

## Description of best practice

Best practice	
Title	KomSilva – Joint Project: Development and Use of communication and consulting assistance for private and communal forests for addressing forest owners and to intensify public relations in forestry
Picture	
Domain	Education training, communication
Source of wood	Woodland/Forests
Location	Germany
Implementers	Kuratorium für Waldarbeit und Forsttechnik e.V. UNIQUE forestry and land use GmbH Clusterinitiative Forst und Holz in Bayern gGmbH TU München – Lehrstuhl für Wald- und Umweltpolitik
Actual status	Running
Approach	In the project KomSilva, tools for a goal-oriented and efficient discourse with forest owners are being developed. Target groups are stakeholders and organizations who activate and address forest owners. Mostly forestry associations should profit from the project, but also service providers and other stakeholders. Therefore, different approaches are chosen:
Main results	Existing instruments for approaching forest owners and communicate with them are being investigated and evaluated according to their effectiveness. Thereby, a collaborative approach

	<p>is being pursued. It comprises an advisory committee with experts from practice and an active involvement via interviews, a large-scale online-survey and workshops. Experiences in activating forest owners and in public relations are being collected and practicable factors of success are being identified. Arguments for the activation of forest owners are being developed to sensitize forestry associations also for the new task fields.</p>
<b>Lessons learned</b>	<p>Communication with forest owners is a key asset towards mobilization. Existing instruments are being adjusted and new tools like online-training, online-consulting concepts and social media strategies for consulting and communication are being created and already successfully tested.</p>
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<b>Link to website</b>	<p><a href="http://komsilva.de/">http://komsilva.de/</a></p>
<b>Code</b>	<p>BP_DE_14</p>

## Best practice assessment

Region	Germany
Time scale	01. 08.2017 - 31. 01.2020
Mobilization Potential	Estimated 1 - 3 m <sup>3</sup> /ha
Kind of wood concerned	All assortments
Sustainability Potential	Positive
Impact on environment & biodiversity	Positive / Depending on management decisions
Ease of implementation	Easy
Economic impact	More wood available
Job effect	More forest thinnings and harvesting
Income effect	Positive
Specific knowledge needed	Middle
Costs of implementation	0.7 Mio. € project budget
Technical readiness level	Applicable
Key information for adoption	Depending on regional forest laws