

## Thematic Focus Group Table 3: Cross-sectoral and transdisciplinary communication to enhance mutual understanding for sustainable transition pathways in using timber.

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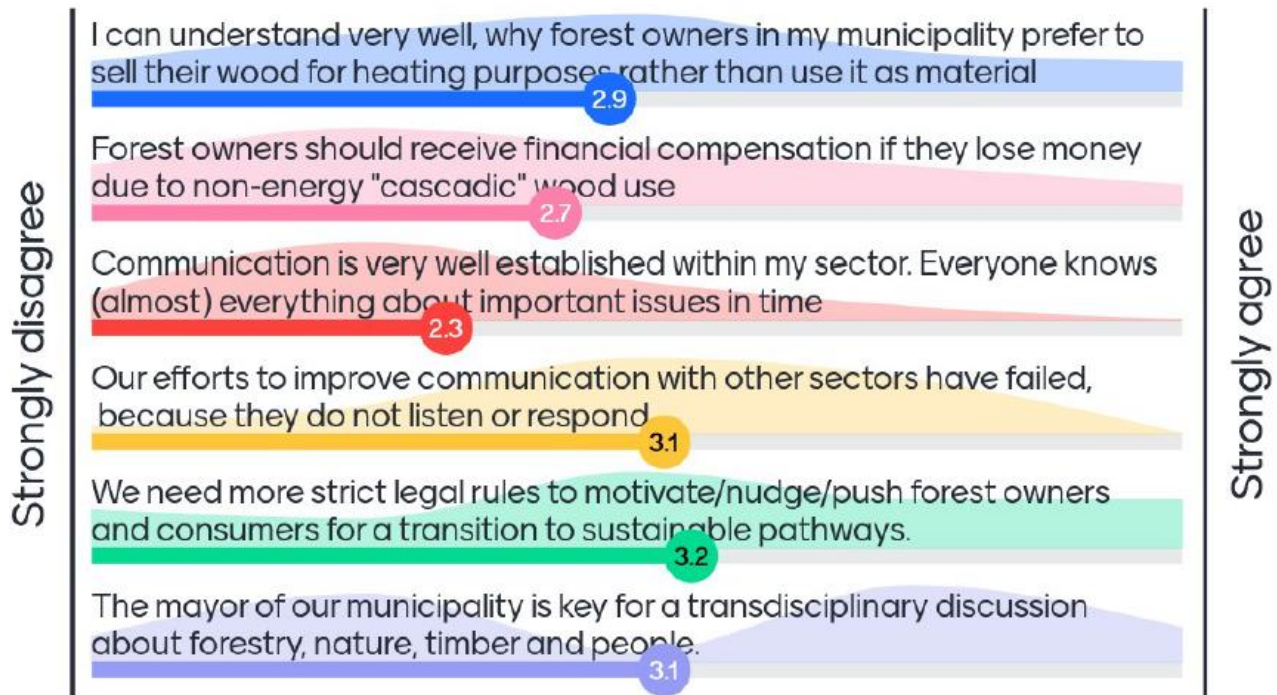


Figure 1. Mentimeter rating statements for the Table 3

Executive Summary of Table 3:



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Virtual (around 30) and workshop (around 12) participants were asked to provide their opinion on six statements. Attendants mainly agreed on statements related to the importance of improving the internal and external communication between sectors, the relevance of legal rules to motivate forest owners and consumers towards a transition to sustainable pathways, and the role of mayors of municipalities for a transdisciplinary discussion about forestry, nature and people.

In Fig. 3, there were 30 Mentimeter respondents distributed as follows (Fig. 1): 19 from Italy, 4 from France and Germany respectively, 2 from Austria, and the remaining 1 from non-EUSAL countries. The same respondents are distributed by sector (Fig. 2): 8 representatives of the forestry sector, 7 from public administration, 4 from the timber value chain, 3 from the environmental sector. The Participants emphasized the urgency of more and better communication - within sectors and between sectors - to avoid silos and improve collaboration when addressing an increasing number of challenges.

To bridge the gap between forest professionals and the "rest of the world", simple, attractive, cross-sector communication tools, contents and formats should be developed. Ongoing multidisciplinary training events for different target groups have been proposed together with the somewhat utopian demand to: *“Avoid difficult words and wordings!”*

In addition to the current main players (academia, public administrations, stakeholders of forest-wood chain), new key actors for collaboration between forestry, timber value chain and society have been identified: business organisations and municipalities (mayors). The following take-home messages can summarise the contribution of in person:

- Implementing simple and attractive communication is urgent and important to reduce the gap between researchers/experts and other stakeholders.
- Business organisations and municipalities are key players to improve communication with the aim to motivate stakeholders and consumers for a transition to sustainable pathways.
- Multidisciplinary/transdisciplinary technical and professional training must be considered as an important educational and communicative tool to reduce the knowledge gap.

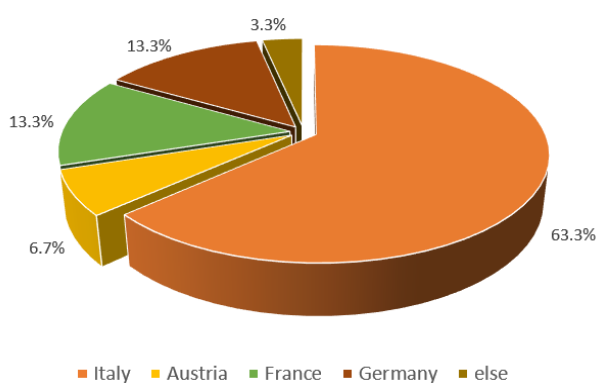


Figure 2. Distribution of the respondents by country

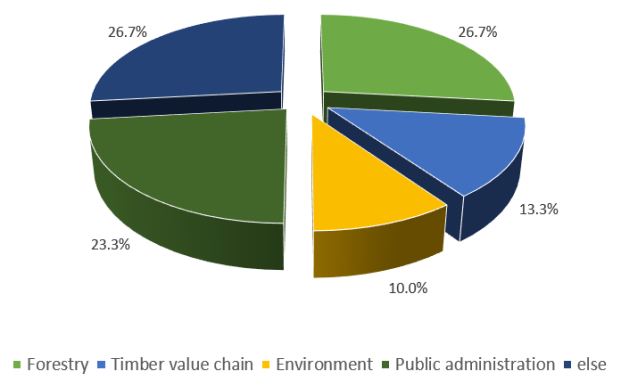


Figure 3. Distribution of the respondents by sector