



YHYS Colloquium 20.11.2015, Tampere

 **mmm.fi**  
TIKO-project 2013-2015


 **METSO**  
Forest Biodiversity

## Orchestrating small experiments to catalyze large impact: a case of cross-boundary forest planning

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## Forest advisor's profession in change

- Forest owners' increasingly diverse and evolving demands
  - Multi-objective ownership, more urbanizing lifestyles
- New forest legislation in 2010s
  - More freedom for land owners to choose between management regimes (e.g. continuous cover forestry)
- Deregulation of forestry organizations
  - *State-funded services* (regulation, subsidies, general extension) and *market services* (forest planning, timber sales, forestry operations) clearly separated
  - Free market for different service providers


## Forest biodiversity action programme METSO – supported by research



Policy programme 2008-2025 based on Government decision	Aims to halt the decline of forest biodiversity
Offers subsidies to land owners for voluntary protection	Relies on communication and collaboration

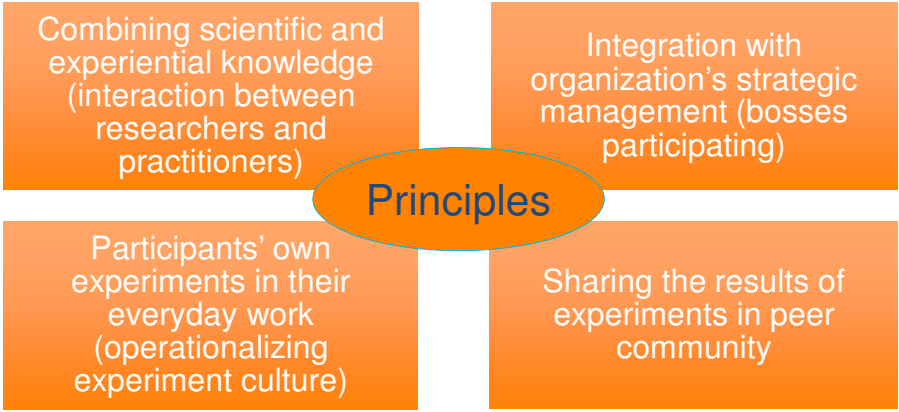
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# What?

Increasing the impact of METSO research and development on forestry practice




**Principles**

→ Institutional adaptation

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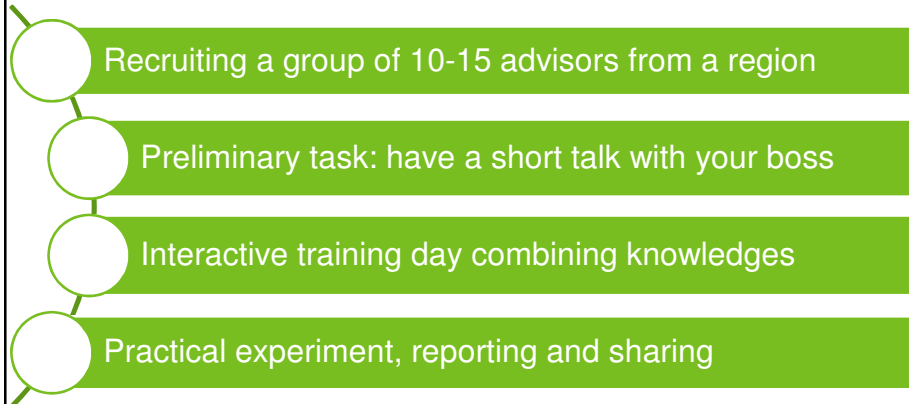
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## Our practical effort

Transferable training model for forest advisors

- Objective: How to enhance the services related to multiple-use and nature-oriented forest management?



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## Programme of a training day



9:00 – 9:30 Introduction and motivation

9:30 – 12:00 Contemplation of three themes

Theme I: *Forest professionals: time to score!*

Theme II: *Knowledge production, sharing and use*

Theme III: *From talk to concrete practical action!*

12:00 – 13:00 Lunch

13:00 – 15:00 Field trip to a near-by forest

- i) One participant presents the challenge
- ii) Action suggestions are discussed (preferably the owner is present as well)
- iii) Wrap-up and reflection over coffee

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## Tasks after the training day: instructions to participants

- From among the day's themes, choose a small practical development **idea that you would like to try** in your own forest planning or advisory work
  - Your idea may relate to e.g. marketing, information sharing, enquiring after the land owner's wishes or cross-boundary perspective in biodiversity-oriented forest planning
  - **Conduct** the experiment in your genuine work process
- **Report** your experiment (Moodle/intranet)
- **Participate** the "Lync coffee chat" on the given day when all participants' experiments are shared and discussed

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## What did the participants say as insights after the pilot training day? (Experiment candidates)

- "[I realized] ...how easily forest biodiversity can be increased through one's own work with so tiny everyday observations"
- "Multiple-use forestry could be planned simultaneously for several holding units if land owners are interested"
- "[I figured out] ...what kind of thickets and stuff one can concretely create for the benefit of the game species"
- "[I could add] ...more descriptions of potential protection areas to forest plans"



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## Discussion: matters to solve

- Balancing the roles of scientific and experiential knowledge in catalyzing ideas for experiment acts
  - Pragmatic and simultaneously visionary ideas
- Learning not to be afraid of failure
- Engaging land owners' views in service co-construction
  - We see land owners as important players in service experiments
- Maintaining the experiment culture in organizations
  - Post-project role of researchers and state officials
  - Fostering practitioners' sense of ownership

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## Future challenges

- Widening the experimenting to an inter-organizational network
  - Turning competition to collaboration, or "coopetition"
  - Making sure that learnings are contemplated and used



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