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Workshop in Support of the EU Forest Action Plan

“TAKING US OUT OF THE WOODS”

Communication on Forests and Forestry

3rd – 5th June 2009, Pardubice Region



MINISTERSTVO ZEMĚDĚLSTVÍ



LESYČR 



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Preliminary Agenda

3rd June 2009 (Wednesday)

Venue: The Chrudim Regional Museum

9:00 – 09:45	Welcome Addresses by <ul style="list-style-type: none"> - the CZ EU presidency <ul style="list-style-type: none"> o Radko Martínek – President of the Pardubice Region o Jiří Novák - Deputy minister, Ministry of Agriculture - the European Commission <ul style="list-style-type: none"> o Tamas Szedlak – DG Agriculture and Rural Development - the UNECE-FAO Forest Communicators Network <ul style="list-style-type: none"> o Ingwald Gschwandtl - Leader of FCN, Ministry of Agriculture, Forestry, Environment and Water Management, Austria - Pardubice Region <ul style="list-style-type: none"> o Martin Vlasák – Public administration of forests of Pardubice Region
09:45 – 10:15	Keynote presentation on strategic communication Communication Counts - Marcel Riedl, Faculty of Forestry and Wood Science, Czech Republic
10:15 – 10:45	Coffee Break
10:45 – 11:45	The size of the problem <ul style="list-style-type: none"> - Ewald Rametsteiner – University of Natural Resources and Applied Life Sciences, Vienna - Gerben Janse – Swedish Forest Agency
11:45 – 12:15	How to scope a Europe wide strategy <ul style="list-style-type: none"> - Ingwald Gschwandtl – Leader of the UNECE-FAO Forest Communicators Network
12:15 – 13:15	Lunch
13:15 – 14:45	Defining communication objectives introduction by Colin Morton – Forestry Commission of Great Britain Work in 3 break-up groups
14:45 – 15:15	Presentation of outcomes to plenary
15:15 – 16:30	SWOT analyses of communication objectives introduction by Colin Morton – Forestry Commission of Great Britain Work in 3 break-up groups
16:30 – 17:00	Presentation of outcomes to plenary

4th June 2009 (Thursday)Venue: The Chrudim Regional Museum

9:00 – 10:45	Formulating messages, planning actions, implementation and evaluation <ul style="list-style-type: none"> - Panel discussion based on exemplary campaigns - European Forest Week 2008 - Andrea Perlis, FAO - Forest Pedagogy as environmental education <ul style="list-style-type: none"> o Follow-up training focused on work with difficult target groups -Alice Palacká, Forest Pedagogues Association in the Czech Republic o Doctors treat you – the nature heals you. Pedagogues teach you – the experience strengthens you. Jan Zasadil, Forests of the Czech Republic - The MCPFE communication strategy - Kristin Dawes, MCPFE - Reaching media around the world - the success of the first Global Forest Expert Panel report - Gerda Wolfrum, IUFRO - Work with public at The Association of Municipal and Private Forests Owners (SVOL) - Radomír Charvát, The Association of Municipal and Private Forests Owners in the Czech Republic
10:45 – 11:15	Coffee break
11:15 – 12:00	<ul style="list-style-type: none"> - Promoting the Use of Wood in the Czech Republic and the Foundation Wood for Life - Jan Řezáč, Foundation Wood for Life - Tackle Climate Change – Use Wood. Ward Vervoort, CEI Bois
12:00 – 13:30	Identifying target audiences introduction by Kristin Dawes (MCPFE) and Marta Gaworska (CEPF) Work in 3 break-up groups
13:30 – 14:00	Report back to plenary
14:00 – 15:00	Lunch
15:00 – 15.30	Session for experience exchange focuses on forest communication related materials
15:30 – 16:30	How to proceed Plenary discussion on steps to be taken for developing an EU forest communication strategy introduction by Ingwald Gschwandtl (FCN)
16:30 – 17:00	Conclusions - closure of the meeting

5th June 2009 (Friday) – Field Trip

Stud farm with black Oldkladruby horses, the oldest Czech horse breed (dates back to the 15th century), well-known and famous worldwide.

Janovická Game Preserve with herds of white red deer. Let's learn about the restoration of damages caused by a local hurricane in June 2008.

Svobodné Hamry Golf & Country Club - scenic golf course for both less or more-experienced golf players – enjoy with us sunny afternoon among Czech hills and forests.

The ride on carriage to the open-air museum Veselý kopec available.



Communication Counts

Marcel Riedl

The introductory presentation deals with communication in its broader context. The analogy with brand management and marketing of services shows the differences in communication depending on whether the actual subject of communication is forestry (forest tending) or the forest itself.

A specific example demonstrates the rules of FAB (Features Advantages, Benefits) and KISS (Keep It Short and Simple), i.e. the effectiveness and simplicity of communication.

Based on Zeithaml's conceptual model of service quality, we analyze the influence of external communication and the potential discrepancies between the expected, actual, and perceived values of services. We define individual stages of the general communication process with emphasis on the situational analysis and knowledge of the target group.

Specific examples from experience show certain problems in the area of communication that are topical even for the EU and result from the insufficient knowledge of the language, cultural and situational context. The conclusion stresses the significance of communication as an instrument used to overcome the stereotype of thought and paradigms (forestry and nature conservation).

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The size of the problem: Public Opinion, Europeans and Forests

Ewald Rametsteiner

Europeans are little aware and pay little attention to forests in everyday life – or so it seems. However, forests and trees, as a symbol of nature, have long historical and cultural roots, and are deeply embedded in people's minds and – even more - hearts. Forests are thus not a socio-economic, but they are a socio-cultural issue for most people, to start with. Moreover, as an increasingly negligible number of people in Europe have direct economic relations to land and forests, their only direct exposure to forests is through recreational activities. This is the background for analysing "the size of the problem" of forest communication on forests and forestry.

As with any society, the values and needs (and lifestyles) of different groups of society are quite different, and so are connecting points of interest and attention on forest matters for the different segments that need to be addressed with targeted communication messages and through different means. These range from groups for whom traditional values, material world and security issues matters to groups who focus on the development of their spiritual well-being and experience. The analysis will differentiate major socio-styles of contemporary European society, and recent trends under the impression of climate change and energy security. It will give an overview of the shares of different types of expectations of benefits from forests, and the opinion of Europeans on a number of key issues related to forests, including the development of forest area, biodiversity, and forest health, as well as on their assessment and expectations of the way forests should be managed. It will show in which areas the public has a considerably different view of the situation, and different expectations about the way forward than evidence-based data shows.

Given that effective communication and dialogue with the public is only possible if forest and forestry related communication addresses relevant values and needs of different groups in society in a targeted manner, the presentation will conclude by pointing to a few key areas of communication that are essential to get across key elements of a complex reality of forests and their management.

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Forest Policy and Communication at the International Level – what a challenge

Gerben Janse

Nearly every company or organization has "improving communication" on their priority list. For most of them, this cliché implies doing something in the field of marketing or PR. For others, often public organizations but not exclusively, the focus lies on improving the way in which people/departments deal with each other. In that sense organizations dealing with forest policy are no different. Therefore one would expect their challenges to be same as those of all other fields. However, forest policy is different, because it has unclear boundaries and basically is an arena where a host of different disciplines comes together; i.e. climate change, renewable energy, nature protection, rural development, trade, and last but not least, forestry. In recent years forests have become "hot" and the attention from other sectoral policies has increased tremendously. This means that, especially at the EU and global levels, different sectoral policies each claim a part of forest policy, thereby fragmenting and clouding what once was the "classic forest policy field".

Because of interdisciplinarity and policy fragmentation, communication between all relevant actors becomes more difficult. Firstly, internal communication (e.g. within the forest sector at the national level) is complicated because there are many different expert-niches within forest policy. This means that a wide range of experts have to communicate with each other and therefore also understand each other's frame of reference, goals and values. Externally, upon crossing the already fuzzy borderline between "forest policy" and "other policy" these differences become even greater. But still, external communication is essential, because these other sectors develop policies that strongly affect forestry. Other related difficulties include: coordination in multi-level governance: national level, EU level, pan-European level, global level processes each require lots of attention, but often different people from one organization are responsible for different processes, which puts a strain on internal communication. The same holds true for the wide range of different processes taking place at a single level, making it impossible for a single person to keep track of all relevant developments, which in turn makes both internal and external communication challenging.

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Scoping a European forest communication strategy

Ingwald Gschwandt

Background

Today forests are more than ever an issue of global concern. They are affected by globalisation and subject to a number of international and multilateral agreements and processes. The adaptation of the forest and forest industries sector to these fast going developments requires significant changes of policies, structures and procedures, which need support by effective communications at the local, national and also the European level. According to the EU Forest Action Plan the European Commission, with active participation by the Member States, will develop a communication strategy on forestry and will build on work carried out by the UNECE/FAO Forest Communicators Network. The UNECE/FAO Forest Communicators Network has recently been mandated by the UNECE Timber Committee and the FAO European Forestry Commission to develop a European forest communication strategy and to also support the European Commission in its efforts.

Why to talk about forests

In today's competitive world, effective communication is extremely important for the success of organizations, companies and sectors. This is particularly true for the forests sector as there are so many and partly conflicting interests attached to forests. Forests mean different things to different people. Most people feel emotionally attached to forests. What people think matters. As consumers they influence markets, as voters they influence policy, as citizens they determine public opinion. Therefore, who ever has a stake in forests has to make an impact on public opinion in order to demonstrate and safe her/his respective interests.

Communication usually fails

Communication is the process of attempting to convey information from a sender to a receiver with the use of a medium. However, science proves that it is not so easy. According to Niklas Luhmann 'The probability that communication succeeds is low', and as Osmo A. Wiio puts it 'Communication usually fails, except by accident'. There are various reasons for communication failures. It is crucial to fully take into account the target audience's concerns and views in order to tailor messages and communication means according to their interests. Communication is more about listening than talking. Public perception surveys form therefore a basic component of any communication strategy.

Forests are an extraordinary complex issue. However, in communication complexity undermines the desired effect. It is therefore imperative to perform forest related communication systematically and focused, based on a well calibrated strategic approach.

A strategic approach for systematic communication

Communication happens at many levels in many different ways. However, in any case, whether communication activities are carried out by a forest enterprise or a community, at national level by a government, an association or a big institution, or by an international organisation, the core elements determining a strategic communication approach are basically the same. In principle a systematic communication strategy follows the regular management cycle:

1. assessing the status quo
2. defining objectives and targets
3. identifying measures
4. implementation
5. evaluating success
6. assessing the new status quo
7. restarting the cycle by defining new objectives etc. if needed

The European dimension

For developing a European communication strategy on forests a number of questions need to be clarified beforehand:

- The geographic scope (EU and/or Pan-Europe?)
- The communication partners (who will elaborate the strategy and take responsibility for it, to whom will it be presented, who will carry out communication activities?)
- How will it be implemented (will there be joint actions by different players at European level, will there be concerted activities at different levels? Who will provide the means for implementation?)

The overall business objectives (what to communicate about? as basis for developing overall communication objectives and core messages shared by all partners)



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Defining communication objectives

Colin Morton

Good communication strategies need clear aims and objectives to increase their chances of achieving the desired outcome. And by setting objectives that you can measure, you will know if you have succeeded in what you set out to achieve.

Aims and objectives:

- Ensure that everyone - including the public - knows what you are trying to achieve.
- They ensure that everybody involved in the initiative is working towards achieving the same targets.
- They provide criteria for measuring success.
- They inform the development of subsequent stages of the communications initiative.

We start with a clear understanding of business needs. From there a broad aim that describes the campaign or strategy's overarching purpose can be set.

Objectives, specific targets that help achieve the aim, should then be detailed. These should be SMART:

- Specific - each objective should have a single key result that will contribute to achieving the aim
- Measurable - success can be quantified
- Achievable - within budget, timescales and other constraints
- Realistic - sits comfortably within the wider objectives and takes heed of any outside influences
- Timebound - working within set, realistic timescales

This part of the workshop sets out to determine our business needs, aims and objectives in a structured and participative way.

A second workshop will help to identify issues that might impact upon the strategy - positively or negatively. We will do this using a SWOT analysis technique that helps define:

- Strengths
- Weaknesses
- Opportunities
- Threats

Understanding these issues, and how they impact on what we set out to do, should help to produce a high quality communications strategy.

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European Forest Week 2008

A case study in Europe-wide communications

Andrea Perlis

The first European Forest Week, a joint initiative of FAO, UNECE, MCPFE and EU, was held in October 2008. The Forest Communicators Network (FCN) was invited to assist with communications.

At a first brainstorming of a communications strategy in October 2007, FCN identified goals, objectives, target audiences and possible key messages. Strategies were also developed on how to integrate national and subnational activities into the event.

Over the next months, a smaller subgroup convened to provide further advice, e.g. on logo and organization of visible public events, and developed key messages: a central message (Europe's forests enrich our lives and help save the planet) and four sub-messages. Brief explanatory text was provided for each. These messages were posted on the Web site and provided the basis for media communications.

FAO developed a Web site, www.europeanforestweek.org, displaying press information, communication tools, meeting information and in-country activities. The logo was translated into 15 different European languages and made available for downloading on the site. An interactive feature was created on the Web site for in-country groups to post their own activities. Hundreds of activities were organized and posted.

With challenges including limited time and resources and the multi-institutional organization of the week, not all of the creative ideas proposed by FCN could be carried out for the first EFW. But this first effort can be considered a success: while meetings and exhibits in Rome and Brussels reached the policy-maker target group, the myriad of national and local activities reached out to a wider public.

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Follow-up Training Focused on Work with Difficult Target Groups

Alice Palacká

*In order to win people over, we need to make them think that we love them;
and the best way to do that is to love them, indeed.*

Jeremy Bentham

The Secondary Forestry School in Hranice na Moravě has more than a hundred-year tradition in forestry education. In 2004, we decided to follow the long experience in the organization of various environmental free time activities for youth and we began to deal intensively with forest pedagogy. Since 2005, we have been organizing courses of forest pedagogy for foresters in cooperation with the Forest Pedagogues Association in the Czech Republic.

We have created a system of education for foresters in the sector of forest pedagogy, which consists of two programs, i.e. a basic course and a follow-up course. The first course is designed to prepare forest pedagogues for education of children of 8 to 12 years of age; the follow-up course involves issues related to work with other target groups and examples of specialized forest activities. We based our work on an Austrian model of education of foresters in this area. The key pillars and the number of classes were retained in order to keep the compatibility at the European level.

The basic course acquaints the participants with the grounds of pedagogy, psychology, and didactics. These sciences are interpreted through interactive activities and true experience. The persons involved in the teaching process are required by the Ministry of Education, Youth and Sports to gain this knowledge.

Practical experience with the principles of forest pedagogy and with the potential use of various teaching aids is a natural and indispensable part of the course. The real climax and at the same time an essential part is the actual supervised interaction of each participant with children, which is later consulted with experts as to enhance the future success of these activities.

Among target groups of the follow-up course there are persons with special needs, i.e. mentally affected, with hearing defects or motility disorders, persons from a socially disadvantaged environment, and elderly people. Each of these groups is presented to

the participants by experts from the relevant area not through a one-way lecture, but through interactive, activating and experience methods. Thus, the forest pedagogues

have an opportunity to try themselves how one feels with a certain handicap. They can deduce their own ways how to deal with the challenge, of course, under the kind guidance of their tutors.

The objective is to provide maximum information on the specificities of this category and to draw attention to potential obstacles in communication with these people. We have also had very good experience visiting people with special needs directly in their housing facilities. Everybody gets to know each other and we all are better prepared and motivated for the activities of forest pedagogy in the forest.

The key word of the follow-up course might be "understanding". Only if we understand the needs of our counterpart, we have hope that our mutual communication will see success and help us overcome the barriers in mutual understanding.

The follow-up course also deals with other social and often controversial issues, such as hunting and game management (Jagd und Hege) or dialogues with forest visitors who do not find much understanding with foresters. Patient explanation of the principles of the forest ecosystem and forest legislation represents one of the possibilities how to prevent or solve problems.

The course of forest pedagogy for foresters as we present it means above all a way, which facilitates successful communication from forestry professionals towards the broadest public. As any other way, this one is neither free from all obstacles. But it leads to the desired goal in such a manner that it should become the means of understanding between the two groups.

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Doctors treat you – the nature heals you

Pedagogues teach you – the experience strengthens you

Jan Zasadil

The lecture begins with a brief insight into an interesting history of Stará Obora (Old Game Preserve) including a description of the natural environment, where children enjoy a week stay each year. The history of the housing facility – a hunting lodge, which was moved to Stará Obora from Boubín – is no less exciting.

The next part introduces a special school for students with hearing defects in České Budějovice and describes in more detail the times when children stayed there with their parents for the first time in 2002. An example of a boy at a pre-school age demonstrates the positive effects of the stay in Stará Obora on his further mental and physical development.

Before we read the chapter describing the activities that the Forest District Hluboká nad Vltavou organizes for other, i.e. healthy children, we can also learn about the reactions of various participants and other guests, and about the evaluation by a team of pedagogues coming from the special school. These "Days with LČR" have also become a tradition.

The lecture finishes with a brief contemplation of the differences between healthy and handicapped children and their perception of the environment, which is accompanied by photographs depicting their stay.

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The MCPFE Communications Strategy

Kristin Dawes

The Ministerial Conference on the Protection of Forests in Europe (MCPFE) is the pan-European policy process for the sustainable management of the continent's forests. It develops common rules for its 46 member countries and the European Community on ways to protect and sustainably manage forests. Founded in 1990, it is a continuous process which has led to achievements such as the Sustainable Forest Management Principles, which are now being applied to 95% of Europe's forests. High-priority topics of the MCPFE are safeguarding sustainable production of biomass from forests, and to enhance the role of forests in mitigating climate change, securing water supplies and protecting against droughts and floods. These are highly topical issues on the political agenda in Europe. Other important tasks are to develop a framework for future forest collaboration and to explore the possibilities for a legally binding instrument on forests in Europe. Norway currently holds the chairmanship of the MCPFE and has established a Secretariat – the Liaison Unit Oslo – to facilitate the work of the collaboration.

At the most recent Ministerial Conference 2007, in Warsaw, Poland, the ministers responsible for forests in Europe emphasised the enhanced need for communication and PR to raise the profile and awareness of the multiple benefits of forests and forestry as well as the role of the forest sector, within government structures, private sector and with the general public. Several commitments from the Warsaw Declaration and Warsaw Resolutions explicitly demand support through communication and PR on different issues. Following the mandate from the Warsaw Conference, it was decided at the MCPFE Expert Level Meeting in 2008 in Oslo, Norway, to develop an MCPFE Communication Strategy as operational part of the Work Programme. The elaboration of the communication strategy has been carried out by the MCPFE Liaison Unit Oslo in cooperation with an international communications agency. The PR-agency Trimedia was appointed to perform this work. The MCPFE Communications Strategy will hereafter be referred to as MCPFE Strategic Communications Programme. The programme which has been recommended by Trimedia contains a situation analysis, a strategic roadmap and proposed measures in order to achieve the overall and communication goals.

The communications programme is designed to support the MCPFE in its work for achieving the overall objectives. It is further designed to support the MCPFE countries in their work at national level, provide inputs to the MCPFE participants and to serve the MCPFE Liaison Unit Oslo.



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Reaching media around the world – the success of the first Global Forest Expert Panel (GFEP) report

Gerda Wolfrum and Tarun K. Bathija

Background Information

"Adaptation of Forests and People to Climate Change" – a Global Assessment Report is the first product of the IUFRO-led Global Forest Expert Panels (GFEP) of the Collaborative Partnership on Forests. This initiative was launched in April 2007 to provide objective and independent scientific assessments of key issues in order to support more informed decision-making at the global level. The final report prepared by the GFEP on Adaptation of Forests to Climate Change gathers the state of scientific knowledge about the current and projected future impacts of climate change on forests and people, and the options for adaptation. It was presented at UNFF8 in New York in April 2009 and is also available for download at: <http://www.iufro.org/science/gfep/>

Communication Strategy

With the purpose of promoting this first GFEP report a communication strategy was drafted in cooperation with a professional communicator detailed to IUFRO from Natural Resources Canada. Key messages and target audiences were defined and a communications schedule was prepared. Allocating resources for communications tasks, having clearly defined communications objectives and a communication strategy were considered essential factors of reaching desired audiences. IUFRO led and coordinated the dissemination aspects of the communications strategy of GFEP. As part of the strategy, an external communications agency was contracted to guarantee the success of communication. The communications agency engaged in the following activities:

- developing a media strategy in coordination with IUFRO
- determining a key message that would be attractive for the media
- developing a finalized press release in coordination with IUFRO
- coordinating the development of an online press room
- developing a targeted media list
- arranging phone interviews for spokespeople
- tracking media coverage
- and developing a final report



Final Outcome

The promotion of the GFEP report by an external agency resulted in significant media coverage around the world. This brought public attention to the current and projected future impacts of climate change on forests and people, and sounded the alarm to policymakers to focus greater attention to the issue of forests and climate change. According to the external communications agency, the overall success of the GFEP communications activities can be attributed to the following criteria:

- It is important to have a product.
- The product (the GFEP report in this case) was very substantive.
- Despite the fact that the journalists may not have heard of IUFRO before, they have identified IUFRO as a very reputable and balanced source.
- Normally groups advocate a certain opinion or position. It is much easier to communicate research.
- The key message about the risk of forests turning from carbon sink to source was attractive for the media.
- The attractiveness of the story was further enhanced by means of providing a counter-intuitive angle: the report also conveyed the news that the global timber supply may increase in the future.
- Especially in Canada, but also in a number of other countries, it was possible to relate the global report to the specific national/local context. This last point can also be seen as a possibility for improvement: In the future one could even do better in peeling out information that is particularly relevant in a given national/local context.



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Work with Public at The Association of Municipal and Private Forests Owners in the Czech Republic

Radomír Charvát

The Association of Municipal and Private Forests Owners in the Czech Republic (SVOL - Sdružení vlastníků obecních a soukromých lesů) is a voluntary organization associating owners and managers of non-state forest property. Municipalities and forest municipal cooperatives are organized in the SVOL directly in the Chamber of Municipal Forests. Private forest owners participate in the activities of the SVOL through the Chamber of Private Forests.

At present, the SVOL represents more than 2000 owners of non-state forest property, who manage over 350 000 ha of forests, i.e. nearly 13 % of the total forest area in the Czech Republic. The SVOL was established in 1992 following the adoption of new legislation on restitution (Acts No. 229/91 Coll. and No. 172/91 Coll.). The SVOL opened its membership for private forest owners in 1996 and its organizational structure changed in 2002 in response to the creation of separate regional units. Nine regional SVOL organizations were established on this basis. The region of Eastern Bohemia is the largest one. With its area of approximately 66 000 ha of forest land, it comprises the Pardubice Region, Hradec Králové Region, and parts of the Liberec Region.

The objectives of the Association are to jointly defend the interests of its members, to provide them with a methodical assistance, to secure flow of professional information including training and advisory services, to participate in the creation of forest policy, to establish partnership with professional institutions abroad and recently also to organize a system of common trade with timber. Among other activities, we have to mention communication with the public and courses of forest pedagogy particularly related to larger property of towns. Communication with the public is secured through a centrally published bulletin and through a system of nature trails and information boards in individual forest properties. These nature trails and information boards designed for forest visitors emphasize the merits of forestry in relation to sustainable management in the nature. There are new centres of environmental education being established with their focus on life in rural areas.



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Promoting the Use of Wood in the Czech Republic and the Foundation Nadace dřevo pro život (Foundation Wood for Life)

Jan Řezáč

Responsible use of forest resources is the grounds of ecologically acceptable economic and social development of rural areas in the Czech Republic. As a domestic renewable and ecological raw material, timber is a product of developed and environmentally friendly forest management. However, other less ecological materials, such as plastic, iron, or concrete, are still being preferred and their production is causing significant damage to the environment. As a result of its historical development, timber reserves in the Czech Republic are above average. They have been permanently increasing along with the increasing forest area and proper management practises. In a long-term perspective, the actual low utilization of wood in the Czech Republic is thus unsustainable.

Forest management and wood processing industry in the Czech Republic were permanently in a need of an institution which would systematically and in a long term disseminate information about the significance of forest riches for the society, about forest management practices, and about the potentials of environmentally friendly use of timber – this unique renewable raw material. In 2005, these facts led to the establishment of a foundation called Nadace dřevo pro život (Wood for Life Foundation). In the modern European civilization, foundations play a unique role and represent a credible and transparent part of the society.

The founders of the foundation represent a comprehensive and responsible care of the timber riches, i.e. from forest owners and providers forestry services to the actual wood processing entities producing final wood products. The establishment of the foundation is in fact a declaration of responsibilities of forest owners, forest managers, and significant entrepreneurial entities involved in forestry, for the ecological stability of the Czech landscape and for the social and economic perspectives of the living standard in rural areas.

The foundation is based on the following principles: independence, non-profit, openness, representation, and partnership. The key mission is to collect financial means and to promote generally beneficial projects aiming to change the relationship of the Czech society to timber and its utilization. Until present, the foundation has invested over CZK 11 million in its own projects and in projects of non-profit organizations and municipalities.



Project „Za tajemstvím dřeva“ (In Search of the Secret of Wood)

Whereas most products and materials which we use and which have a fundamental influence on the quality of our lives are made from fossil resources – most often from oil and its products, timber is a renewable raw material. Wood products do not represent any risk to the environment either in production or disposal. They hence constitute a possibility of sustainable development. Nevertheless, the awareness of the Czech public in this sector is clearly insufficient. For this reason, the foundation decided at the very beginning to prepare, in cooperation with the Tereza Association, a long term project aimed at a systemic promotion of information and educational activities mainly for primary schools in the area wood utilization.

The objectives of the project are: to bring wood closer to children – to offer them direct work and experience with wood; to acquaint the public with the role of man in the forest, with the principles of sustainable forest management; to develop respect to the nature and wood as a unique renewable raw material; to improve the education of pedagogues and children in the area of forest ecosystem, and through them the education of the general public; to support cooperation of schools with local communities; to establish a long-term cooperation with a wood processing company in order to improve the knowledge of wood processing; to support schools and their communities in the implementation of projects focused on broader utilization of wood.

Wooden Houses – the Way to Save Energy

The foundation Nadace dřevo pro život set as its objective to re-establish the relationship of the society to wood. The Czech society has its most significant reserves and potentials with respect to the utilization of timber in the building industry. In cooperation with other partners, the foundation began to organize an architecture-construction competition called Wooden House.

The purpose of this competition is to support the efforts to utilize wood in the Czech building industry. An increased interest of architects and designers in wood would be one of the possible ways to complete this task. Houses based on wooden constructions comply with all ecological and energetic criteria given by the European strategies. A decrease in energy requirements of a household is fully in accordance with the development of structures with a higher share of wood as a construction material.

The annual harvest of timber per capita is approximately the same in the Czech Republic as in the USA. However, wooden houses vastly prevail in the American housing construction, while in the Czech Republic they reach merely 4 %. For example, wooden houses in



Germany represent 7% (70% in Bavaria), in Austria 10%, in Switzerland 10%, in Great Britain – England and Wales 15%, in Scotland 50%, in Finland, Norway and Denmark over 60%, in the USA 65%, and in Canada even 80%.

For more information on the foundation and its projects you can visit the following web pages:

www.drevoprozivot.cz; www.mezistromy.cz; www.drevenydum.org

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Tackle climate change: use wood

Ward Vervoort

'Roadmap 2010' is a strategic process with an action and communication programme launched by CEI-Bois, the European Confederation of Woodworking Industries. It aims at increasing the use of wood products in Europe especially in the areas "Building With Wood", "Living With Wood" and "Wood in Packaging and Transport".

The goal of the "Wood in Sustainable Development" process (WiSD), which is the fourth pillar of Roadmap 2010, is to increase knowledge and awareness among all stakeholders on the positive contribution of enhanced wood use to both sustainable development and tackling climate change and the role sustainable forestry practices and wood-based products play to reduce greenhouse gas emissions. A better recognition of the environmental qualities of wood and wood-based products will enhance their use in Europe and thereby contribute to achieving the commitments of the EU under the Kyoto Protocol. Using wood and wood products contributes to renewing the carbon stock in the forests, when these are sustainably managed. The woodworking sector is strongly committed to the environment by using also forestry residues and co-products as well as recycling wood to produce e.g. wood-based panels.

In February 2006 CEI-Bois and WisD organised an exhibition entitled 'Tackle Climate Change: Use Wood' in the European Parliament in Brussels. A handbook with the same title was launched during the exhibition. It provides a definitive source of reference on issues related to the role of wood in reducing climate change. It contains a wealth of information on Europe's forests, how wood use helps to slow global warming, on wood as a biofuel, as well as facts and figures on the European wood and furniture industry. The exhibition was shown later on in Milan (IT), Cologne (DE), Geneva (CH) and at the Brussels-based 'Economic and Social Committee of the EU'. The handbook, on the other hand, has been very successful since then including further distribution, reprints and translation in not less than 10 languages.

Following the creation of the exhibition in the European Parliament in Brussels, WiSD managed to set up an informal discussion forum with Members of the European Parliament (MEPs) entitled "Club du Bois" and a linked Newsletter. Since May 2007, several meetings in the European Parliament could be organised. The Club du Bois brings together MEPs with an interest in the woodworking industry sector and informs them of the challenges facing the sector. The focus of the latest Club du Bois meeting in Strasbourg, in May 2009, was put on the recognition of carbon storage in Harvested Wood Products (HWP) in the next

global climate agreement during COP 15, the United Nations Climate Change

Conference later this year in Copenhagen, Denmark. Another important theme was the forecasting of future wood availability for material and energy uses to ensure that the European RES targets (renewable energy sources) are achievable as well as to foster a sustainable future for the EU's forest-based industries.

The WiSD campaign 'Tackle Climate Change: Use Wood' is further backed by a short movie with the same title and the Roadmap 2010 website. This demonstrates how a mix of communication tools and educative and scientific information can be used effectively for communicating the position and challenges of the European woodworking sector in the crucial, global debate on climate change and energy use.

NOTE: the "Wood in Sustainable Development" process of Roadmap 2010 is run by:
European Panel Federation, EPF and European Organisation of the Sawmill Industry, EOS

wood in sustainable development

CEI-Bois Roadmap 2010

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Identifying target groups

Marta Gaworska and Kristin Dawes

Strategic communication is crucial to position institutions or organisations in our fast-changing, culturally-diverse and technologically-advanced environments. Communication and PR activities have to be based on definite and selected strategic overall goals.

Having identified and analysed the target/dialogue groups is a decisive factor for achieving the objectives. It is important to have an understanding of their current knowledge, attitudes and practices concerning the issue. Each target group has specific characteristics and is faced with different needs, which should be taken into account in any communication action when starting a planning process. A communication strategy has to reflect this by developing measures which secure that the target groups are reached effectively.

In the same way, it's important to bear in mind that each group can be concerned with a given objectives in different ways. It can be useful to draw up a profile describing the key characteristics such as cultural background, habits of communication as well as knowledge, attitudes and behaviour with respect to the objectives to be dealt with through communications. Recognising each group's specific methods and channels for communication can also help to facilitate the group's viewpoints.

Whom and why do you want to reach - Questions to be clarified to identify target groups:

- Do we know them?
- Who are they?
- What are their needs?
- What are their concerns?
- How do they benefit from what we do?
- Which messages do we want to deliver to the different target groups?
- How can we link our objectives to our target groups?
- How do we prioritise target groups?
- What communication means do they use?
- How do they perceive us and what relations does our organisation have with the target groups?



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Meeting Place

The Pardubice Region

The Pardubice Region occupies an area of 4519 km² and has more than 505 000 inhabitants. The population density is 112 inhabitants per km². There are a total of 452 municipalities in the region. Among these, there are 15 municipalities with extended powers and 26 municipalities with a delegated municipal office. Thirty-two of the municipalities are classified as towns. The regional central offices are in Pardubice.

The economy of the region is based on industry, and on commercial and public services. The structure of industrial production is varied. General engineering is the strongest industrial branch in the region, followed by textiles, clothing and leather processing. No other Czech region has such a large chemical industry. The agricultural sector is also important. The total area of the region consists of agricultural land 60,75 %, forests 29 %, and water 1.35 %. The economic prosperity of the region is also influenced by the fact that a major European railway corridor runs through it. Air and river transport are also available. Due to the good infrastructure there is increased interest from foreign investors in opening their businesses in the industrial zones that have been set up near the major towns.

The Pardubice Region has plenty of attractive natural and recreational areas, historical monuments and interesting sights for tourists. The protected landscape areas include the Železné mountains and the Orlické mountains, Žďárské vrchy, the area of Králický Sněžník, the highest mountain range in the region with a highest point of 1423 m, and the landscape along the Elbe river.

Medieval castles established from the 13th century onwards at strategic points in the region are among the most valuable architectural monuments. The dominant feature of the Železné mountains is Lichnice Castle. The ruins of Oheb Castle overlooking Seč dam offer a wonderful viewpoint for tourists. Rychmburk Castle dominates the southern part of the region. The ruins of medieval feudal residences scattered in the Železné mountains and near the Orlické mountains are also well worth visiting, as are the Svojšice fortress near Pardubice. Lanšperk, Brandýs and Žampach, in the Ústí nad Orlicí area, and the small castles at Žumberk and Rabštejn in the Chrudim district are also recommended. The Košumberk Castle ruins near Luže are of particular historical value. The most significant historical monuments in the region are connected with the noble Pernštejn family, from Moravia, who had two huge castles built, at Litice on the Orlice and on Kunětická hora near Pardubice.

Forest Management in the Pardubice Region

Martin Vlasák

The conditions of forest management in the Pardubice Region are varied and diverse. We manage forests in lowlands (Polabí, i.e. area around the Labe River, in the northwest of the Region) at altitudes around 200 m, and in mountain areas – the highest peak is Králický Sněžník with its 1 423 m a.s.l. located in the northeast prominence of the Region.

Forest management in the Pardubice Region is profitable, although the financial situation of the forest owners has been more complicated each day due to a decline in timber prices.

A windstorm affected the Region last year causing damage to nearly 0.5 million m³ of timber. The consequences are also significant in the Janovice game preserve, which we are going to visit on the last day.

There are several game preserves in the region. Besides common game species, you can also see the rare white red deer.

Forest data – Czech Republic and the Pardubice Region

	Czech Republic	Pardubice Region
Total area (ha)	7 886 400	451 852
Forest area (ha)	2 643 058	130 080
Forest cover (%)	32.8	28.8
% of forests a part of PAs* (%)	23.25	13.73
State forest property %	61	53
Municipal forest property %	15	13
Private forest property % - individuals	23	28
Private forest property % - legal persons	1	6
Number of forest owners	187 955	25 500
of which less than 1 ha	136 581	18 530
1 - 2 ha	25 134	3 410
2 - 5 ha	18 280	2 480
5 - 10 ha	4 761	646
over 10 ha	3 199	434

* PAs – Specially Protected Areas for nature conservation purposes



Why the choice of the Pardubice Region?

Josef Ressel – the Czech forester and inventor born in Chrudim

In 2003, we commemorated the 210th birth anniversary of Josef Ressel (29 June 1793, Chrudim – 9 October 1857, Ljubljana). His name is mostly known for a revolutionary invention in water transport – a screw propeller. Not many of us know, however, that Josef Ressel was originally a forester, even a writer, and all-round inventor.

Most of all, Josef Ressel wished to be a technician. After two years of studies at an artillery school in České Budějovice, he studied various subjects at the University in Vienna – from accounting and veterinary medicine to mechanics and hydraulics. Nevertheless, he had to terminate his studies for financial reasons. Finally, he managed to graduate at the forestry academy in Mariabrunn near Vienna. As a talented painter, he was awarded scholarship for the mentioned school by Emperor Francis I for his painting depicting the Battle of Leipzig. From the age of 24, he worked as a forester in Slovenia and later was in charge of various offices in Motovun, Venice and Trieste.

Forestry career of Josef Ressel

As a forester, Ressel was mainly involved in supplies of timber for ship building and in reforestation activities in Istria. In his first forestry service in remote Pleterjach in Dolní Krajina (1817-1820) he improved the state of the neglected forests, elaborated their maps, and constructed forest roads. His works written in German related to a wide range of sectors – he wrote a manual for a quick and correct calculation of areas, he designed a rangefinder, he wrote the history of coastal forests, and he addressed the issues of timber import in Austria. The reforestation of the carst in Istria was Ressel's life effort. His Plan of Reforestation of Municipal Land in Istria (1842) remains a dateless professional work showing his deep respect to the laws of nature.

Never-dying spiral - invention of a screw propeller

Above all, Josef Ressel thought about the right shape and size of the Archimedes screw and found out the best place for it. The ship was supposed to achieve its maximum performance when the propeller was placed at the stern of the ship before the helm. Two men rotated the screw manually during the first practical test (1826), but it worked so well that Ressel applied for the patent. He acquired it in 1827 with validity for two years. He managed to test a propeller again in August 1829 – the testing two-mast boat called Civetta stopped after 5 minutes, though. The test was not successful due to the failure of a low quality steam piping system produced by a Styria plant. Ressel did not give up. He searched for

financial means, he fought against bureaucracy, competition and industrial espionage. After several unsuccessful tests, the manuals and designs got, due to his credulity, to France and from there to England. There, his ideas were used and 10 years after a testing navigation, a steam boat driven by Ressel's invention traveled under the English flag through the seas of the world. In Trieste in 1840, the author could only watch the landing steam boat of the Englishman Charles Cummerow. Frauds, endless disputes, and law suits with English authorities over acknowledging his invention accompanied Ressel until his last days.

In memoriam

The invention of a screw propeller was acknowledged to Ressel by the Washington Academy of Sciences in its impartial decision only 9 years after his death. His priority has been recognized ever since. However, Ressel's forestry activities still remained undervalued and not fully recognized until the 200th anniversary of his death commemorated at the international symposium of IUFRO in Slovenia in 1993.

His native town of Chrudim issued a commemorative medal in 2007 on the occasion of the 150th anniversary of Ressel's death.



The Chrudim City

BASIC INFORMATION

Chrudim, known as the „Athens of Eastern Bohemia“, is a middle-sized city situated on the boundary between Železné hory (the Iron mountains) and Polabské nížiny (the Elbe lowland). It is 110 km. east of Prague, 10 km. east of the county seat Pardubice, and 33 km. southeast of Hradec Králové.

From a geomorphological perspective the town is situated in the Svitavy basin, which is a part of the Česká křídová tabule (Bohemian Cretaceous Table). Southwest rise the

mountains of Železné hory, with the highest mountain (Vestec) 668 m above sea level. The Chrudimka river, has its source in the Žďárské vrchy protected landscape area and empties into the Elbe in Pardubice, flows through the town. The total length of the river is 108 km. Several hydraulic structures have been built on the river. The largest is the valley dam reservoir near the town of



Seč, which is widely used for recreation and water sports. Due to its location on the southern edge of the Bohemian Table the city is in a region with rich ground water reserves. The elevation of the city ranges from 240 to 300 m above sea level.

Chrudim's high profile location in the Pardubice region is due to its proximity and accessibility to the county seat, which is the most highly populated economical centre of our region. The significance of Chrudim's location is also influenced by its closeness to Hradec Králové, which is the fifth densely populated area in the Czech Republic (after Prague, Brno, Ostrava and the North Bohemian conurbation).

Chrudim is alive with an everyday dynamic rhythm, the joys and worries of its citizens. The streets can become crowded with cars but there are also contrasting quiet corners, parks and paths along the Chrudimka river. The revitalized stream of the former millrace is a pleasant place to stop, pause, and look around.

You are invited to take a seat in many stylish restaurants, pubs and cafés which appear as if by magic in old burghers' houses, vaults, gardens and town walls.

A BRIEF HISTORY OF CHRUDIM

When the word Chrudim first appeared in written records, the site had already been inhabited for several thousands years. Archaeological excavations have proved that, people had already built a fortified settlement on raised ground, now called Pumberky, (north-east of the present-day town centre) some 6 to 7 thousand years ago. The territory was very densely populated at the time of the Lusatian Culture (1200 – 900 BC). The first people to settle in the area whose name has been preserved, were Celts (from the 5th century BC up to the beginning of the present era). It seems that at the time, Chrudim obviously belonged to a large oppidum occupying the territory of present day Hradiště near České Lhotice, some 10 kilometres south of Chrudim. After a prolonged time with no settlement, Slavs came to the area in the 7th and 8th centuries. Apparently a hillfort was built in the 9th century above the Chrudimka river as one of the centres of the early Czech "state". The first reliable written mention of Chrudim dates from 1055 when, as the Kosmas Chronicle asserts, the Czech prince Boleslav I died there. The most memorable turning point in the town's modern history was its foundation as a royal town by Přemysl Otakar II sometime before the year 1276. Its position on the route from Prague to Moravia accented its significance and helped the town to develop and grow, so that at the height of the Middle Ages, Chrudim ranked among the principal towns of the kingdom of Bohemia. Starting from 1307, with a number of short interruptions, Chrudim was one of the royal dowry towns serving the wives of Czech kings as a source of income. The tradition was maintained until the disintegration of the Habsburg monarchy in 1918.

At the onset of the Hussite wars (1419 – 1434), the inhabitants of Chrudim were more inclined towards the anti-Catholics, and the German speaking citizens left the town. Since that time, Chrudim, the same as the region around it, has been almost exclusively Czech. The town was also in opposition to the ruling Habsburgs during the abortive resistance uprisings of the Czech Estates in 1547 and 1618 to 1621, which had very unfavourable consequences. From the 16th century, the significance and position of Czech towns was on the decline, although Chrudim maintained its position of a notable administrative centre.

The town often suffered plague epidemics, famine, and natural disasters. There is evidence of fires in the settlement in the 11th and 12th centuries. The town also burned down soon after it was founded at the turn of the 14th century, and during the Thirty Years' War (1618 – 1648) it experienced a heavy blow when, due to re-catholisation, the evangelic population left the town. The last great disasters were fires in two districts on 6th August 1850 and a number of floods in the second half of the 19th century.



Our Field Trip

The Kladruber (Czech Kladrubský kůň)

The Kladruber (Czech Kladrubský kůň) is the oldest Czech horse breed, and today is considered very rare. The main breeding centre is in National stud farm Kladruby nad Labem where Kladrubers have been bred for more than 400 years, being now one of the world's oldest horse breeds. Kladrubers have always been bred to be a galakariosier - a heavy type of carriage horse for the court of the House of Habsburg.



Bred in Kladruby nad Labem national stud, the Kladruber breed is almost 400 years old, yet is remarkably rare (90 mares as of 1995). Kladruby stud was founded in 1579 by Rudolf II as an Imperial stud, at the Perlstein stables. The breed was based on imported Spanish and Italian horses, crossed with Neapolitan, Danish, Holstein, Irish, and Oldenburg blood, in addition to the heavy Czech breeds. The animal was first developed to be a galakariosier; a heavy type of carriage horse used to pull the imperial coach, usually in a four- or six-in-hand, at ceremonies and funerals. It originally came in a variety of colors, although today the breed is strictly gray or black.

Modern Kladrubers are usually gray. Many stand between 16.2 and 17 hands high 170 to 170 cm and primarily used in harness. They are suitable for light draft and agriculture, and can be seen at the international levels in the sport of combined driving. This FEI sport makes good use of the Kladruber's calm nature, endurance, and relative speed. The Kladruber is also occasionally crossbred with lighter breeds to produce a more suitable riding horse, usually for dressage

The stud was evacuated during the Seven Years' War. Due to a fire in 1757, the earliest 200 years of breeding records were lost, and the stud was dissolved before the remaining breeding stock was brought back to the a new stud in Kladruby.



Svobodné Hamry



Svobodné Hamry golf course is one of the most spectacular courses in the Czech Highlands (Železné Hory). Set in the rough but beautiful landscape, nearby the open-air museum Veselý kopec, this countryside links style course is 5,958 meters long, par 72 and provides a challenge for golfers of all levels.

<http://www.gccsh.cz>

Open-air museum Veselý kopec

Timber settlements are freely scattered in the original countryside and were brought here from the area of Žďárské vrchy and Železné hory.

The open-air museum is located on the border of Železné hory and Žďárské vrchy. Many painters have been fascinated by the appointment of harmonic, undamaged landscape with poor area of hills and stones.



The region provided a perfect spot for construction of the open-air museum. This spot conforms with the idea of life in the country. Only the little cottage of lackland (home of the poorest residents) has been preserved out of original cottages in Veselý kopec. The other houses were transported from villages in the neighborhood. These days the open-air museum is composed of thirty structures.

At the beginning of museum history stood a few keen volunteers. The task was successful. Today you can see the life of smallholders in 19th and 20th centuries.

<http://www.vesely-kopec.cz>

Janovická Game Preserve



The origin of the transferred game is not completely known. The only record is from 1902, which mentions the purchase of seven deer from what is now known as Hungary. An appraisal of the estate from 1904 specifies a preserve with an area of 818.94 ha with 20 deer and 78 roe. Later, the preserve's size was reduced and in 1945 when the state took over the Kinský property, an area of 560 ha was recorded. In the years between

1947 and 1962, the preserve was utilised by the Forest Research Institute – the Heřmanův Městec hunting station, which researched game diseases and the nutritional or mutual affection of populations of various kinds. From 1963 the preserve was managed by the Eastern Bohemian State Forestry, Hradec Králové, and upon their transformation in 1992 moved under the control of the newly created state enterprise Forests of the Czech Republic. The current preserve area is 622 ha, of which forest lands represent 579 ha, agricultural land 1 ha, water surfaces 1.8 ha, and other areas 40.2 ha.

The forest crops in the Janovice Preserve were included in the special purpose forest category. Its elevation is 350–490 metres. That territory is a part of the Iron Mountains and it features very shallow and very heavy grounds. Almost a half of the stand area is covered with coniferous mixtures aged 60–80 years featuring the low natural carrying capacity of the environment. The Janovice Preserve is currently designed for breeding deer and mouflon. It also contains small amounts of roe-deer and boar. The target numbers are 120 European deer and 200 mouflon.



On 25 June, 2008, the front brought a windstorm with the strength of a hurricane which blew through the Pardubice County. The storm was especially severe in the Železné hory Mountains area, which is where the Janovice Preserve is located. In the Nasavrky Forest District, a total of 250,000 m³ of wood fell sacrifice to the winds and a large number of disaster clearings with an area of approximately 500 ha was created. In the Janovice

Preserve itself, 69,000 m³ of wood fell and 230 ha of clearings were created, of which the biggest was 132 ha of continuous bare area. With regards to these facts, "THE PLAN FOR THE REGENERATION OF FOREST CROP DEVASTATED BY A HURRICANE IN THE JANOVICE PRESERVE" was produced.

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