

METSÄALAN

TULEVAISUUSFOORUMI

Future Forum on Forests of Finland

Foresight* for the development of forest sector in Finland till 2020

* *Ex post* to NFP 2010



www.metsafoorumi.fi

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TULEVAISUUSFOORUMI

The aims

foresee the coming changes on the factors affecting forest sector development in the future till 2020

increase the ability for foresight in the forest sector

... and with the help of these ...

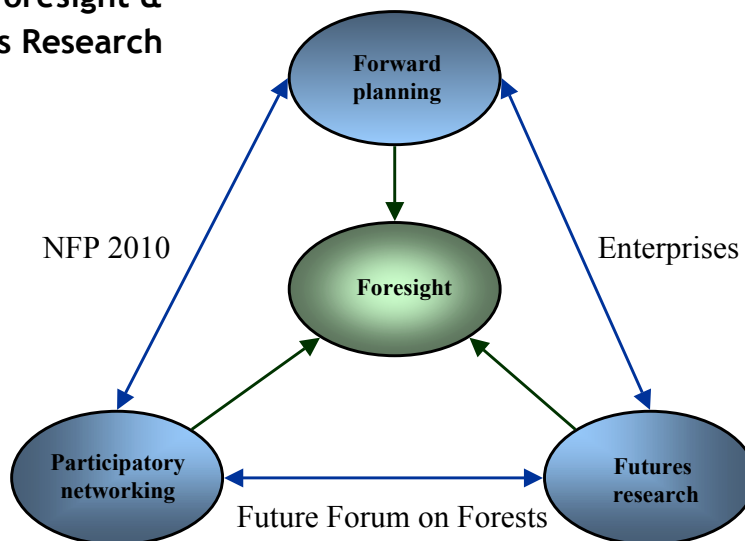
support the development of the national forest policy and other policies relevant to the future of forest sector

offer new stimuli, material and tools for the future and strategy work of the forest sector organisations

support the development of new innovations in the forest sector

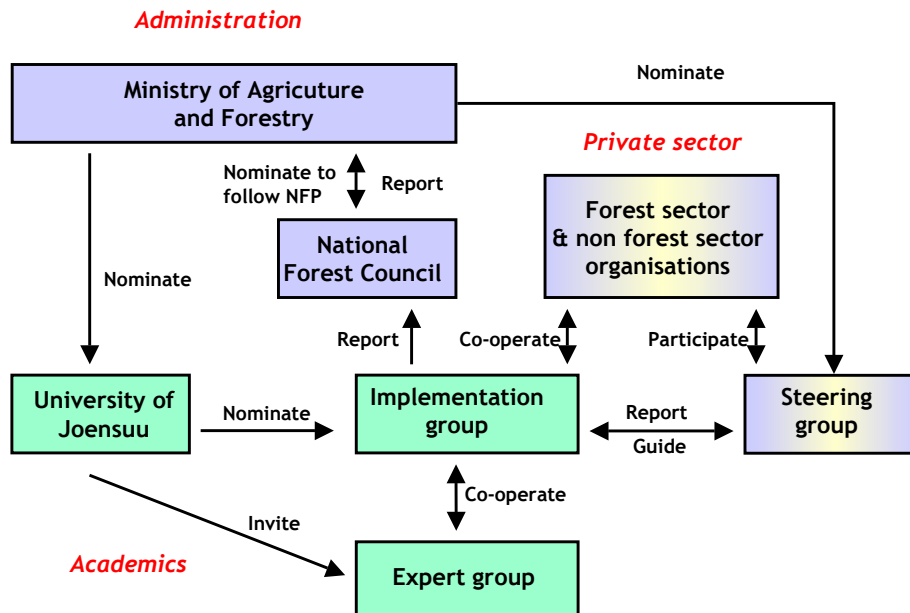
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Foresight & Futures Research



Trend extrapolation
Delphi
Scenario techniques
Systems dynamics

Forum structure and organisation



Four key activities in the
Forum implementation



Implementation
group

Futures studies of four
working groups

- Forest technology
- Silviculture
- Environment
- Forest industry
- Social sustainability

Contracted futures studies

Internet:
www.metsafoorumi.fi

Organised futures seminars

GLOBALISATION ...

decreases the
importance of
national states

fastens the
technology
transfers

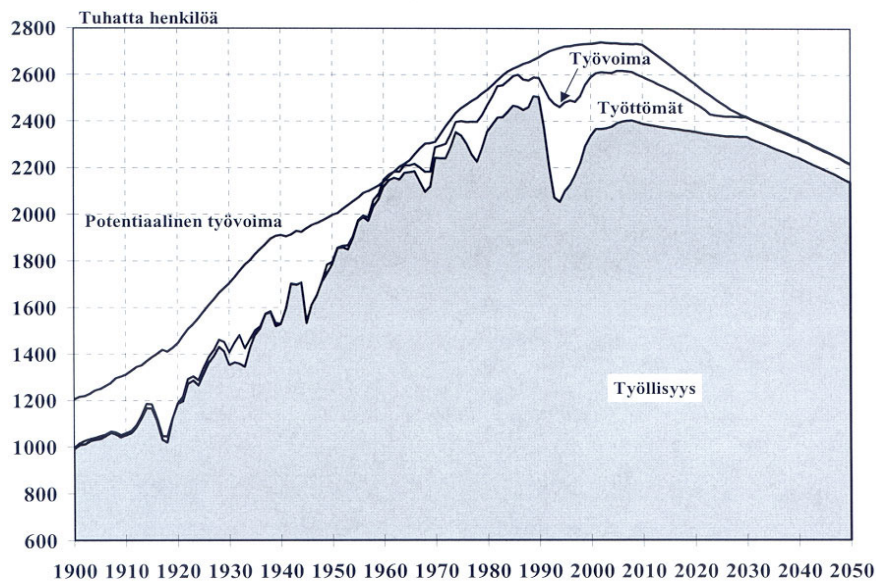
increases the
competition of
nations on
enterprises

forces forest
industries to
continue
integration

facilitate
labour
emigration
and service
immigration

... WILL HAVE GREAT IMPACTS TO FOREST SECTOR

Employment and employees in Finland (1000 people)



Source: Työministeriö. 2003. Työvoima 2020 loppuraportti.

Impacts:

- State budget decreasing
- Availability of employees
- The role of public sector
- Entrepreneurship
- Rural development

Future challenges to the finnish forest sector

1. Forest industry globalisation
 - how Finland can maintain its competitiveness to companies?
2. Role of public sector
 - shortage of employees
 - how to manage private forestry
3. New livelihoods
 - energy
 - wood chemistry
 - wood engineering
 - tourism
 - know how
4. Availability of wood
 - structural changes in forest ownership
 - changes in values

**”The answer is yes,
but what was the
question?”
(Woody Allen)**

Is it more important:

1. to find right (and precise) answers to wrong questions, or
2. to find (even incomplete) answers to the right questions?

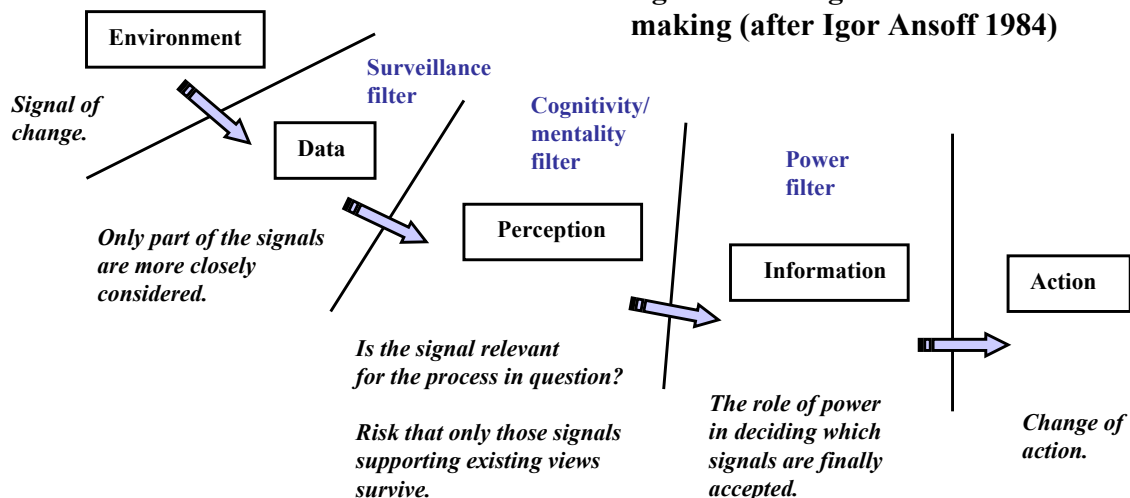
What are the right questions?

What can we tell about the future?

What are the factors causing change in the future?

Why don't we always observe these factors?

**The role of 'filters' in transferring
signals of change into decision
making (after Igor Ansoff 1984)**



Why to use Futures Research and/or Foresight?

Ways to consider future:

1. passive (accepting changes)
2. reactive (waiting for the changes)
3. preactice (preparing for the future)
4. proactive (making the future)

Often:

Vision = most wanted future, considered alone (static)

Strategy = bases on the vision (inelastic)

Most wanted future = dream ≠ **realistic** future

The use of Futures Research and/or Foresight

The futures research / foresight can be used:

1. independently to look the future potentials for the forest sector - *what are the alternative futures?*
2. as a skeleton for NFP design to increase its analytical future orientation - *how well the NFP operates under alternative futures?*
3. as an input for other techniques where the consequences of future changes are studied using futures research results as an input - *what are the impacts of alternative futures?*