Public relation in forestry – best practices

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Forestry in Slovakia

Best practices in PR

Conclusion
Engagement / projects / activities of foresters

Forest resources
Forestry in Slovakia

Forest cover: 41% (2 014 731 ha)

Forest ownership structure:

State 39.8%
Community 20.1%
Municipal 18.5%
Unknown ownership 18.5%
Church 2.6%
Agricultural coops: 0.3%
Private 10.3%

- Harvesting: total volume of timber: 9,14 m³ - incidental felling (57%)
- Supreme national authority on forests: Ministry of Agriculture and Rural Development of the Slovak Republic (MARD SR)
- Interest groups and associations active in forestry sector: Slovak Forestry Chamber, Slovak Hunting Chamber, Association of Forestry Employers and Council of Non-state Forest Owners
Forestry in Slovakia

**Strong points and opportunities**

- Both increment and felling are increasing
- Improved natural regeneration in forests
- Increased volume of tending operations
- Protection of genetic resources of forests
- Stabilised non-state forest sector

**Weak points and threats**

- High percentage of incidental felling
- Negative impact of climate change on forests
- Insufficient density and quality of forest road
- Inadequate funding, especially with regard to payments for ecosystem services
- **Negative public perception of forestry**
Forestry in Slovakia

Communication is challenge for the forestry:

• public is generally not aware of how significant sustainable forest management is
Forestry in Slovakia

The our target:

To speak about forest it is task mainly for forestry sector

How can we do it ???
Forestry pedagogy - FP

- FP is based on knowledge about forest ecosystems and experience in sustainable forestry
- FP requires active and cooperative educational methods and approaches
- FP promotes and offers forests as healthy and excellent learning-locations for outdoor-education
Forestry pedagogy - FP

- children-nursery schools, basic schools,
- students from secondary schools and universities,
- teachers and pedagogical staff,
- people with special needs,
- families with children,
- adults,
- seniors
Forestry pedagogy - FP

NFC is coordinator for forest pedagogy:

• education activities of forestry pedagogues - 332 forest pedagogues (12/2017)
• implementation of FP into school system
• the main activities are focused on children (age 5 -12 years) and it dominates “forest walk“
• the activities of FP are free of charge (State forest enterprise)
• children nurseries are willing to pay fee for forest walk
• cooperation between municipality forest enterprises and schools
Forestry days – Flagship of PR

- give information for public about forest importance and functions,
- present forestry works
- Activities of project are prepared by forestry organizations in 4 key places around of Slovakia (April 20 - May 1)
- very intensive programme (50 partners, 70 cities/villages)
Zvolen – Forestry Town

• in 2016 was signed Memorandum of agreement between eleven forestry organization and Mayor of Town Zvolen,
• the main goal of cooperation is to present Town Zvolen like forestry town
• preparation of PR activities
Zvolen – Forestry Town
Children forestry university

- cooperation NFC, forestry enterprises, Forestry faculty, schools,
- 10 professional topics/presentation with researchers and university lectures
- forest pedagogics activities in forests
- the direct target group: 10-11 old pupils in primary schools (320 students)
- the non-direct target groups are teachers and parents
- Graduation ceremony
Forests hidden in book

- cooperation NFC, forestry enterprises, schools, primary schools, and regional libraries
- regional libraries are meeting points for pupils with forest pedagogues – reading books related to nature
- aim of the project is to introduce pupils the forests and improve the reading literacy
- additional activities are various competitions (creation of forest books, forest cards, etc...)
Forestry for society – Forests without barriers

- international project financed by Norway grant (SK- 5 partners, UA -3 partners, NO- 1 partner)
- project goal was to establish cross-border partnership aimed on the development and promotion of tourism (especially in forests).
- Reached project outputs:
  - establishment of Slovakia-Ukraine forestry cluster (19 members)
  - educational programmes “Forest guide”, - 40 SK/UA participants
  - new infrastructure facilities dedicated to recreation, information and education were built
  - two international forestry camps
  - interactive educational material
  - conception of Forest pedagogy for UA Carpathian region
Forestry for society – Forests without barriers
Conclusion

elaborate and implement a comprehensive PR strategy and ensure adequate institutional conditions for PR proactive activities in forestry,

insure coordination and cooperation in PR among forest organisations - leader

involve more non-forest organization into forestry PR activities (municipalities, schools, NGOs, tourism organizations etc.),

include PR activities into “traditional” forestry operations,

focus on forest pedagogy which seams to be very effective PR in forestry,

obtain relevant information relating to effectiveness of different proactive PR projects (start systematic research) and education activities for staff of forestry organizations,

secure financial and organisational conditions for PR with focus on professionalization of these activities.
Dziękuję bardzo

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