

INVITATION

To the final “What We Wood Believe” Stakeholder Workshop:

Innovative Communication - Communicating Innovation

European Forestry House, Rue de Luxembourg 66, 1000 Brussels

Thursday 22nd of September 2016, 13:00-16:00h

In our final stakeholder workshop of the research project “What We Wood Believe - Societal Perceptions of the Forest-Based Sector” (W3B) we will provide insights on the project’s achievements and results of the past two and a half years. We will address the importance of communicating innovations of the forest-based sector as well as innovative communication itself. We will share our developed communication tools and discuss their application on a broader scope. We therefore cordially invite you to take part in the discussion on how the projects findings can strengthen forest-based sector communications regarding the sector’s contribution to a sustainable bio-economy.

AGENDA

13:00 -13:15	Registration
13:15-13:30	Welcoming and opening statements” Importance of innovation for the forest-based sector” (tba)
13:30-13:45	“In what we wood believe” presentation of the project, Tobias Stern, University of Graz, Austria
13:45-14:15	“Overview on selected results” Lea Ranacher, Wood k Plus, Austria and Katja Lähtinen, University of Helsinki, Finland
14:15 - 14:30	Coffee break
14:30-14:45	“Introduction to demonstration activities“ Michael Burnard, UP FAMNIT, Slovenia and Laura Dieguez, Unique Forestry Consulting, Germany
14:45-15:45	Workshop on demonstration activities
15:45-16:00	Closing remarks, Tobias Stern, Austria

Registration: l.ranacher@kplus-wood.at