

# Integrated forestry communication in Estonia



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head of forestry communication

Forestry communication is integrated between:

**Estonian Society of Foresters** – different interest groups in forestry, forest week, communication, conferences, publisher of books, etc

**Private Forest Center** – gives financial support from Estonia and EU to private forest owners, a support network of specialists to educate and help the forestowner

**Estonian Forestindustries Association** – 43 forestindustry companies



Project “Integrated forestry communication” started in March 2009 (first plan was to start in autumn 2008).

Estonian Society of Foresters wrote a project to KIK, where comes the finance for communication activity and 1/3 of communicators salary (2/3 from partners).

One project lasts for 1 year, then it is needed to write a new project.

Aim – to increase the knowledge in society about forestry





## **Good:**

- Effective cooperation - one communicator holds and shares information (not 4)
- Opportunity to include partner organizations easier
- Diverse knowledge about actualities in every organisation for the communicator
- Easier for journalists – question about private forest or forest in general, they have to call only one person to get all the answers
- Financial – costs of communicator's salary can be shared



## Issues:

It might happen that in sensitive case some of the organisations are don't agree with each other (may happen, hasn't happened yet) (ex. Questions about fair price for logs etc, local forest organization and forest buying companies at the same market - competitors, etc)

Journalists may understand the communicator's position (which organisation is speaking) wrong  
Too much work at the same time  
No time to go deep in every organisation



## **Joint messages:**

Forest is a national treasure – the forestland is increasing every year

Wood is a good and affordable material

Forest sector is very important to the economy- employment, taxes and export

Ecological forest management is possible and good for the environment as well to the country

We have to manage our forests, forest needs managing

Do not litter the forest – keep it clean as your own home

Estonian forest are one of the most protected forests in Europe (30%)

Good forest owner manages his/her forest



Forest week every spring and a forest capital (18 years)  
“Forest feeds and covers” – the biggest and most important

Competitions – in summer work related (sawing, knowledge about forestry, shooting etc) and winter (skiing, basketball, chess, etc), for forest sector employers, employees, forest owners with family

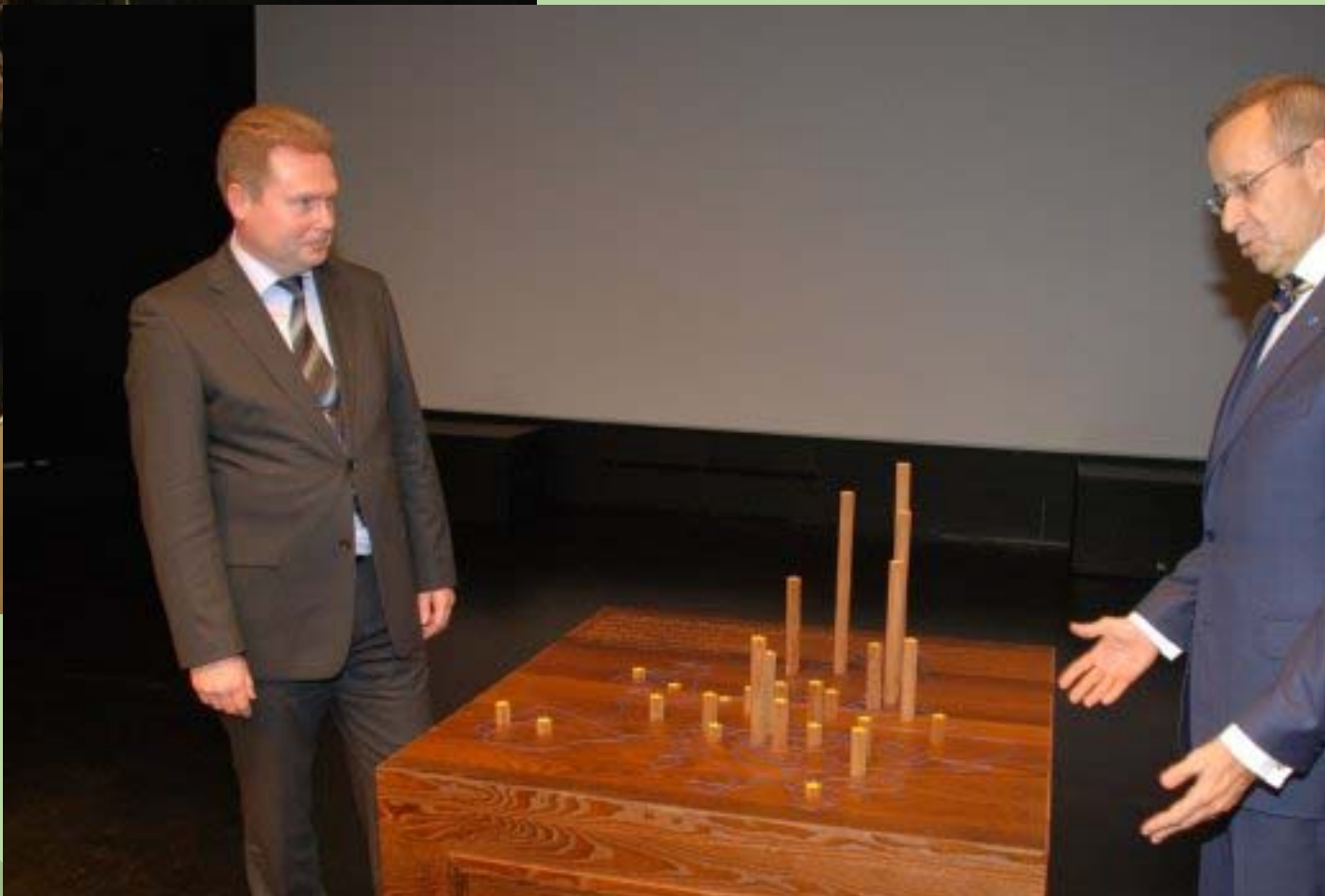
Sectorwide conferences (3-5 each year) and seminars

Media events (forest school for journalists, TV clips, practical magazines inside dailys)

We use socialmedia – facebook, over 250 fans in 6 months

A radioshow about forestry (hopefully starting next season (autumn 2010))





Thank you!

In any question about Estonian forestry please  
feel free to contact me:

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