

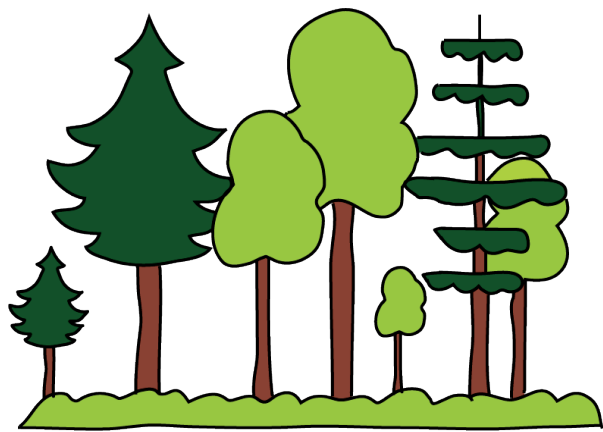
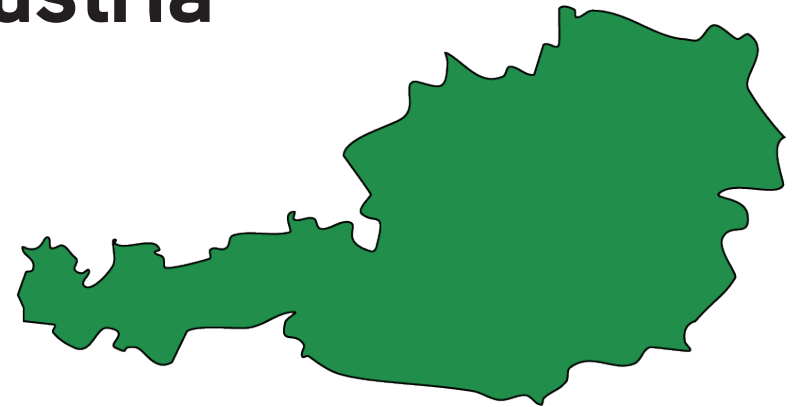
Effective communication as a critical factor in woody biomass mobilization

Author: Dr. Astin Malschinger, Matthias Jax B.A.
References: Project group „Waldfrequenz“ (Riegler, Sulzbacher, Pavliska, Mannert)
Ländliches Fortbildungsinstitut, Forest Association Austria, University of Applied Sciences Wiener Neustadt Campus Wieselburg

Forestry and timber industry in Austria

With a proportion of almost 50% forest, Austria is one of the most forested countries in Europe. In four million hectares there are more than one billion cubic meters of wood. Every second a wooden cube measuring 1m³ is growing in Austria. Each year this represents an increase of 30 million cubic meters of wood. Of these only two thirds are used.

More than 266,000 people make a living from the forests and the renewable resource wood. The sector has an annual turnover of over 10 billion Euro. Almost 9% of the annual exports of goods come from the forestry and timber industry.



Forest owners in Austria

According to the study, „Who are Austria's forest owners“, two groups with different information behavior can be identified:

- > About 2/3 of forest owners actively seek information and relies on particular „classic forestry“ institution.
- > About 1/3 is uninformed about forest-related aspects and will be difficult to reach in the future.

Wooden case with media.box as optimal communication tool

Wooden case

The wooden case features a range of communication tools. Its key purpose is to assist consultants.

The case includes an information folder and a CD/DVD-Box with audio and visual data. The content provides basic information on the forestry and timber industry in Austria.

Media.Box

The Media.Box holds basic information about the Austrian forest and timber industry. It includes a Media.CD and a Film.DVD.

Film.DVD

The movie introduces the topic to forest owners with little knowledge of forestry and interested individuals.

Media.CD

The aim of the Media.CD is to give the consultant the opportunity to access information related to the planning and implementation of information sessions.

Therefore the following media are available:

- > Presentation
- > Checklist
- > Layouts (Invitations, Posters)

