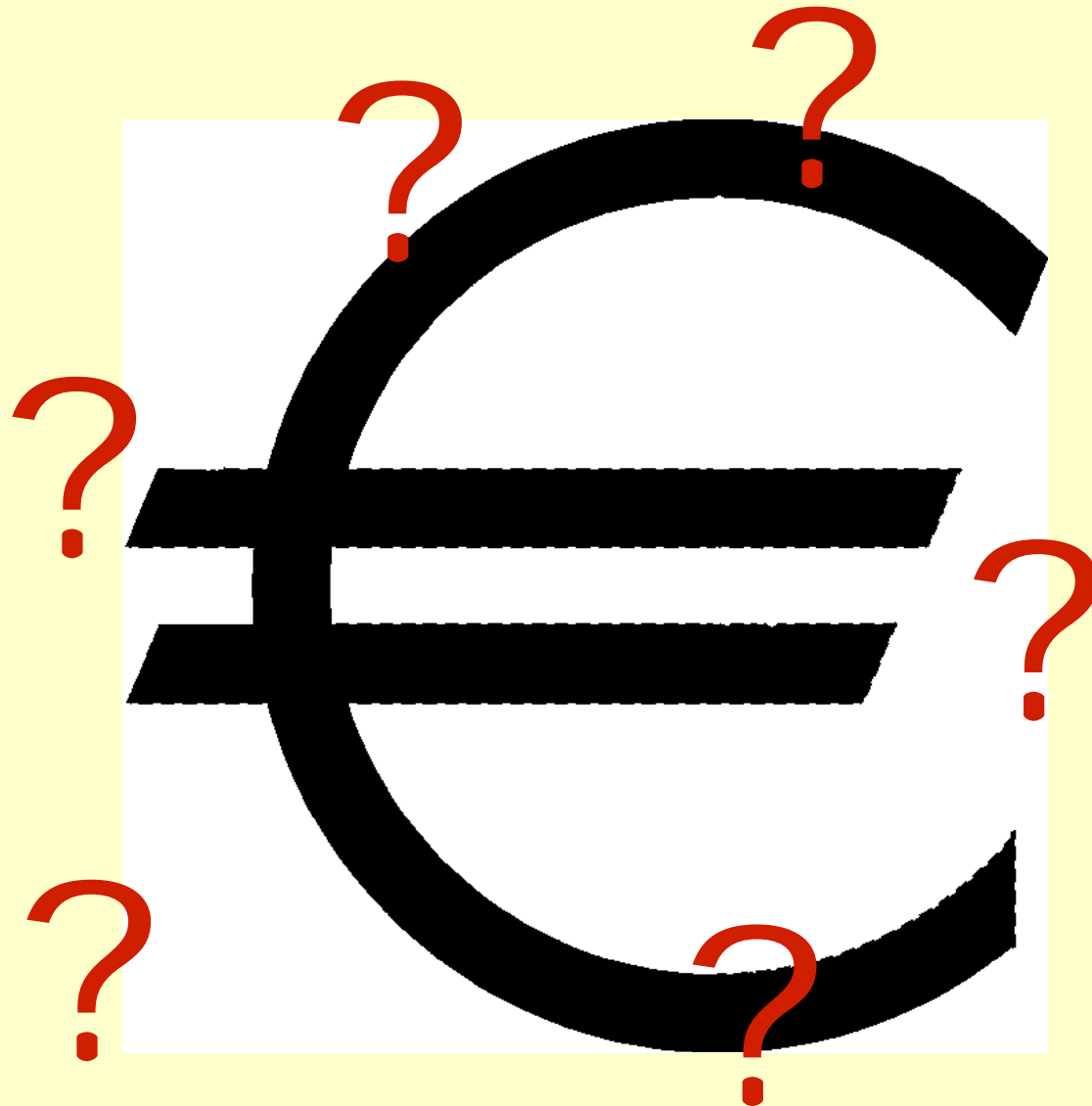


**Private forestry  
sector  
in EU 10**

**Achievements**

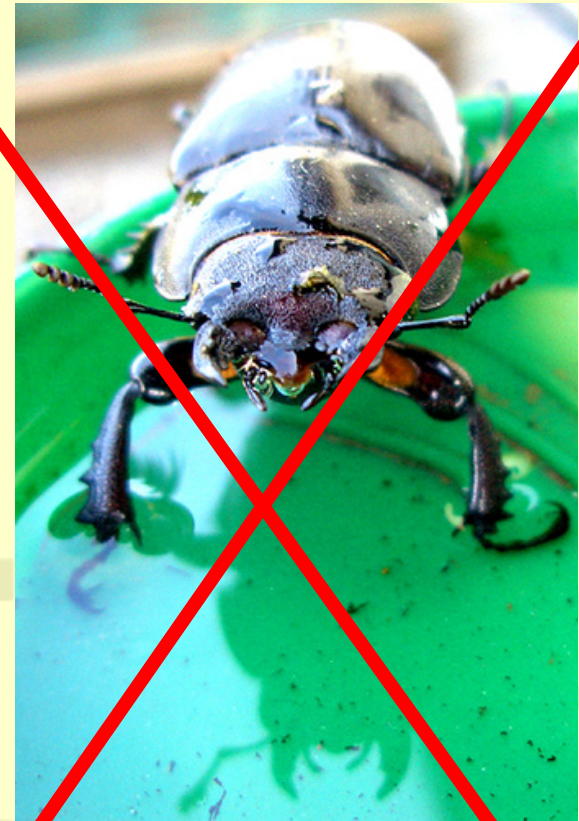
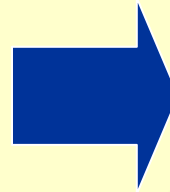
- National associations in place (Baltics, Cz, Sk, H, Bu, Sl, Ro)
- International organisations active in PF (FAO, IUCN, PEFC, FSC, MCPFE, World Bank....etc.)
- With EU membership new financial sources got accessible depending on national priorities
- New forest policy processes offer a chance to get 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





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Competitiveness (prices) increases Motivation  
- *or demand increases supply* -



... but not only...

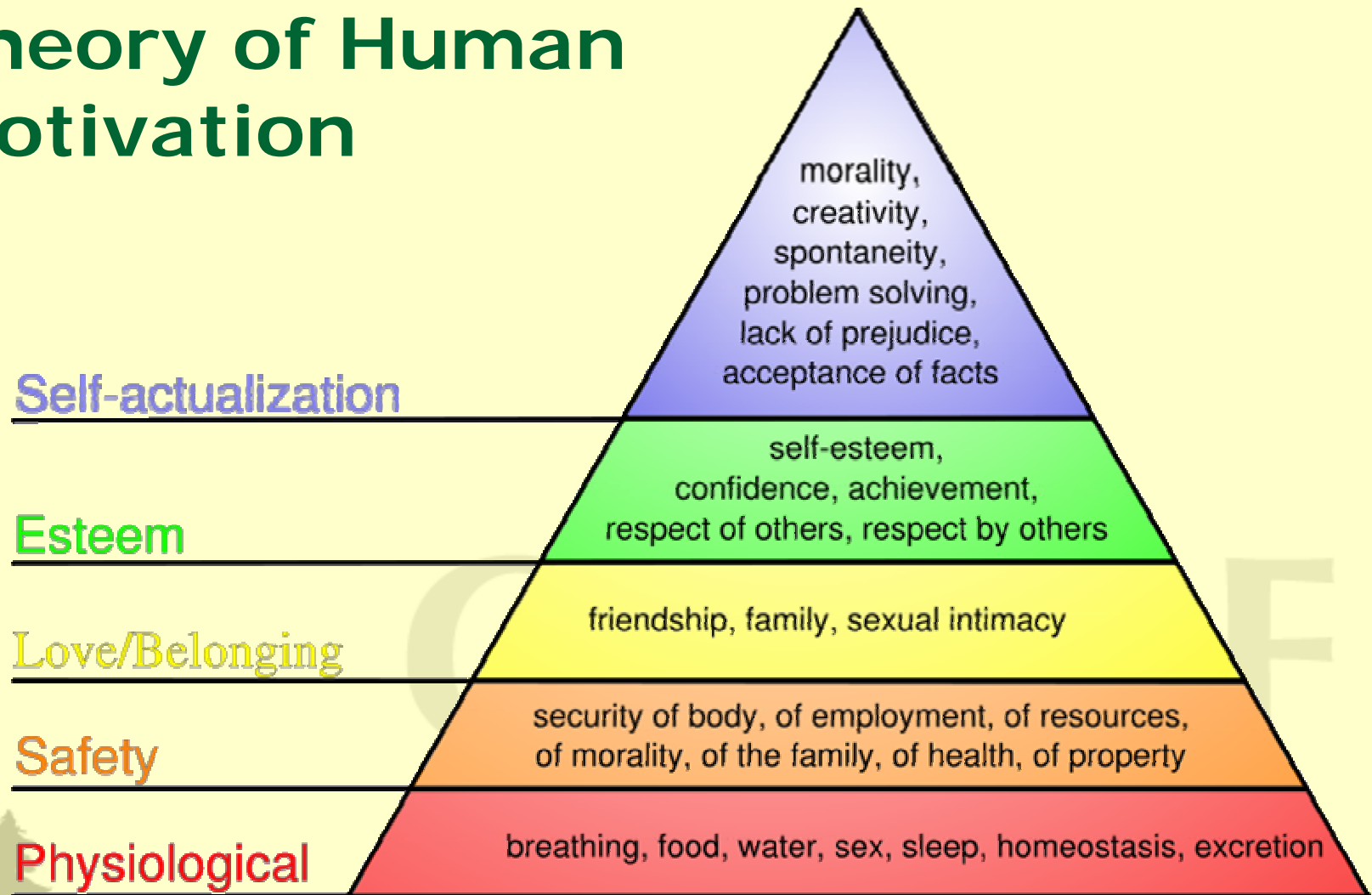


## 3 Guide posts

- **Motivation**
- **Emotion**
- **Communication**



# Theory of Human Motivation



## 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 feel 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!!!

