Team of Specialists on Green Jobs in the Forest Sector: Visualisation Project VP (draft; September 10th 2020)

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Starting point

The Visualisation Project (VP) is a Swedish initiative. The goals and outline of the VP were discussed in a workshop in Visby in early September 2019.

The COFFI and EFC during their joint session in November 2019 “Invited the Team of Specialists on Green Jobs to further share experiences on implementation of the guidelines, to collect concrete examples of best practices across the ECE region, to make them available on the web, including through social media and to work on their visualisation with the view to attracting more young people towards green jobs in the forest sector”.

Goals

Based on the above-mentioned invitation the following objectives will be pursued:

▪ Collecting information related to good/best practices in the promotion of Green Forest Jobs in various countries, including more tangible examples.
▪ Making these examples available through different means.

With this VP the learning and knowledge transfer of good practices and experiences across the region will be stimulated.

What is the objective of the visualisation project?

The visualisation should contain good practice examples of the key topics that were described in the previous publications (Green Forest Jobs, Guidelines), e.g. how to improve data collection to acquire complete and reliable datasets, how to implement measures to ensure the workforce in forestry is fit for purpose, how to address gender issues and enhance diversity, how to make sure that the working conditions in green forest jobs are decent, how to make sure that the opportunities provided by the expanding bioeconomy are captured, how to address persistent recruitment problems and the retention of workers.

What is good practice?

In the Visby workshop the outline for good practice examples was described as follows:

The good practice examples ...

- ... should be connected to the five areas of action (guidelines).
- ... are compatible with SFM but also within the scope of the guidelines, focussing on workforce issues rather than general forestry practices.
- should ideally be a practice already applied and tested rather than a plan or a project.
- It should be good practice in the sense of being “Fit for use”, i.e. the product or service will meet the agreed purpose.
- Good practices should therefore be based on evidence. If there is no scientific evidence, it should at least be recognized nationally among professionals.
- New projects and research fall outside “good practices” but could be described as “promising ideas”.

The chosen examples will cover the different needs across the region. In the following table a general structure is presented.
Target groups

The target groups of these examples may vary. The precise communication of the results still needs to be specified.

Format of the presentation of the examples

The format of the short presentations will be a “1-pager”, an appetiser for the reader, including examples and links to further knowledge (see attached examples).

Examples should be based on a uniform outline as follows: Title/name, Objectives – area of guidelines, concept, level of application (international, national, regional, local, enterprise), implementation activities and cost, evaluation and impact, lessons learnt and conditions for replication, source (with link and contact), picture or movie if possible.

In the table below the framework of the presented examples is shown.

Table 1: Overview of examples and dedicated areas of action (presented in the guidelines on green forest jobs).

<table>
<thead>
<tr>
<th>Area 1: workforce data, analysis, strategies for HR development</th>
<th>Examples</th>
<th>Country</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area 2: making the workforce fit for purpose</td>
<td>Good practice nature-related jobs</td>
<td>Sweden</td>
<td>draft</td>
</tr>
<tr>
<td>Examples</td>
<td>Health and forestry work</td>
<td>Switzerland</td>
<td>draft</td>
</tr>
<tr>
<td>Area 3: transition</td>
<td>Close-to-nature-forest-management</td>
<td>Slovakia</td>
<td>draft</td>
</tr>
<tr>
<td>Examples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 4: seizing and expanding new opportunities</td>
<td>Forest therapy guides</td>
<td>Ireland</td>
<td>in elaboration</td>
</tr>
<tr>
<td>Examples</td>
<td>Systematic periodic trend analysis</td>
<td>Switzerland</td>
<td>In elaboration</td>
</tr>
<tr>
<td>Area 5: recruiting, retraining and retaining</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Examples</td>
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</table>

How to make the examples available?

All the visualised examples will be presented on the internet and made available as follows:

- Upload on the UNECE-website (ToS on Green Jobs in the Forest Sector)

Further activities to promote the findings will be:

- Short information updates posted on the UNECE forest information billboard.
- Series of webinars with 2-3 presentations of examples; the presentations will be made available on the website of the ToS.
- Keeping the member states informed of latest developments (joint session).
- Contact and exchange of experiences with the ToS on Forest Communication (see below).

Action under the umbrella of UNECE/FAO

The work on visualisation is included in the mandate of the team of specialists on green jobs in the forest sector (see report of the COFFI/EFC session in 2019, cited above).

The work presented here is acknowledged and reported by the secretariat. The results will be made available under the umbrella of UNECE/FAO.
How to proceed, next steps

September 14th or 15th 2020: Based on the present concept note the ToS on Green Jobs in the forest sector is invited to comment on the proposal. At the next meeting of the ToS the concept will be discussed and presented for approval.

September 2020: The outline of topics (for good examples) and possible countries involved will next be developed by the task force and, based on this, the examples will be described in more detail.

November 16th 2020: As a first step for each of the five areas (see table above) one example of good practice shall be described and presented to the ToS.

Summer 2021: A first series of examples is expected to be ready to be published on the website.

Various

The UNECE/FAO Team of Specialists on Forest Communication - the Forest Communicators’ Network - is the major platform for forest communication experts to exchange and find common strategies. Its sub-group on Forest Pedagogics is a European-wide forum. The visualisation project should be in contact with this network.

The present work will be coordinated with the ongoing activities of Forest Europe or other ongoing research programmes (e.g. the international research-project of IFSA-EFI-IUFRO).

Regional coverage and fit: the Team will discuss a strategy to document good practices from countries not represented in the Team or Task Force – including eastern Europe and North America.