

Forest communication at the time of CoViD-19

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www.compagniadelleforeste.it



Learned lessons from wood-based energy sector as a result of CoViD crisis impact
Online event, 15th November 2021

Forestry communication has always been made...



Mountains and forests - 1950

Touring Club Italiano



Istituto nazionale LUCE 1925

«Forests source of richness»

*"Film conceived and published by the
Directorate General of Forests, to be projected
by the Italian Forestry Corporation"*



... but in a very different context from today!



Late '800

9 Million farmers
34% of the Italian
population

Today

**About 1.5 million
employees in agriculture**
2.5% of the Italian
population



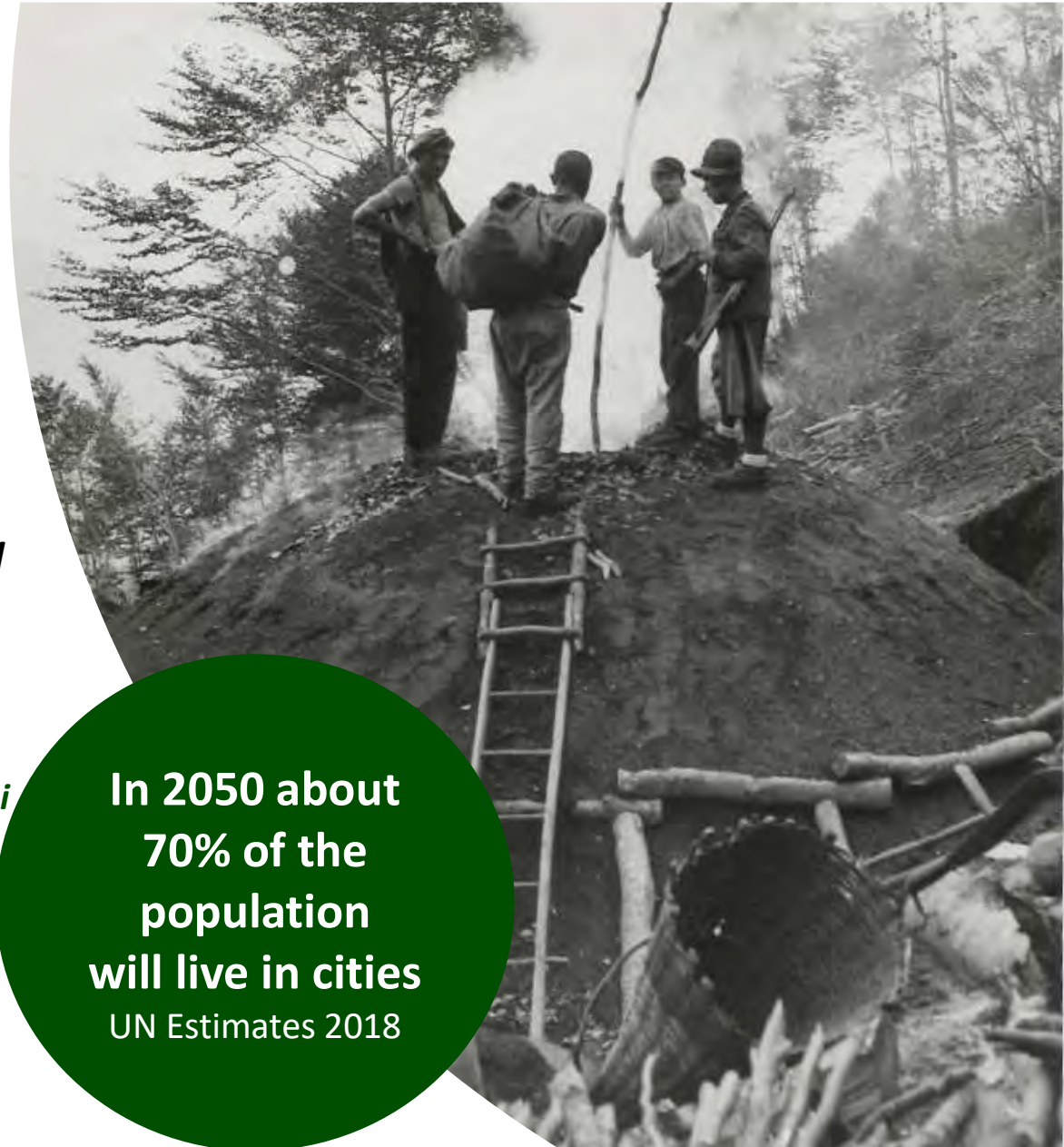
What has changed?

If the cultural capital resulting from handed down and lived knowledge, practical experiences and a multidimensional perception of the natural environment in which the community lives is lost, the capability of people to competently and in a balanced way to evaluate any forestry intervention is also lost.

Giampiero Branca (sociologist) - UNISS, SAM Marganai project

**In 2050 about
70% of the
population
will live in cities**

UN Estimates 2018



**Meanwhile... intense and effective activity
of environmental communication from the 70s-80s**

2008 WWF campaign



1988 WWF campaign

**... and substantial communication gap of the forestry sector,
especially in Italy.**

Communicating today

The troubled relationship with mainstream journalism

Boschi al macello: è saccheggio totale

di Martin Danelli 30-10-2019

Il mondo vegetale sta vivendo una fase di saccheggio totale, in Italia, in Europa e nel mondo. E' chi sa che solo in Italia il 45% delle erosioni è dovuto proprio al taglio dei boschi? Eppure non solo non si fanno nulla per arginare il fenomeno, ma si permette alle cose di peggiorare.

LA STAMPA

TOP NEWS

Anche Roma ha la sua Amazzonia: centinaia di alberi abbattuti per “deforestazione selvaggia”

Sos per la Riserva di Procoio sul litorale romano: pini e lecci tagliati in maniera indiscriminata. Presentato esposto alla Procura della Repubblica



IL CASO

Firenze, si incatenano agli alberi per non farli abbattere: tagli rinviati

CORRIERE DELLA SERA / SCIENZE

La selva preistorica del Sulcis che diventa legna da ardere

Il sindaco: creiamo lavoro. Ma il 63% dei fondi Ue non è stato speso. Gli ambientalisti «Bruxelles finanzia la tutela di aree come questa, ma qui c'è un ritorno in voti»

CORRIERE TV di Gian Antonio Stella

Il taglia alberi: «Il macchinario più spaventoso al mondo»



Grosseto » Cronaca

Tagliati 30 ettari di bosco nella riserva del Farma, l'esperto: «È un disastro»

19 SETTEMBRE 2019

LINK

https://www.corriere.it/mondo/roma/2019/09/19/roma-boschi-deforestazione-procoio/

EMBED

EMAIL

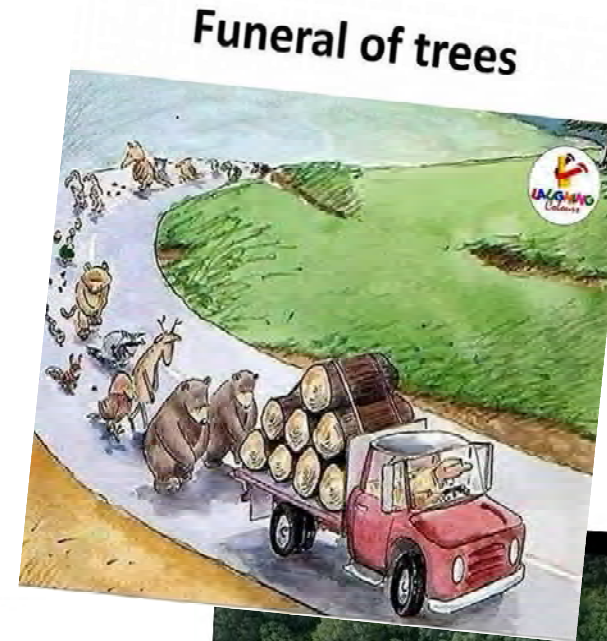


Communicating today

The troubled relationship with social networks



Foreste italiane: un patrimonio inestimabile sotto attacco



39.280 hanno firmato. Arriviamo a 50.000.

Evelyn Tonini ha firmato la petizione 7 ore fa

Luise busolini ha firmato la petizione 17 ore fa

Nome

Cognome

Email

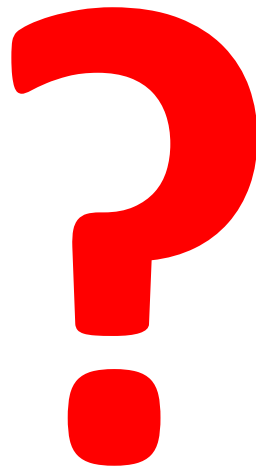


Communicating today

The troubled relationship with social networks



In **Italy** how is forest
management communicated.....



Communication of **individuals**

Communication of associations or
bodies with **individual tools**

Sporadic and underfunded
initiatives

The most effective way in
Italy is to exploit disasters

Forest fires

Wind storms

29 October 2019 - Vaia storm

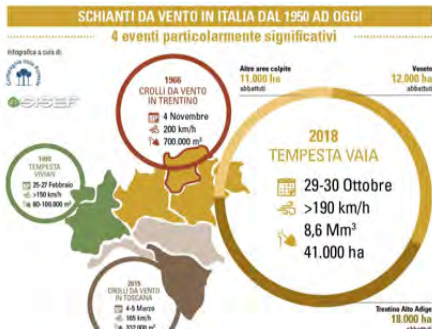
40,000 hectares

12,000,000 m³

4 affected regions

An example...

The Vaia storm: a great catastrophe that helped us ... at least in communication!



Infographics

journalists

“provide real data and contextualize them with respect to other events that occurred in Italy and Europe”

Over 10 newspapers



Exhibition

general public and schools

“understand what happened and what to do for the future”

5 exhibitions in 4 regions



Brochures

tourists

“how to read the landscape modified by the storm and observe the restoration works”

50,000 copies in hotels, refuges, tourist information centers

An example...

The Vaia storm: a great catastrophe that helped us ... at least in communication!



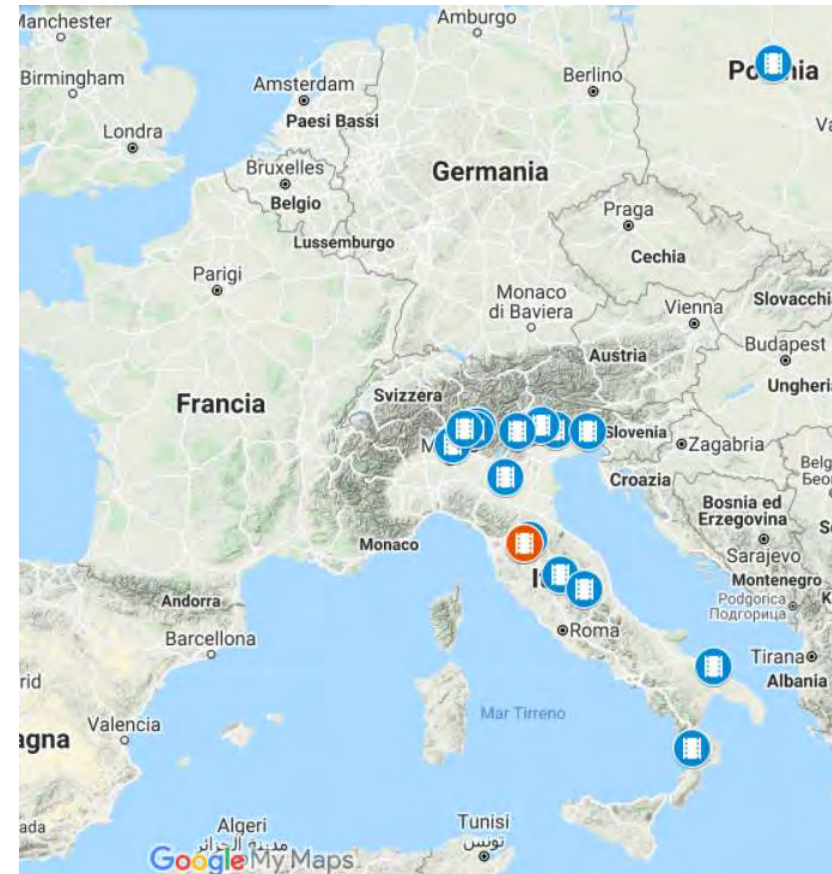
Video

general public

“we have not lost Dolomites’ forests and we have skills and expertise to restore them”

10,500 YouTube views

64,400 FaceBook views



18 projections at conferences

The *Compagnia delle Foreste*'s video has been much viewed also thanks to these patrons

... patrocinio di



How much did it cost the campaign on Vaia storm?



Total cost = 20,000 €

Does it happen only in Italy? Not at all!

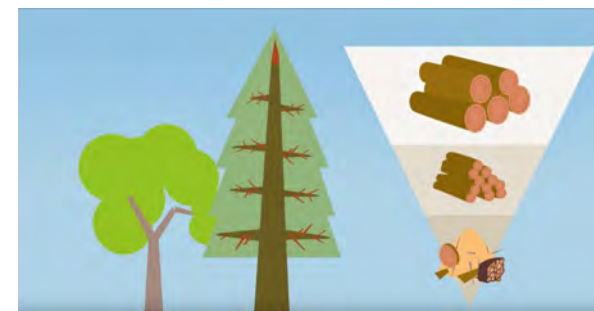
In some European countries for some years they are running for cover ...



Switzerland



Denmark



Austria



POUR MOI, C'EST LE BOIS

France



France

Let's analyze 2 cases

Case 1

France

Case 2

Switzerland

Case 1

France

Promoters



SYLVICULTURE & PRODUCTION FORESTIERE



EXPLOITATION FORESTIERE & TRANSFORMATION DU BOIS



PARTENAIRES





**Interprofession National =>
more economic actors
engaged in a supply chain**



Communication campaign 2017 – 2018 – 2019 **«Pour moi, c'est le bois»**

White paper on
problems of the forest-
wood supply chain in
37,000 copies forwarded
to all **2017 policy**
election candidates

Roadshow

Event organized (2018) at the
High School of Architecture to
promote wood (French)

Web page
newsletter

Spots in cinema before 3
popular movies

Facebook
Twitter
Instagram
Linkedin
YouTube

TV spots campaign

Radio spots campaign

Press campaign in
various newspapers

Dedicated poster to
professions related to forest
and wood



Télévision

france•2

france•3

france•5



1.210 SPOTS
de 30 "

D'avril 2018
à décembre 2018



234 BILLBOARDS*
de 12"

119 millions de contacts

De juillet 2018
à septembre 2018

**Billboard : animation graphique présentant le sponsor d'une émission TV*



Radio

*Billboard : animation graphique présentant le sponsor d'une émission TV



230 SPOTS
de 20 "

D'avril 2018
à octobre 2018

58,2 millions de contacts

Cinéma



Diffusion du SPOT 45"

Dans les salles du réseau MEDIAVISION, d'avril à juin 2018. Et à partir du 5 décembre 2018 :

**ASTÉRIX ET LE SECRET DE LA
POTION MAGIQUE**

3 millions
d'entrées
cumulées
(au 1^{er} janvier 2019)

D'avril 2018
à décembre 2018

Presse papier

100
insertions des
annonces presse

Visuels thématiques dans la
presse spécialisée professionnelle
et grand public

Réseaux sociaux et digital

LinkedIn   YouTube

4.6 millions
de vidéos 30 " vues
intégralement

147.504 clics vers le site
franceboisforet.fr

25 millions de contacts



POUR MOI, C'EST LE BOIS



MON MÉTIER, C'EST AUSSI AIDER LA FORÊT À RESPIRER.
Philippe LUCAS
Sylviculteur à Lamoignon

QUAND IL S'AGIT DE BOIS, MES CONSEILS SONT ENCORE PLUS PRÉCIEUX.
Thomas LE GUYADER
Ingénieur à Lamoignon

Le bois est un matériau renouvelable et durable. Il est issu de forêts gérées durablement, ce qui permet de préserver l'environnement et de lutter contre le réchauffement climatique. Le bois est également un matériau isolant, ce qui permet de réduire les consommations d'énergie. Enfin, le bois est un matériau sain et agréable à vivre.

LE BOIS

AVEC LE BOIS, JE PEUX LANCER MES PRODUITS À LA CONQUÊTE DU MONDE.
Guillaume BOUTIER
Entrepreneur à Lamoignon

LE BOIS, POUR MOI, C'EST « LA » RÉFÉRENCE DESIGN DEPUIS DES MILLÉNAIRES.
David CHARRIER
Architecte à Lamoignon

Le bois est un matériau polyvalent et adaptable. Il peut être utilisé pour la construction, l'aménagement d'intérieur, l'ameublement, etc. Le bois est également un matériau esthétique et chaleureux. Enfin, le bois est un matériau durable et respectueux de l'environnement.

LE BOIS

LE BOIS, ÇA NOUS FAIT FAIRE DES ÉCONOMIES SUR TOUT, SAUF SUR LE BEAU.
Laurent BÉGIN
Architecte à Lamoignon

MOI, JE PRÉFÈRE LES JEUX QUI SENTENT LA FORÊT.
Philippe LUCAS
Sylviculteur à Lamoignon

Le bois est un matériau économique et durable. Il permet de réaliser des économies sur tout, sauf sur le beau. Le bois est également un matériau sain et agréable à vivre. Enfin, le bois est un matériau durable et respectueux de l'environnement.

LE BOIS

AVEC LE BOIS, ON PEUT TOUT RÉCHAUFFER, MÊME LE CŒUR DE L'HIVER.
Thomas LE GUYADER
Ingénieur à Lamoignon

AVEC DES ARBRES, JE PEUX BÂTIR LE CHÂTEAU DE MES RÊVES.
David CHARRIER
Architecte à Lamoignon

Le bois est un matériau chaleureux et durable. Il permet de se réchauffer, même le cœur de l'hiver. Le bois est également un matériau esthétique et agréable à vivre. Enfin, le bois est un matériau durable et respectueux de l'environnement.

LE BOIS

MOI, MES ARBRES, ILS IRONT GRATTER LE CIEL.
Philippe LUCAS
Sylviculteur à Lamoignon

LIÉ À RIEN, LE BOIS EST IRREMPLACABLE DANS LA QUÊTE AUX ÉTOILES.
David CHARRIER
Architecte à Lamoignon

Le bois est un matériau durable et respectueux de l'environnement. Il permet de réaliser des économies sur tout, sauf sur le beau. Le bois est également un matériau sain et agréable à vivre. Enfin, le bois est un matériau durable et respectueux de l'environnement.

LE BOIS

Case 2

Switzerland

Public-private initiative



Case 2

Promoters

It is a second-level association that represents the entire sector and that brings together all the Associations of the supply chain, up to the architects and engineers who design wooden products



AFS - Association of Swiss Foresters (Operators)

Federal Office for the Environment - UFAM

Wood industry

Forestry enterprises

Swiss forestry chain



Forest, Wildlife and Landscape Conference

Wood craftsmen

Forest owners

Wooden construction

School of Architecture, Wood and Civil Engineering

Case 2

Strategy

Collective awareness with emotional initiatives for people involvement.

Strategic choice



Swiss sculptor who creates life-size statues of important **Swiss** historical figures, made entirely of **Swiss** wood



Case 2

Statues & Events

Square in Bern - 2017



Zurich Stock Exchange



Triennial of
Sculpture RagARTz
(450,000 Visitors)

Swiss
Parliament -
Bern



Implementation of a cross-media communication plan

Video

(Psychologist + sculptor & c)

newsletter



**Travelling
exhibitions**

Turnkey wood (from
proposal to action!)

Web page

Events organization
(Parliamentarians + journalists)

Press Toolkit

Facebook

Stories

(on Woodvetia)

YouTube

Twitter (UFAM)

Webzine

(Swiss wood)

Press releases

(journalists)

Instagram

How much does it cost to make a strong communication campaign on a national scale?



Case 1 - France private = 10 Mio€/3 years



Case 2 – Switzerland = 2,25 Mio€/4 years

The initiatives of France and Switzerland that we have just seen tell us that ...

In a context in which every **large organization** has been implementing **for years** a pressing communication on public and political opinion, to be effective we cannot ignore:

1. **Measurable objective** of communication (e.g. attitude to be changed, involvement of specific subjects in certain initiatives)
2. **Involvement** in the support, including financial support, of several institutional subjects and / or the operating sector (timber industry?)
3. Multi-annual and cross-media **communication plan**
4. **Adequate budget** to achieve the goal of communication (there is no budget = there is no achievable goal!)

How can we achieve concrete and lasting results?

4 parallel strategies

«Playing in attack, not in defense»

Anticipate the messages we want to convey and not wait to have problems

«Playing with a strategy»

Identify precise targets and calibrate on them the messages and tools to be put in place

«Playing as a team»

Joining forces, experiences, knowledge and resources

«Play with continuity»

Avoid spot initiatives as they will soon be forgotten

Benitez



Goethe



«*Sin prisa, pero sin pausa*»
No hurry, but no breaks



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