



**Summary of the local workshop of Northern
ToSIA project
Case study in Finland, North Karelia
22nd September, 2009**

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**Northern
Periphery
Programme**
2007–2013

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Content

Content	2
Introduction	3
The aim of the workshop	3
Implementation of the workshop.....	4
Important factors from different point of view.....	5
Individual or family	5
Developer or decision maker in the region or municipality	6
Enterprise.....	8
Final discussion	9
Continuation of case North Karelia in Northern ToSIA.....	10

Introduction

European Forest Institute is leading the project Northern ToSIA, in which the developed ToSIA tool will be applied to four case studies in Finland, Sweden, Norway and Scotland. Case study in Finland will be implemented in North Karelia. The tool can be used for sustainability impact assessment in forest-wood-chain and it is very flexible for different kind of regional applications.

Each case study will organize two regional workshops during the project. The aim of these workshops is to screen views of regional stakeholders, and in the other hand involve different stakeholders to sustainability impact assessment. There are also international workshops during the project; the first one was in Umeå, Sweden August 13-14, 2009 and the second one will be in Aviemore, Scotland May 20, 2010.

The first regional workshop of case study in North Karelia was held in the 22nd of September, 2009 in Joensuu. The main topic of the sustainable impact assessment is impacts of increasing production of forest wood chips and using it in heat production. Many organizations and their experts, which are orientate themselves to forest use and bioenergy issues, are placed in Joensuu. This regional expertise has been benefited by inviting these experts to participate in the regional workshop.

In Northern ToSIA the tool is applied for regional development and corporate social responsibility reporting of enterprises. In North Karelia the tool will be mainly used for regional development, but the case includes two heating plant cases, which can use ToSIA for their own reporting. In Finland regional development and forest use meet in the Regional Forest Programme, and Regional Forestry Council has crucial role in preparation. Because of this, members of the Council were invited to participate in the workshop too.

The aim of the workshop

The aim of the workshop was to find out factors which matter in decision making of forest use, bioenergy production and their use in North Karelia. These kinds of factors can be used in ToSIA as indicators of sustainability. Indicators are needed for the whole forest-wood-chain, which also includes transportation.

After finding the most important factors there was also discussion about possible indicators, data availability and units. Importance of the factors depends on the point of view and that is why the workshop included discussion from three different points of view; developer or decision maker of county or municipality (regional development), enterprise and individual or family. The two first points of view came from the need of the case study implementation and the last one was chosen because it is the most familiar point of view for everyone.

The expected result of the workshop was a list of factors which matters in North Karelia for decision making in the forestry and bioenergy branch. There was no division to ecological, economical or social issues during the discussions, but all of these aspects were expected to be discussed in the workshop.

Implementation of the workshop

The workshop was implemented as morning session. It was started with introductions of the project and the tool. These introductions gave the context of the workshop and the aim to the participants. After the introduction round among the participants, they were divided into three groups randomly and each group went to their own room. In each room there was a person who was a scribe and (s)he also gave information about the discussion of the previous group(s). The scribe also activated the discussion if that was necessary.

In each room was a board on which conversationalists could scribe their important factors. Each group had 15 minutes discussion and then changed to the next room. When they changed rooms they also changed to a different point of view on the discussion. There were three points of view during discussion: individual or family, decision maker or developer of county or municipality and enterprise.

Whenever the room and the point of view changed for the group, the scribe told to the next group briefly about the discussion of the previous group, and the group members could see the list of factors on the board. The group could continue its discussion about those factors or produce new factors. After discussions from all points of view and a coffee break, all participants visited each room and had a discussion about the factors on the board as one large group. The discussion clarified for all, what each factor meant. At that time factors were numbered for a vote.

In the vote each participant could give votes for the two most important factors in each point of view. The votes were given with closed notes, in order to avoid influence of other participants' opinions. Given votes were calculated and the factors listed from the most to the least voted. During final discussion from individual points of views was picked up two most voted factors were used to find data sources and possible units. The implementation of the workshop was an application of the Learning Café method.

In the next chapter all factors of different points of view are presented. In the beginning is the factor which received the most votes, and the last one is the factor which received the least votes. There is some documentation of reasoning for factors, which came up during the discussions.

Important factors from different points of view

Individual or family

Important factors, the share of votes and reasoning for the factors in the discussion from individual or family's point of view:

Factor	Share of votes, %	Reasoning for the factor
Total expenses	57	<ul style="list-style-type: none"> • Includes investment and use expenses • Motivation to put on expenses depends on the situation of family (small children – retiring persons) • Procurement of a house is a big thing for a family; many times decision of heating system is not so important • Total expenses are difficult to determine and no data available (no statistics about families) • How to have data of different heating systems in the same format?
Ease of use (heating system)	35	<ul style="list-style-type: none"> • Functionality • How much heating system needs work (maintenance)? • Unit could be considered hours used for maintenance, but whose; family or a service company. • Data might be available from energy companies or equipment producer.
Emissions	21	<ul style="list-style-type: none"> • When choosing heating system, small emissions are more valuable choice for home owner
Biodiversity	21	<ul style="list-style-type: none"> • Geothermal heating might be an ecological choice thus no need to use area for raw material production
Local goods and services	21	<ul style="list-style-type: none"> • In most cases is thought that local goods and services are ecological, but this is not always the case if locally produced material is not ecological sustainable.
Return on investment	14	<ul style="list-style-type: none"> • Economical benefit • Significance of money varies between persons and during the person's life • Time scale is important
Clear water	14	<ul style="list-style-type: none"> • No discussion about this issue
Experience	7	<ul style="list-style-type: none"> • Forest and its use are experienced in various ways among forest owners. • Walking in ones forest might be important experience. • Felling and splitting fire wood might be very relaxing. • Nice experiences are important for wellbeing.
Social acceptability	7	<ul style="list-style-type: none"> • Via state forests every inhabitant can be a "forest owner".

		<ul style="list-style-type: none"> • There is a great interest on forestry issues, which creates public pressure in decision making. • There might be conflict between individual and public benefits.
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Developer or decision maker in the region or municipality

Important factors, the share of votes and reasoning for the factors in the discussion from regional developer or decision maker's point of view:

Factor	Share of votes, %	Reasoning for the factor
Structure of livelihood	64	<ul style="list-style-type: none"> • Important factors for regional development are employment and structure of livelihood. Important task to a developer of the region is to develop these. • Diverse and flexible business is significant in changing situation. • Indicator might be a number of enterprises or sizes of enterprises; a number of employments in different sectors. • Data about employment available from Regional Council. • Register of enterprises is not necessarily up to date.
Influence	35	<ul style="list-style-type: none"> • Opinions of citizens might influence decision making or decision maker can influence opinions of citizens. • Leading is manipulating impression of decisions. • Careful hearing of opinions might lead difficulties in decision making. • Decision makers of the region have great influence in EU regional policy; this should create conditions for sustainable development. • Regional Forestry Programme and actors of Forestry Centre and Forest Management Association have influence on forest owners; it is important how these actors operate. • This factor is difficult to measure; it needs detailed study about the whole chain of decision making. Time scale should be long enough.
Planning of land use	28	<ul style="list-style-type: none"> • Zoning is tool for regional developer. • Land use follows action of livelihoods. • In the planning of land use is come up factors of ecological sustainability; how well environment is

		taken account in planning.
Alternatives of forest use	21	<ul style="list-style-type: none"> • It is important to offer to forest owner alternatives of forest use; Forest Centre and Forest Management Association have great influence. • Importance of game and biodiversity is increasing; this might be ecologically sustainable, but is it economic? • New values might create new livelihoods. • Economically important issues are energy wood production and quality timber growing. • Commercial forest of municipalities has some impact on economy of municipalities.
Imago	14	<ul style="list-style-type: none"> • North Karelia is extremely forested region; is region attractive because of this or not? • Well managed forests and forestry might create imago of sustainable region; this might make region attractive for enterprises and inhabitants. • Imago is very sensitive factor which can change suddenly.
Employment	14	<ul style="list-style-type: none"> • There are two aspects to employment; how forest use creates jobs for the region or is it possible to find educated employees for novel enterprises. • Regional developer has a task to improve employment (e.g. projects, support for enterprises)
Climate change	14	<ul style="list-style-type: none"> • Awareness of climate change is increasing, but there is still great need for information. • The threat is global; it is difficult to perceive threats and benefits of climate change in regional level. • Climate change can be taken account in activity; what and how will be done. • Measures for carbon sequestration should be utilized (e.g. wooden buildings).
Recreation	7	<ul style="list-style-type: none"> • Recreation is important to residents and tourists. • There has been some public discussion, what are the possibilities of tourisms in North Karelia.



Enterprise

Important factors, the share of votes and reasoning for the factors in the discussion from enterprise's point of view:

Factor	Share of votes, %	Reasoning for the factor
Profit	57	<ul style="list-style-type: none"> • Main priority for an enterprise is profit. • For a small enterprise the function might be also a way of life, thus there are other motivations than profit, like strong social meaning. • Used equipments effect on sustainability of operation. • Time scale should be long enough when assessing sustainability of action.
Labour	28	<ul style="list-style-type: none"> • Ecological factors effect on satisfaction and efficiency of labour. • Education level of labour has a link to productivity and work welfare in the enterprise. • A measure might be the share of qualified labour. • In statistics, education for labour is a cost, not an invest to enterprise. • Other measure might be exchange of labour. • Budget of development might also be an indicator. • In some companies human resources barometer is defined, but these are not available for outsiders. • In general, data is not available without any surveys.
Social responsibility	21	<ul style="list-style-type: none"> • Big enterprises have more responsibility; they have more resources to take account sustainability issues. • Small enterprises can react quicker than big ones to sustainability issues and changes in activity environment.
New business models (climate change)	21	<ul style="list-style-type: none"> • Climate change can create new business models. • Clients can affect via demand of goods and services.

		<ul style="list-style-type: none"> Enterprises have input to sustainability issues only if these give benefit in competition.
Ecosystem services	21	<ul style="list-style-type: none"> This concept was new for some of participants. Operation of enterprise should be sustainable thus also ecosystem services can be secured.
Supports	14	<ul style="list-style-type: none"> Supports from society could encourage enterprises to more sustainable action and decision making. Supports are important e.g. to harvest energy wood, but they can disturb markets of energy wood.
Imago pressure	14	<ul style="list-style-type: none"> Environment friendliness and sustainability come often via regulation to operation of enterprise (top-down). Active enterprises can affect society and policy. If sustainability is acceptable and desirable to enterprise, it affects behaviour of clients.
Prise of energy	14	<ul style="list-style-type: none"> To technological enterprises the prise of energy is significant cost factor. Predictable energy prise is benefit and development of prise of energy which is based on renewable energy resources is more stable than prise of fossil fuels.
Demand	7	<ul style="list-style-type: none"> Clients might prefer goods and services which are climate friendly. There will be an investment to sustainable goods and services, if it gives benefit in markets.

Final discussion

It is necessary to have a balance between different aspects of sustainability when using the ToSIA tool. The factors in discussions and especially the factors which got the most of the votes were mainly economic or social, but ecological factors are also needed. There were some suggestions to ecological indicators: individual's point of view – recreation; enterprise's point of view – biodiversity; decision

maker's point of view – climate change, used nature resources and a share of renewable raw materials.

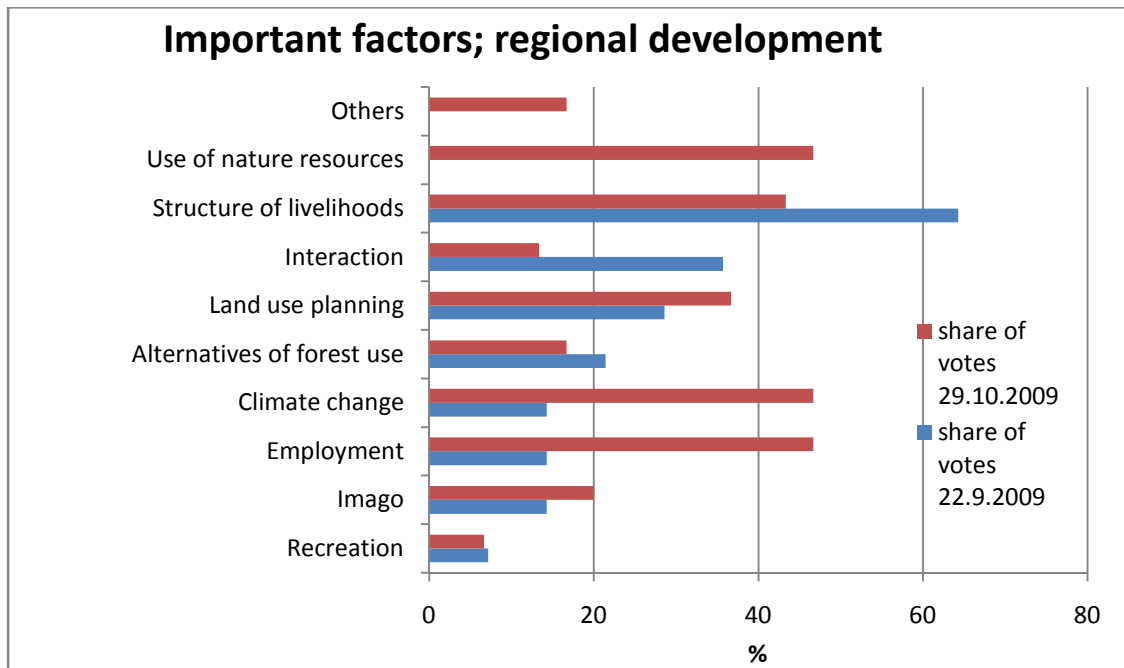
Forest certification is not an ecological factor in Finland; it is more like a competition trump. Because the most of the enterprises have certification, it does not work as an indicator; it does not distinguish enterprises from each others.

Carbon footprint has already been calculated for quite many products, so there are data available. Ecological footprint might be better, because the calculation takes better account all impacts of production.

Continuation of case North Karelia in Northern ToSIA

The factors and indicators of which were discussed in the workshop will be used in case study in Finland. The main point of view is decision maker of region or municipality, but other points of view are also important.

The list of the factors from regional developer or decision maker's point of view were used as a basis for a survey which was directed to the participants of Climate and Energy Seminar for Decision Makers of Municipalities in the 29th of October, 2009. The respondents of the questionnaire could add more factors, if they felt that some important factors were still missing. Following factors were come up: use of renewable energy in public buildings, bioenergy enterprises and developing usage of waste for energy. In next diagram is a comparison of the distribution of votes of the most important factors in the workshop and the seminar (%-share of votes; n=14, 22 September 2009 and n=30, 29 October 2009):



During the Northern ToSIA project these important factors will be developed for indicators and they will be harnessed for which data is available from North Karelia. Results of the case study will be published whenever they will be ready. Northern ToSIA will arrange another local workshop about scenarios which can be used in ToSIA to assess sustainability in North Karelia. The participants of the first workshop will be invited to the second workshop too.

Participants of the workshop

Participant	Organization
Anne Holma	Finnish Environment Institute
Asko Puhakka	University of Applied Science of North Karelia
Heikki Karppinen	Forest Centre of North Karelia
Jarmo Mäkelä	University of Applied Science of North Karelia
Jarmo Renvall	University of Applied Science of North Karelia
Juha Kuittinen	Hunters' association of North Karelia
Jukka Matero	University of Joensuu
Katja Matveinen-Huju	Ministry of Agriculture and Forestry
Leena Leskinen	University of Joensuu
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