Description of best practice

Best practice	
Title	Mobile applications
Picture	
Domain	Digitalization
Source of wood	Stemwood
Location	Finland
Implementers	Multiple forest companies
Actual status	Running
Approach	Forest data in mobile phone for private forest owners. Mobile applications offered by different forest companies offer possibility to observe your forest estate and forest assets on the mobile phone.
Main results	Forest owners can download the mobile application to their smartphones from the internet. The application includes information about the forest assets, maps and other key information that may be needed in the field. The application also works without a network connection. For example Metsä Group's members are able to update their growing stock information by taking photos with their mobile phones. The photos are transferred for analysis in a cloud service, and they are used to calculate the growing stock information. This way when walking around in their forest estates, forest owner can update their growing stock information and request a quote to sell wood or buy forest management services right there on the spot.
Lessons learned	The change of the business environment aims at better competitiveness and cost-efficiency in forest management. Mobile applications are excellent way to encourage forest owners to take care of their forests.

Contact information	Internet
Link to website	For example: https://www.metsaforest.com/fi/Asiakasedut/metsaverkko-mobiili/Pages/default.aspx# https://www.storaensometsa.fi/palvelut/emetsa-mobiili/ https://www.metsaselain.fi/ http://www.upmmetsani.fi/
Code	BP_FI_15

Best practice assessment

Region	Finland
Time scale	Running
Mobilization Potential	Not possible to assess
Kind of wood concerned	Stemwood
Sustainability Potential	Positive/ depends on management decisions
Impact on environment & biodiversity	Positive/depends on management decisions
Ease of implementation	Easy
Economic impact	Positive
Job effect	Positive/helps to plan forest management
Income effect	Positive
Specific knowledge needed	IT-tool and silvicultural knowledge needed
Costs of implementation	depends of application/company
Technical readiness level	Applicable
Key information for adoption	Digitalization is essential for wood mobilization