



SOPRONI  
EGYETEM



# SILVA Network Annual Conference

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

11 – 13 April, 2023





# PROGRAMME of the SILVA Network Annual Conference

Venue: University of Sopron Main Campus Lignum Showroom<sup>1</sup>

<b>Tuesday: 11<sup>th</sup> April 2023</b>	
14.00 – 14.40	<p><b>Welcome speech</b> – LAKATOS Ferenc, vice-rector for research and foreign affairs, University of Sopron (UoS) (Hungary)</p> <p><b>Welcome speech</b> – CSÓKA Péter, member of the board of trustees of the UoS (Hungary)</p> <p><b>Introduction of forestry and forest education in Hungary</b> – HEIL Bálint, dean of the Faculty of Forestry (FoF), UoS (Hungary)</p>
14.40 – 15:00	<p><b>Conference Opening</b> – Norbert WEBER, President SILVA Network &amp; Chairman of Forest Policy and Forest Resource Economics, TU Dresden (Germany)</p> <p><b>IUFRO Announcement</b> – Mika REKOLA, IUFRO Research Group 6.09 "Forest Education" coordinator &amp; Director, Master of Science programme, Forest Sciences, University of Helsinki (Finland)</p>
15.00 – 16.00	<p style="text-align: center;"><b>Session I (part I): The role of universities in forestry and forest science communication</b></p> <p><b>Forestry innovations, the best way facilitating communication outside of the forestry sector</b> – CZIMBER Kornél, vice-dean for research and foreign affairs, FoF, UoS (Hungary)</p> <p><b>The pedagogical and psychological benefits of forest - The importance of connection and communication</b> – TÓTH-MERZA Katalin and HARTL Éva, Institute of Educational Sciences and Psychology, UoS (Hungary)</p>
16.00 – 16.30	<p><b>Coffee break</b> – Venue: Lignum showroom</p>
16.30 – 17:30	<p style="text-align: center;"><b>Session I (part II): The role of universities in forestry and forest science communication</b></p> <p><b>Communication in modern world – the role of Faculty of Forest Science and Ecology in Lithuanian society</b> – Gediminas BRAZAITIS, Vitas MAROZAS, Jolanta STANKE-VIČIŪTĖ, Faculty of forest science and ecology, Agricultural Academy Vytautas Magnus university (Lithuania)</p> <p><b>Forestry education, communication and forestry's public perception in New Zealand</b> – Robert I. RADICS, Lincoln University (New Zealand)</p>
17.30 – 18.15	<p style="text-align: center;"><b>Poster session</b></p> <p><b>Agroforestry can contribute to meeting the growing demand for wood</b> – VITYI Andrea, WINKLER Dániel, TUBA Katalin, POLGÁR András, VÁGVÖLGYI Andrea, FoF, UoS (Hungary)</p> <p><b>Changes in the number of forest visitors in the Bakony region (Hungary) during and after the COVID-19 epidemic waves</b> – CZIBULA György, PhD student, FoF, UoS (Hungary)</p> <p><b>Communication skills in Higher Forestry Education as a key to perfect future engineers in the curricula</b> – Ignacio J. DIAZ-MAROTO, Department of Agroforestry Engineering, University of Santiago de Compostela (Spain)</p> <p><b>Assesment of recreation forestry through society communication: on the case of National Park "Burabay"</b> – Sara KITAIBEKOVA, Saken Seifullin Kazakh Agrotechnical Research University (Kazakhstan)</p>

<sup>1</sup> The services of the "Botanika" cafe located in the building can be used continuously. You can pay with cash or bank card.

The restroom is located on the lower level.

The students of the Faculty of Forestry are always available if help is needed.

<b>Wednesday: 12<sup>th</sup> April 2023</b>	
9.00 – 11.00	<p style="text-align: center;"><b>Session II: Levels, content and tools of communication in forestry education and forest management</b></p> <p><b>Paradigm shift in the communication of the Hungarian forestry sector</b> – LOMNICZI Gergely and MERENA Rudolf, Indigo Communications Ltd. (Hungary)</p> <p><b>Transforming scientific language into messages for the general public: Dissemination and communication of a European R&amp;D project in the field of forestry</b> – Sandra LIEBAL, Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany)</p> <p><b>There will not always be light. Forestry risk and crisis communication needs innovative concepts to promote acceptance by society</b> – Anne AUSTEN, Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany)</p> <p><b>Higher Education Globalisation: E-learning and Information &amp; Communication Technologies</b> – Ignacio J. DIAZ-MAROTO, Department of Agroforestry Engineering, University of Santiago de Compostela (Spain)</p>
11.00 – 12.00	<p style="text-align: center;"><b>Session III (part one): How to implement the increasing need for communication skills in forestry education curricula</b></p> <p><b>The importance of communication as a discipline in the bachelor's degree education of forestry in Romania and its legal limitations</b> – FARKAS Attila and MOLNÁR Gábor, Sapientia Hungarian University of Transylvania (Romania)</p> <p><b>Forest Europe's work on Forest Education and Green jobs</b> – Juliet Achieng OWUOR, European Forest Institute, Bonn (Germany)</p>
12.00 – 13.30	<b>Lunch</b> – Venue: Nyugat Restaurant, SOE Campus
13.30 – 16.00	<p style="text-align: center;"><b>Session III (part two): How to implement the increasing need for communication skills in forestry education curricula</b></p> <p><b>Communicating Forestry in the Public Sphere: A View from the University of British Columbia</b> – Robert KOZAK, Dean of Faculty of Forestry, UBC (Canada)</p> <p><b>The art of not being an "expert" – About the importance and content of communication training in higher forest education</b> – Stefanie STEINEBACH, Professur Kommunikation und Waldpädagogik, University of Applied Forest Sciences Rottenburg (Germany)</p> <p><b>Sustainability of forest communication and contribution for sustainable forestry in Kazakhstan: on the case of Seifullin University</b> – Sara KITAIBEKOVA, Saken Seifullin Kazakh Agrotechnical Research University (Kazakhstan)</p> <p><b>Do good and talk about it! - But how? Communication as teaching term and value at the faculty of forestry in Tharandt, Germany</b> – Konstantina FOTIADI, Anne AUSTEN, Jesper HORST, Jacob RIEDEL, students, TU Dresden (Germany)</p> <p><b>Communication and relations between the students and teachers</b> – KELE Zsombor, forestry student, FoF, UoS (Hungary)</p>
16.00 – 16.30	<b>Coffee break</b> – Venue: Lignum showroom
16:30 – 17:00	<b>Group discussion:</b> How to proceed with the request of ASIIN about quality assurance for the European Higher Forest Education?
17:00 – 17:30	<b>General Assembly</b> of the SILVA Network
19.00	<b>Conference Dinner:</b> Venue: Sopron, Gangl Winery

<b>Thursday: 13<sup>th</sup> April 2023</b>	
9.00 – 15.00	<b>Field excursion</b> <i>Start at 8.30 from the main gate of the campus</i> Morning: <b>TAEG Educational Forestry Ltd.</b> <i>Packed lunch</i> Afternoon: <b>Fertő-Hanság National Park</b>
15.00	Departure

## HISTORY OF THE UNIVERSITY

The history of the present University of Sopron goes back several centuries. Forestry higher education, the long established field of study, the core of education of the university started in the institute founded for mining and metallurgy education. The School for Training Mining Officers was founded by the decree of Charles III, signed on 22<sup>nd</sup> June, 1735 in Selmecbánya. Maria Theresa laid down the basis for academic education by her decree signed on 22<sup>nd</sup> October, 1762.

A joint meeting of the Treasury and the Chamber of Royal Mint and Mining in June 1807, discussed the establishment of a Forestry School, beside the Mining Academy. After the 1867 Compromise, the Academy became a Hungarian state institution, thus decreasing its international importance. In 1904, the institution adopted the name “The Hungarian Royal Mining and Forestry College”.

With the outbreak of World War I, there was a big rupture in the life of the college. The last lectures of the autumn semester started on 6<sup>th</sup> October, 1918, but the academic year could not be finished. As a result of the peace treaty after the war, Selmecbánya was not a Hungarian town anymore; it belonged to the new Czechoslovakia. Moving from the ancestral residence started in autumn 1918 following a resolution of the council of the college, and a decree of the Ministry of Finance.

Thanks to the resoluteness of under-secretary of state Hugó Laehne and mayor of the city Mihály Thurner, the town of Sopron provided a new home for the college. The first group of students arrived in March 1919, led by the Rector, Géza Réz. The college has been operating since 1922 at its current location in the 17.2 ha botanical garden.

In the 1950s, the miner, metallurgist and land surveyor courses were assigned to another university. The independent College of Forestry was granted university status in 1962. In the 1990s, new faculties and departments were founded, and institutions outside the headquarters joined the University of Sopron.

Based on a government decision in the years 2015-17, the university was reorganised and the faculties outside of Sopron were amalgamated with other universities. Four faculties remained in Sopron: the Benedek Elek Faculty of Pedagogy, the Faculty of Forestry, the Lámfalussy Sándor Faculty of Economics and Faculty of Wood Sciences and Applied Arts.



Sopron is a picturesque town in the northwestern Hungary. It is situated 220 km from Budapest, 60 km from Vienna. Located at the Austrian border. Sopron has a diverse cultural life. This diversification appears in the centre of the town as its architecture combines western European and the Hungarian features.

Sopron is surrounded by the foothills of the Alps, this it is characterized by a beautiful hilly landscape, which is ideal for outdoor activities like jogging, mountain biking and hiking. Lake Fertő, Central Europe’s largest endorheic lake, is also very close to the town.