Communicating with the Public

- Good communications can be used to build relationships and reputations for forest companies

- The public are a key stakeholder for forest companies and may have different expectations for the use of the forest

- A strategic approach is needed to build an identity and grow a reputation
Communications Strategy

• Establish identity and build reputation

• Bridge gap between how we want to be seen (our identity) and how we are currently seen (corporate reputation)

• Identify & tackle potential conflicts

• Bring expectations in line with our own vision
  – Create advocates
  – Support for projects
  – Prepared for occasional crises
Reputation Vs Expectation

Our Reputation

Stakeholder

Customers
Regulators
Policy Makers
Community groups
General Public
NGOs
Employees
Suppliers
Partners

V
Balanced Approach Required
Our Message... who we are

Regulators: Forestry is a trusted partner & can self regulate

Shareholder: Forestry is commercially successful

General Public: Forestry is a commercially focussed but a leader in outdoor recreation, climate change & sustainability

NGOs: Forestry is a trusted leader in sustainability & climate change agenda

Customers: Forestry offers quality service & products

Employees: Staff are proud to work in forestry
Our Vision

Stakeholder Influence

Stakeholder

- Customers
- Regulators/Policy Makers
- Shareholder
- General Public
- NGOs
- Employees
- Suppliers
- Partners

Influence

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Approach

• Deliver themed message to targeted groups

• Themed messages/events designed to build and reinforce perceptions in line with our vision, but not in conflict with each other

• Bring expectations in line with our own vision
How?

• Start with your website
  – Does the information there line up with your vision?

• Website design to marry commercial and public interests
  – Our business
  – Our forests
National & Local Events

• National level events showcasing the latest in forestry
  – Bioeconomy
  – Climate Change
  – Technology

• Local community events
  – Outdoor recreation
  – Forest biodiversity
In Coillte

- National communications manager
  - National and local events

- Stakeholder liaison officer
  - One national telephone number
  - One email address

- Locally, BAU estates forester
  - Engages with the public
Finally

- We cannot ignore social media
- Coillte currently operate
  - Facebook
  - LinkedIn
  - Twitter
The deliverables

• Become recognised and respected among stakeholders, shareholder and customers

• Defined narrative to achieve this vision which all staff are familiar with and can relate to

• The public become advocates for our business

• The public welcome and support forestry