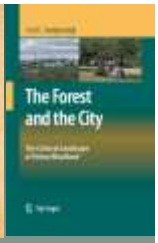


Globalisation and Urbanisation: Impacts on the daily lives of foresters

woodSCAPE

"A tree on your doorstep is a forest in your mind!"

Contents

- Globalisation and urbanisation
  - Major changes in society
- Impacts on forests and forestry
- New skills needed for foresters
  - Embracing the urban and global dimensions
  - Communication skills
  - Marketing and branding
  - Partnerships
  - Landscape approach

Important Trends

- Globalisation of markets and values
- Demographic changes
  - Ageing population ('Grey Gold'), migration, inequality
- Lifestyle changes
  - More affluent society, creative classes (R. Florida)
- Information and entertainment society
  - Information era, competition for leisure time, entertainment
- Urbanisation
  - 80% of Europeans in towns, stress nearby green areas
- Changes in environment
  - Changing landscapes, afforestation, climate change

A Tale of Two Cities

- On the one hand: the Good City
  - Centres of innovation, economy, culture, democracy, 'windows of opportunity'
- On the other hand: the Bad City
  - Social conflicts, social exclusion, crowding
  - Urban footprint, pollution, distancing from nature
  - *Gesellschaft* rather than *Gemeinschaft*, 'millions of people feeling lonely together' (Thoreau)

The Urban Challenge

- Suburbanisation and sprawl threatening urban identity
- Local identity crucial
  - Attracting and keeping residents
  - Strengthening social ties
  - Competition, e.g., for finances
- Cities need to be sacred, safe and busy (Kotkin, 2005)
  - Sacred: identity, community
  - Safe: quality of life, feeling at ease, security
  - Busy: economic, social, cultural activities
- New hierarchy of cities
  - 'Second Cities', 'burbs' in focus

Second Cities

- Meeting the demands of a changing population
  - Ageing
  - Creative classes
  - Multi-ethnic
- Information society
- Transportation
- Developing 'urbanity', identity, community
  - Local identity and commitment to city need to be stimulated

Cities Need their Olive Trees

See Thomas Friedmann (2000) on globalisation:

- Globalisation processes are only sustainable when in balance with certain local roots, identity, community.
- Lack of identity, community in cities: conflict of the Lexus and the Olive Tree.
- Olive Trees:
  - *"They represent everything that roots us, anchors us, identifies us and locates us in this world." - "... a place called home"*

Some Impacts on Forestry

- Urban demands, values and pressures are dominant
- More direct contact with urban areas and urban residents
- 'Fighting' for attention (politicians, media, people)
- Partnerships and new approaches needed
- Need for different skills, concepts

Changing Times for Natural Resource Management

(see Fazio & Gilbert, 2000)

- Era of abundance
- Era of exploitation
- Era of preservation and production
- Era of habitat and harvest
- Era of people and the environment
  - Sustainability, including a strong socio-cultural dimension
  - Natural resource management as *contact sport*
  - Customer orientation
  - Social corporate responsibility
  - Communication in a wider sense

Public Involvement & Living Environment

- Past years: push towards involving people in decisions about their living environment
  - E.g. Local Agenda 21, Aarhus Convention
- Similar trend in forestry at large
  - Sustainable Forest Management (SFM): environmental, economic and SOCIAL aspects
- Participation as one way of generating sound information for decision making.
  - (Public)-Policy-science interface

MINISTERIAL CONFERENCE ON THE PROTECTION OF FORESTS IN EUROPE

LIAISON UNIT VIENNA

MCPFE Helsinki Resolutions

"Sustainable management means the stewardship and use of forests and forest lands in a way, and at a rate, that maintains their biodiversity, productivity, regeneration capacities, vitality, and their potential to fulfil, now and in the future, relevant ecological, economic and social functions, at local, national, and global levels, and that does not cause damage to other ecosystems."

Changing Prioritisation of Forest Functions – Near Cities

1. ***Socio-cultural services:***
   - **recreation, healthy living environment, community building, education**
2. ***Environmental services:***
   - **water, pollution reduction, climate change**
3. ***Economic goods and services*:**
   - **attracting businesses, local products**

Foresters Need New Skills

- Recognition of the urban and global aspects of forestry
- Strengthening social and communication skills
- Branding and marketing
- Partnership and cross-disciplinary approaches (such as urban forestry)
- Landscape level in focus – involvement in (urban) planning

Communication Skills

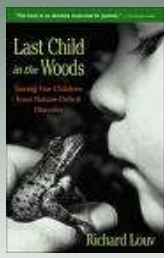
- **Communication is the key!**
- **Communicating with different audiences**
  - **Visitors, customers, politicians, interest groups, the media, etc.**
  - **Other professionals (see the partnership issue)**
- **Understanding the needs and values of different audiences**
- **Conflict management (see my 2nd lecture)**

Branding Opportunities in Urbanised Forestry

- Positive attitude towards woodland and trees
- Sense branding
- Service branding: long-term customer relationships
- Internal branding: build pride in organisation/profession
- “Quality stamp” for good practices
- Linking up to strategic issues (competitiveness, health)

Marketing of Goods *and* Services

- Forest goods, such as timber, but a range of products
- Social and cultural services
  - Outdoor recreation, tourism, health
  - (Nature) education
  - High-quality environment for housing, business
- Environmental services
  - Protection of drinking water, watersheds
  - Absorption of CO2, pollution, climate regulation
  - Erosion control, shelterbelts



MASTBOS
GRANDIOZE KIJK OP GROEN
De nieuwe wijk Mastbos in Bladel ligt werkelijk ideaal. Aan de ene zijde strekt zich de natuur uit, aan de andere zijde ligt het kloppend dorpshart van Bladel met al haar voorzieningen. Mastbos brengt gevarieerd wonen, groen wonen en een gemoedelijke, klassieke architectuur die in alles klasse uitstraalt. Maak kennis met Mastbos, maak kennis met uw woning in het groen.
In Mastbos worden in totaal 82 woningen gerealiseerd. Het dichtst tegen de dorpskern aan komen starterswappartementen, met aansluitend daarop in het hart van het plan woningen met een tuin die speciaal voor starters bedoeld zijn. Aan deze oostzijde van de nieuwe wijk, komen bovendien woningen voor mensen die extra zorg nodig hebben. Helemaal centraal in Mastbos worden patiobungalows gerealiseerd die alle voorzieningen gelijkvloers krijgen en een extra slaapkamer op de verdieping. Aan de noord- en westzijde van Mastbos vormen zeer royale koopwoningen, die veelal per twee gekoppeld zijn. Bij de entree van Mastbos tenslotte, worden 8 zeer royale koopappartementen gerealiseerd in drie woonlagen. Ook hier woont u werkelijk met allure.
Home
Omgeving
Het Plan
Architectuur
Mastbos
Nieuws
Contact/Makelaar
mastBos

WOODLAND TRUST
Our woods
Campaigns
Get involved
Support us
Publications
Learning is fun
News releases
Our magazine
About us
enewsletter & contacts
Get involved
Tree planting
Volunteers
Talks about the Trust
Events
Woods on your doorstep project
Shopping for the environment
Nature's Calendar
Woodlands for the Millennium
Ancient Tree Forum
What is Woods on your doorstep
It's something we did together...
At the beginning of the new Millennium, England, Wales and Northern Ireland are now greener places thanks to the Woodland Trust and Millennium Commission's Project, Woods on your Doorstep.
It's something we did everywhere
Each wood is close to cities, towns and villages, and every community taking part helped to choose, design, plant and name their own wood.
To visit the England and Wales site
Click here
To visit the Northern Ireland site
Click here

Case study: The Veluwe, NL (1)

Source: Bade & V.d. Schroeff (2006)

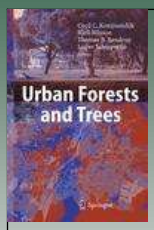
- Largest forest area in The Netherlands (75,000 ha forest)
- Assessment of various benefits, including recreation and tourism, by KPMG

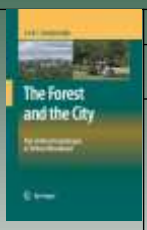
Case study: The Veluwe, NL (2)

Source: Bade & V.d. Schroeff (2006)

- Entire Veluwe:
  - about 23 million visits per year
  - >10 million domestic overnights (spend 25 EUR/day)
  - > 600,000 foreign overnights (spend 87 EUR/day)
  - 4.7 million EUR income from tourist taxes
- National Park 'Hoge Veluwe':
  - 600,000 paying visitors per year (16 EUR/pp)

“Playing Field” of Urban Forestry





	Urban *and peri-urban*			Rural	
	Individual and small groups of trees		**Woodland** (forests and other wooded land, e.g., natural forests and plantations, orchards)	**Individual trees**	**Natural and plantation forests**
	Street and roadside trees	Trees in parks, private yards, cemeteries, fruit trees etc.		Shelterbelt, trees in between lots, ‘parkland trees’ etc.	
Benefits and uses					
Policies, planning and design					
Management					
Technical and operational activities					

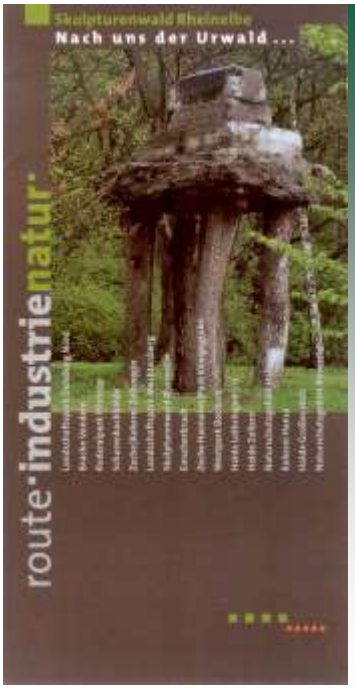
Partnerships Needed

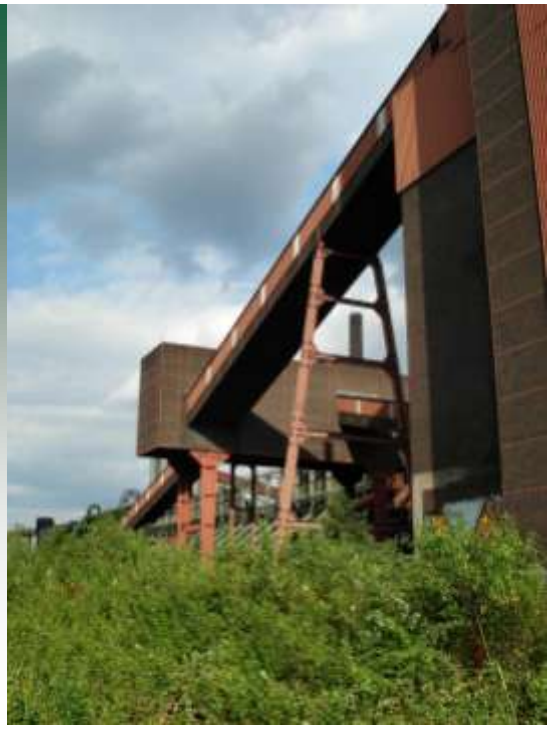
- **Many different disciplines involved**
  - **Urban forestry: forestry, landscape architecture, planning, social sciences, ecology, psychology, etc.**
  - **Globalised forestry: economics, environmental sciences (global warming!), culture studies, information technology, etc.**
- **Partnerships also between:**
  - **Public and private sectors**
  - **Foresters and the media**
  - **Foresters and politicians**
  - **Foresters and interest groups**
  - **Etc...**

City Regions and New Urban Landscapes

- **"Competitive city regions are ones that can attract and retain viable businesses and their employees by offering a good quality of life".**
- **"New urban landscapes are an essential element in building Europe's future economic structures and social well-being." (The SAUL Partnership 2005)**
- **Forests are part of these new urban landscapes**

Source: The National Forest, UK





Conclusion

- ‘The times, they are a’ changing’
- Globalisation and urbanisation: see them not as threats, but as opportunities
- New role of forestry and foresters
  - Urban forestry with its many goods and services
  - Forests to mitigate climate change
  - New products, such as bioenergy (but also increased competition for land!)
  - Forester as Communicator, Partner, Team Player

Thank you!