



SOPRONI
EGYETEM



Second Announcement SILVA Network Annual Conference

11 – 13 April, 2023



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Communication – a neglected topic in higher forestry education and further education?

University of Sopron - SOE, Faculty of Forestry, Sopron (on behalf of the SILVA Network)

DRAFT PROGRAMME

Tuesday: 11th April 2023	
11.00 – 12.30	Conference Registration Venue: SOE Campus, Dean's Office of the Faculty of Forestry - Building 'A', 9400 Sopron, Bajcsy-Zs. u. 4.
12.30 – 14.00	Lunch Venue: Nyugat Restaurant, SOE Campus, RK hostel building
14.00 – 14.40	Welcome speech: Prof. Dr. Ferenc Lakatos, vice-rector for research and foreign affairs, SOE Introduction of forestry and forest education in Hungary: Dr. habil. Bálint Heil, dean of the Faculty of Forestry, SOE
14.40 – 15:00	Conference Opening: Prof. Dr. Norbert Weber, President SILVA Network & Chairman of Forest Policy and Forest Resource Economics, TU Dresden (Germany) IUFRO Announcement – <i>Mika Rekola</i> , IUFRO Research Group 6.09 "Forest Education" coordinator & Director, Master of Science programme, Forest Sciences, University of Helsinki (Finland)
15.00 – 16.30	Session I: The role of universities in forestry and forest science communication Venue: SOE Campus – Ligneum Showroom Forestry innovations, the best way facilitating communication outside of the forestry sector – <i>Dr. habil. Kornél Czimmer</i> , vice-dean for research and foreign affairs, Faculty of Forestry, SOE (Hungary) The pedagogical and psychological benefits of forest - The importance of connection and communication – <i>Dr. Katalin Tóth-Merza and Dr. Éva Hartl</i> , Benedek Elek Faculty of Pedagogy, Institute of Educational Sciences and Psychology, SOE (Hungary) Communication in modern world – the role of Faculty of Forest Science and Ecology in Lithuanian society – <i>Gediminas Brazaitis, Vitas Marozas, Jolanta Stankevičiūtė</i> , Faculty of forest science and ecology, Agricultural Academy Vytautas Magnus university (Lithuania)
16.30 – 17.00	Coffee break
17.00 – 17.30	Poster session

	Agroforestry can contribute to meeting the growing demand for wood - <i>Andrea Vityi, Dániel Winkler, Katalin Tuba, András Polgár, Andrea Vágvölgyi</i> , SOE (Hungary) n.n.
Wednesday: 12th April 2023	
9.00 – 12.00 (max. 6)	Session II: Levels, content and tools of communication in forestry education and forest management , Venue: SOE Campus – Ligneum Showroom Transforming scientific language into messages for the general public: Dissemination and communication of a European R&D project in the field of forestry – <i>Sandra Liebal</i> , Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany) Paradigm shift in the communication of the Hungarian forestry sector – <i>Gergely Lomniczi and Rudolf Merena</i> , Indigo Communications Ltd. (Hungary) There will not always be light. Forestry risk and crisis communication needs innovative concepts to promote acceptance by society – <i>Anne Austen</i> , Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany) n.n.
12.00 – 13.30	Lunch Venue: Nyugat Restaurant, SOE Campus, RK hostel building
13.30 – 16.00 (max. 5)	Session III: How to implement the increasing need for communication skills in forestry education curricula , Venue: SOE Campus – Ligneum Showroom Communicating Forestry in the Public Sphere: A View from the University of British Columbia – <i>Prof. Dr. Robert Kozak</i> , Dean of Faculty of Forestry, UBC (Canada) The art of not being an “expert” – About the importance and content of communication training in higher forest education – <i>Prof. Dr. Stefanie Steinebach</i> , Professur Kommunikation und Waldpädagogik, University of Applied Forest Sciences Rottenburg (Germany) Do good and talk about it! - But how? Communication as teaching term and value at the faculty of forestry in Tharandt, Germany - <i>Konstantina Fotiadi, Anne Austen, Jesper Horst, Jacob Riedel</i> , Students, TU Dresden (Germany) n.n. Forest Europe – <i>Juliet Achieng</i> , European Forest Institute, Bonn (Germany)
16.00 – 16.30	Coffee break
16:30 – 17:00	Group discussion: How to proceed with the request of ASIIN about quality assurance for the European Higher Forest Education?
17:00 – 17:30	General Assembly of the SILVA Network
19.00	Conference Dinner Venue: Sopron, City Center
Thursday: 13th April 2023	
9.00 – 15.00	Field excursion (TAEG Educational Forestry Ltd., Fertő-Hanság National Park)
15.00	Departure

TOPIC AND CALL FOR CONTRIBUTIONS

Communication – a neglected topic in higher forestry education and further education?

Human life on Earth can only be sustained with the survival and proper functioning of natural systems, especially forests. However, large-scale deforestation and forest degradation takes place in many countries in the world. In other parts of the World, the unstoppable process of urbanization increasingly leads to the physical and mental separation of people from nature. More and more this is resulting in total refusal of active measures in forests aiming at wood production. In political decision-making and economic processes, you barely find representatives of forest related sciences. While we are exceeding the limits of our planet's carrying capacity, awareness of that wicked problem is limited and nature-based solutions are underrepresented in the political discussions on problem solving.

Representatives of the forestry profession agree that a certain amount of utilization of forests for wood production is necessary. However, the use of wood in the construction and furniture industry, the replacement of fossil-based energy production with renewable wood, and the utilization of forest by-products do only cover a part of societal needs. In addition to this, the demand for ecosystem services such as the provision of good air and clean water, recreation/tourism, and nature conservation is increasing. The latter demands often appear in an ideological form, increasing the conflict between farmers and foresters, lay people, NGOs and representatives of nature conservation in the assessment of the various possibilities of multi-purpose utilization of forests.

What can professionals of higher forestry education and further education do against the unfavourable processes described here? What and how to communicate? To what extent can forest sciences assess and determine the weight with which different societal needs are satisfied? How can the gap be bridged between the knowledge background and perceptions of forest scientists, political decision makers and lay people? And how can this be used to adapt the contents of teaching and further education in forest and nature related disciplines?

Join us in sharing experiences!

We are looking forward to contributions from students, lecturers and administrative staff with regard to...

...adapting aims for higher forestry education and further education in times of moving targets:

- what 'products' of the forests do people use every day without realising about their origin?
- to what extent does the importance of forests in urban agglomerations remain as a living space while urbanization is increasing?
- Which role is left to forests and forest-related jobs in rural areas?
- How and with what emphasis can we present these differing needs in education and professional communication?
- How can we connect the processes of forest utilization and logging with the indispensable role of wood-based products in our everyday lives?
- How can higher forestry education address the increasing demand of biomass for bioeconomy and bioenergy whilst taking into account the louder calls for wilderness and nature conservation?
- How can we effectively communicate the deliberate energetic utilization of wood as a renewable energy source for the replacement of fossil energy carriers?

... levels, content and tools of communication in forestry education and forest management:

- What are the most important facts and messages to be told in forestry communication to lay people?
- At what levels and with what content should communication of forestry topics appear in order to meet global, national and local social needs?
- How can the comprehensive, theoretical foundations and the local, practical solutions in the practice of forest management and forestry be linked with each other?
- How can the differences between the social needs of forested regions with different languages, social systems and development be overcome?
- How can access to forests be ensured for urban people at different levels of education and in everyday life?
- How can the communication and promotion of forestry training follow labour market processes?
- What are the most effective means/media of communication to reach different target audiences?

Participants are invited to submit an abstract by 3rd March 2023

Please submit your abstract – of up to 300 words – via email to Sandra Liebal.

The SILVA Board will decide on contributions (oral presentations / posters) and all applicants will be informed as soon as possible after the deadline. Confirmed and peer-reviewed papers will be published in the Conference proceedings (SILVA Network Publications).

VENUE



The conference will be hosted by the Faculty of Forestry, University of Sopron (SOE). Our location gives us a unique opportunity to host the conference in a pleasant environment within a 17.2 ha botanical garden, established in 1922 to give home to the former Academy of Mining and Forestry of Selmechánya, moved here after the 1st World War.

Address: SOE Campus, H-9400 Sopron, Bajcsy-Zs. u. 4.

Learn more about the venue: [UNIVERSITY OF SOPRON - OUR FUTURE IS NATURE - YouTube](#)

REGISTRATION & FEES

An early bird fee of €190 applies until February 21, 2023, after which a full fee of €220 will apply.

For students, we offer a discounted registration fee of €110.

(Registration fees include welcome reception, coffee breaks, lunches and conference dinner, attendance at all sessions and at the field trip, and a copy of the conference proceedings. Taxes are included).

The conference fee must be paid in advance against a payment request issued based on the personal data included in the registration form.

Register here: <https://forms.office.com/e/xARxp7Erce>

ACCOMODATION

Participants should make their own arrangements for accommodation when attending the conference. For your convenience a pre-reservation shall be offered for Hotel Sopron (<https://hotelsopron.hu/en>) and Hotel Fagus (<https://fagushotel.hu/>). For this please indicate your hotel preference via the conference registration at the SILVA Networks homepage. Still, when appropriate number of guests confirmed, we will invite you to book your rooms individually. Please feel free to choose any other hotel you like!

TRAVEL TO/FROM THE CONFERENCE

Participants are responsible for their own travel arrangements and payment. The SOE campus is located in a 17.2 ha botanical garden, less than a kilometre from Sopron city centre. Access to the city and to the nearby hotels (within 2 km range) is easy by local bus (tickets will be available at the conference welcome desk).

Distance to Vienna International Airport is only 73 km on highway, or you can use the frequent train connections of CityAirportTrain Vienna to Vienna centre and connect to Sopron.

ORGANIZATION AND LOCAL ORGANIZER DETAILS

Dr. habil Bálint Heil (Local organizer): emk-dekani@uni-sopron.hu

Prof. Dr. Norbert Weber (SILVA president): norbert.weber@tu-dresden.de

Sandra Liebal (SILVA secretary general): sandra.liebal@tu-dresden.de