



Forest Academy for Decision Makers

**A Programme for Building
Dialogue around Forests in Society**



Increasing social capital by building dialogue

The economic utilisation of natural resources requires acceptance from society. One approach is to increase the social capital of the forest sector - knowledge, trust and networks.

The Forest Academy is a long-term communication programme based on a series of cross-sectoral forums. It utilises a specific structure and applies educational working methods.

In Finland, this communication programme has been running successfully since 1996.



A cross-sectoral meeting point for decision makers

The Forest Academy brings together a mix of decision makers and opinion leaders from across society. The participants are active in areas such as politics, civil society, interest groups, business, R&D, the media, NGOs and culture.

The forums explore a variety of perspectives on forests and their role in society. They offer opportunities to build networks and start conversations.

The participants gain new insights and understanding.



Nordic knowledge on the sustainable use of forests

The Forest Academy communication tool is produced by the Finnish Forest Association, a non-governmental, non-profit cooperation and communication body which brings together all the major forest-related interests in Finland.

The Forest Academy is financed by the Finnish Ministry of Agriculture and Forestry and the Finnish Forest Foundation.



A flexible method that is adaptable to different conditions

The communication programme format has been designed to be easily applicable in different national conditions.

All clients are provided with tools for marketing, planning and implementing the communication programme. Our manual and training provide the keys to achieving high profile forums and which generate input for strategic decision making and policy process preparation.

The Forest Academy has so far been established in Latvia, Costa Rica, Tanzania and Mozambique.

ESTABLISHED IN
1996

SEVERAL
COUNTRIES

OVER **100**
EVENTS

NETWORK
EVER-GROWING!

The Forest Academy is a communication programme designed to build dialogue around the forest-based solutions to global challenges.

To further discuss the implementation of the programme,
please contact us!



Forest Academy
For Decision-Makers

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#ForestAcademy