



lebensministerium.at

International Year of Forests 2011 in Austria A Retrospect



Overview of IYF 2011

- Projects, activities and events all year round - about 30 projects and more than 100 regional initiatives have been carried out.
- Correspondent attendance by the media: More than 2,200 entries to the topic and more than 4,000,000 people have been actively confronted with the topic.
- Every target group has been addressed by our activities: from elementary school pupils to retired people, from experts to laymen.
- The activities and the products were manifold as the forests itself: brochures, freecards, books, chocolate, CDs, beer, and so on.

Forest Summits

- Four “Forest Summits” were the central theme of the IYF from the technical perspective.
- The topics were: Protection, Diversity, Economy and Energy
- All 4 Summits were characterized by a symposium with political decision makers on governmental and regional level as well as a side-event for different target groups.
- Around 1,000 interested people have visited the 4 summits.



Wald ist Schutz.



Wald ist Vielfalt.



Wald ist Holz.



Wald ist Energie.

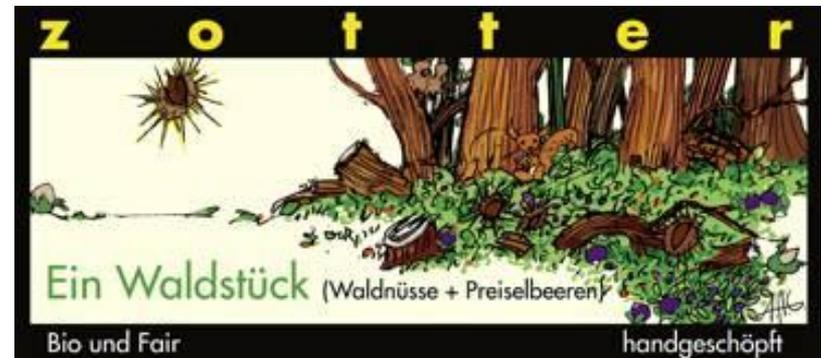
ORF Waldzeit

- The Austrian broadcast company (ORF) presented every week a short report on the Austrian forestry sector.
- The whole wood supply chain was presented in these 55 reports.
- In every show (250), a competition was played, by the end of the year 2011 a wooden house (sponsored by ELK) was raffled off.
- Each show has counted an audience of 400.000 – 500.000 people.



A piece of forest

- “Forest chocolate” from the Zotter Manufactory is the big success in the International year of forest and the most successful Zotter chocolate ever.
- Each chocolate contributed to a rainforest project in Laos.
- By the end of the year 202,000 pieces have been sold – that means that 202,000 trees have been planted in this national park area.
- Another success is the good cooperation of economy, NGO and public service.



School package

- Every class in elementary school (17,600) as well as the forest pedagogic teachers were equipped with a school package.
- More than 25,000 packages have been divided (events etc.) – more than 300,000 kids have been reached.
- The package consists of:
 - Fairy tale book (Haensel & Gretel)
 - Quartet
 - Memory
 - Bandolino
 - Pixi Books



CD by the Vienna Philharmonic Orchestra

- Six forest related music pieces (from Johann Strauss II, Richard Strauss, Otto Nicolai and Bedrich Smetana) have been collected on a CD - played by the Vienna Philharmonic Orchestra and conducted by different conductors.
- 1,500 CDs have been produced
- Special feature is the CD cover: Alder wood
- Booklet with pictures and stories about forest falsities.



“Forest & Wood – an inestimable Value”

- Exhibitions and guided tours have been carried out in more than 130 museums and institutions.
- Accompanying a brochure has been developed and at the IYF homepage all activities and sites have been posted per federal land.
- The “Day of historical monuments” on September 25, 2011 was dedicated to the wood topic. E.g at the outdoor museum in Salzburg around 2,700 people attended the exhibition.
- More than 20,000 people have visited the exhibition “Forest/Tree/Human” in the ethnology museum in Vienna (from september 2011 until january 2012).

Culinary pleasures

- **Forest Cooking Book:** In the beginning of the International Year of Forest a call for forest recipes has been initiated on one condition: at least one ingredient must be derived from forest.
- In total 270 recipes have been posted and 65 have been selected by a jury and published in the book.
- **Culinary Festival in the Vienna Stadtpark:** 10 products from the forest, selected by a jury have been awarded (e.g. Zirbenschnaps, Dirndlchutney)
- 130,000 people attended the festival that lasted 2 days.



The Forest Gala in the Esterházy Castle

- To thank all partners and persons involved in the International Year of Forest, 300 people were invited to a gala dinner and a cabaret and music programme during the courses.
- The dinner was characterized by forest ingredients: forest beer, forest water, dessert from the piece of forest etc.
- Interviews with very important forest related persons.
- Forest ambassadors awards.
- Retrospection and future prospects by the federal minister.

Homepage, Facebook, Twitter

- Homepage: www.jahrdeswaldes.at with more than 3,000,000 accesses.
- Facebook: www.facebook.com/unserewald with more than 1,300 friends. This site is still online and is administrated by colleagues.
- Twitter: www.twitter.com/unsere_wald



Waldquelle - Competition

- “Waldquelle” = Mineral Water and standing partner of the ministry
- On more than 4,000,000 bottles 33 different messages, tips and questions have been posted on a special IYF designed etiquette.
- The answers were given through the IYF homepage: more than 5,000 people participated.
- The monthly winnings were water supplies, tickets for the Liszt festival etc., the star prize was a spa weekend.

Forest Ambassadors

- More than 100 people have been awarded as “Forest Ambassadors” by the Federal Minister.
- Selected were people with a special engagement to the forest or people who act as guiding examples.
- They have been given a specially designed certificate signed by the federal minister.



Results of a survey before and after the IYF

- Goal: Survey of peoples knowledge concerning the Austrian forest and success of the IYF-activities in 2011.
- Telephonic inquiry of 1,000 people from the age of 14 upward, half men, half women. Time: around 10 days, between 4:00 and 8:00 pm.
- Open questions, as well as “yes” or “no” and ratings.
- Topics: 2011:
 - Forest development
 - Forest ownership
 - Prohibitions in the forest areas
 - Significance respectively importance of forestry
 - Protection against natural hazards
 - Renewable energy2012:
 - Information deficits
 - Publicity of the International Year of Forests

Results of a survey before and after the IYF

RESULTS (1):

- One third of the people still believe that the forest cover in Austria is declining, but there is a fact, that the forest cover rises every year by nearly 7,500 ha (2011: 37%; 2012: 28%).
- Nearly 40% of the people still believe that the Austrian Forest Stock Company (ÖBf AG) owns the biggest share of the Austrian Forest => Fact: more than 70% is owned by private forest owners and around 16% by the ÖBf AG
- 98% of the people know, that there are prohibitions in the forest areas especially concerning mountain biking, horse riding, litter dumping, fire and barbecuing as well as picking more than 2 kg of mushrooms or fruits per person and day.

Results of a survey before and after the IYF

RESULTS (2):

- More than 93% certify the forestry sector to have a leading role in the sustainable conservation of forests.
- The responsibility concerning the topic “protection against natural hazards” is not very much (only 13%) connected with our ministry but more with governors or majors.
- The term “renewable energy” is well known within the Austrian population (only 10% don’t know the term) and nearly 40 % connect the term with wood and pellets.

Results of a survey before and after the IYF

RESULTS (3):

- 67% of the people want to learn more of the topic “Forest and health” as well as “Forest and environmental protection” (56%).
- 4 out of 10 people knew that 2011 was the International Year of Forest, mostly women and younger people.
52% heard about it in the media.

Summary and conclusions

- The whole forestry and wood sector has been moved together and have been acted in concert.
- The sector has tied up an unprecedented and public related package of measures.
- Forest and wood topics have never been more present in the public as in the year 2011. With our activities we have reached more than 4,000,000 people in Austria.
- We hope that this increased attention will lead to more understanding for the forest, its management, its problems and its amenities as well as the awareness of intensive but sustainable forest management in Austria and that the use of forest and forest products is a basic element to reduce climate change.