

TECHNICAL UNIVERSITY IN ZVOLEN



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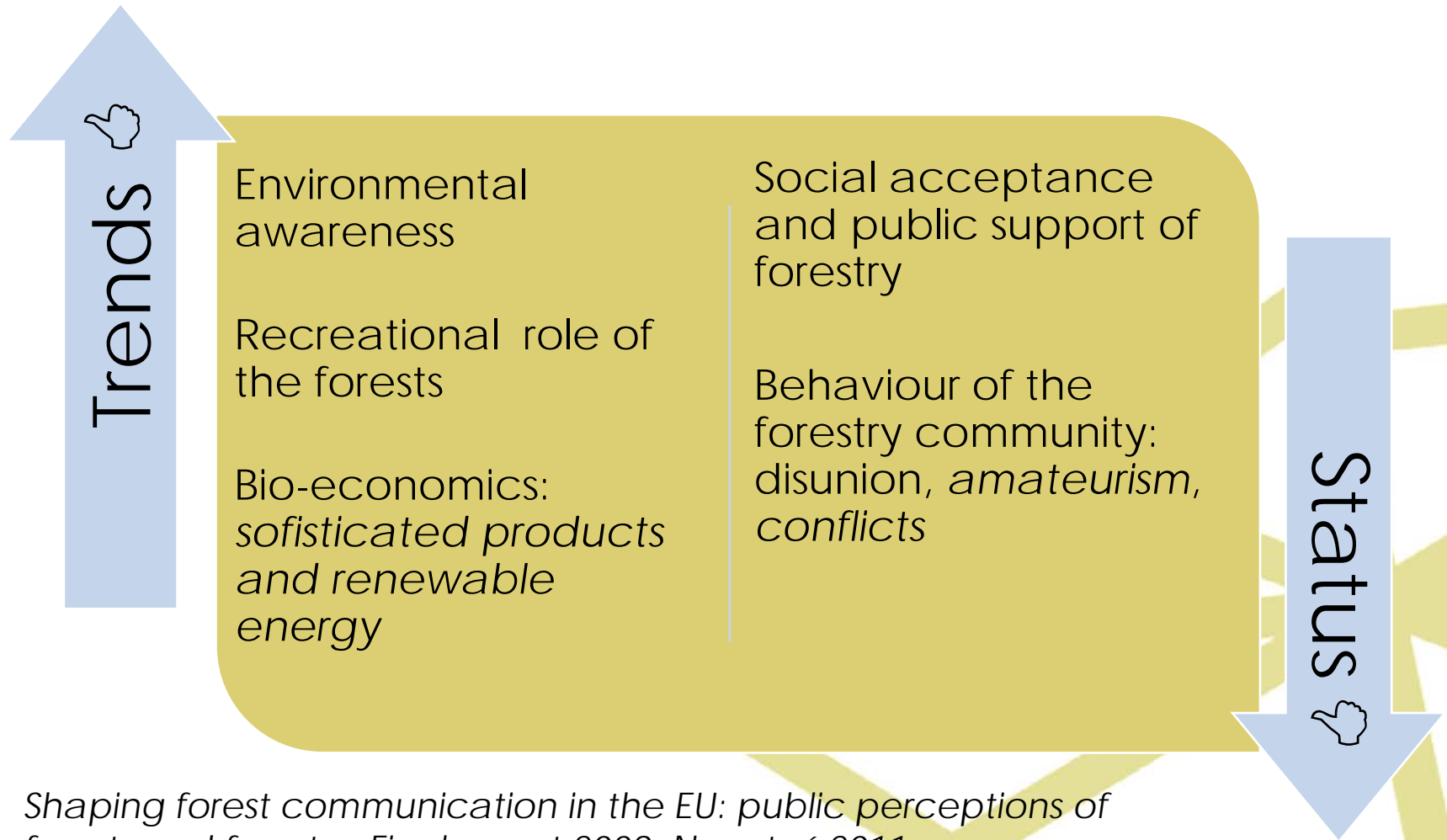
FACULTY OF FORESTRY

Image of the state forest enterprise LESY SR

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Introduction



Shaping forest communication in the EU: public perceptions of forests and forestry, Final report 2009; Novotný 2011

Aim of Work & Methods

Comparison of the image of the state forest enterprise Lesy SR by the view of its managers at sub-enterprises and general public



Forest Enterprise

- Management (n=23)
- 26-60 years (87%)
- > 61 years (13%)
- Annual felling: 4 million m³
- Managed forest area: 1.2 million ha (cca 60% of forests)



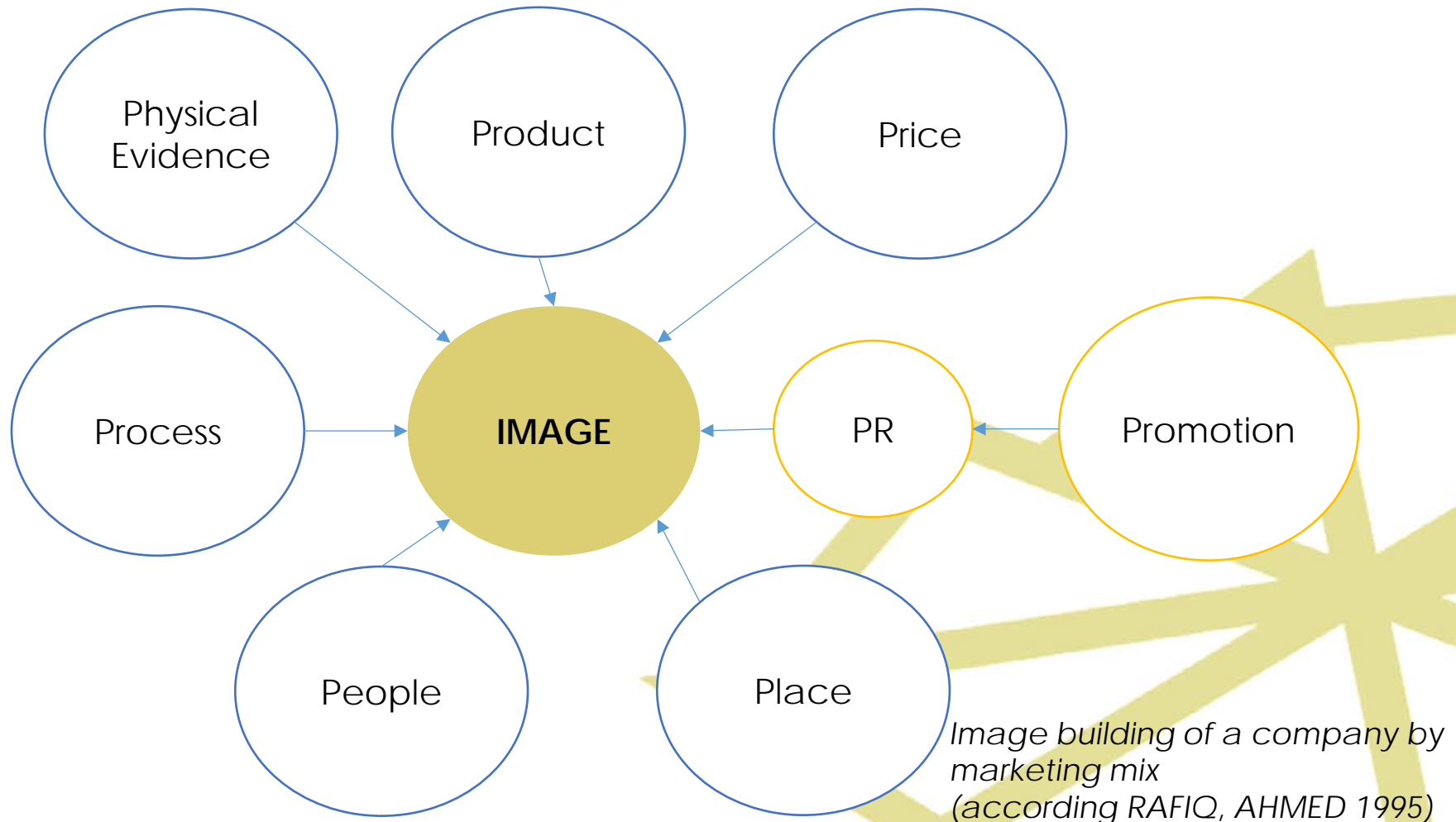
General Public

- Respondents [n=384; t=1.96; Δ=5%]
- 26-60 years (77%)
- County of Banská Bystrica (90%)
- Secondary education (62%)

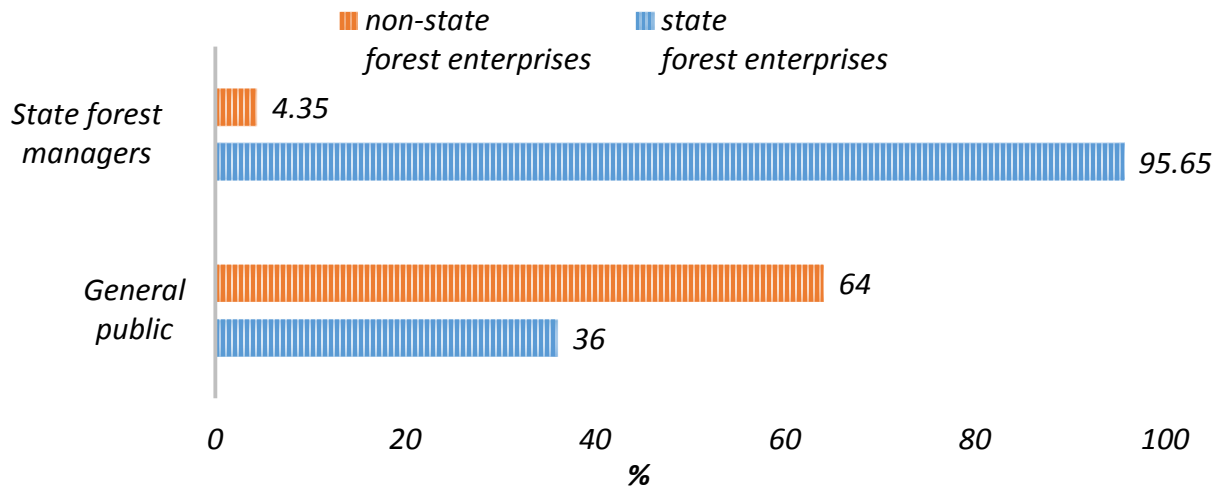
Structured questionnaire (Kita 1997; Silverman 2005)

Frequency analysis (Rimarčík 2007)

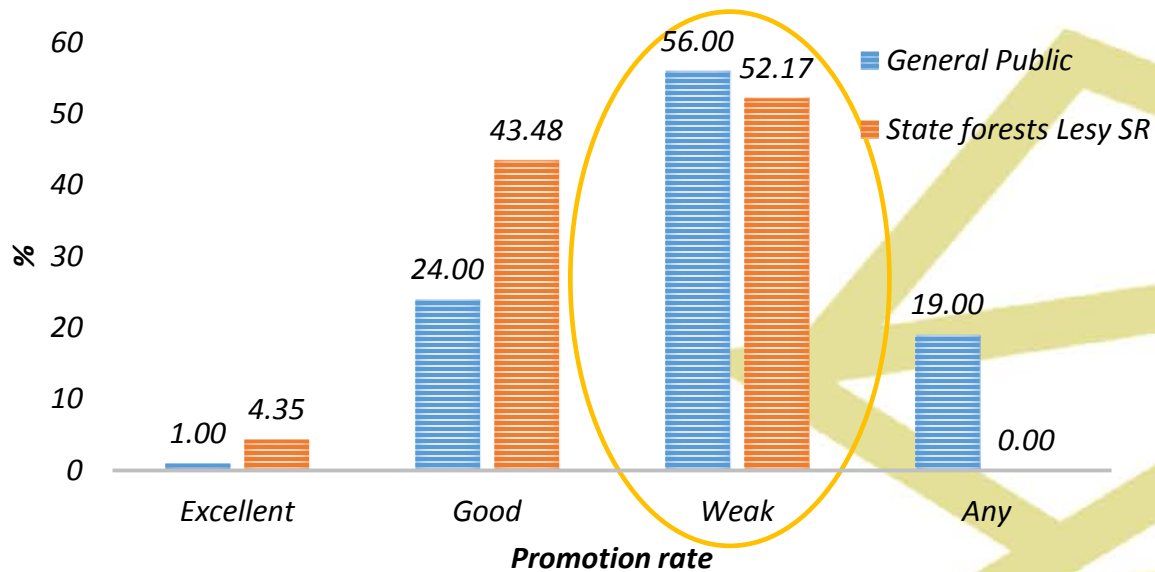
Theoretical Concept



Preliminary Results (i)

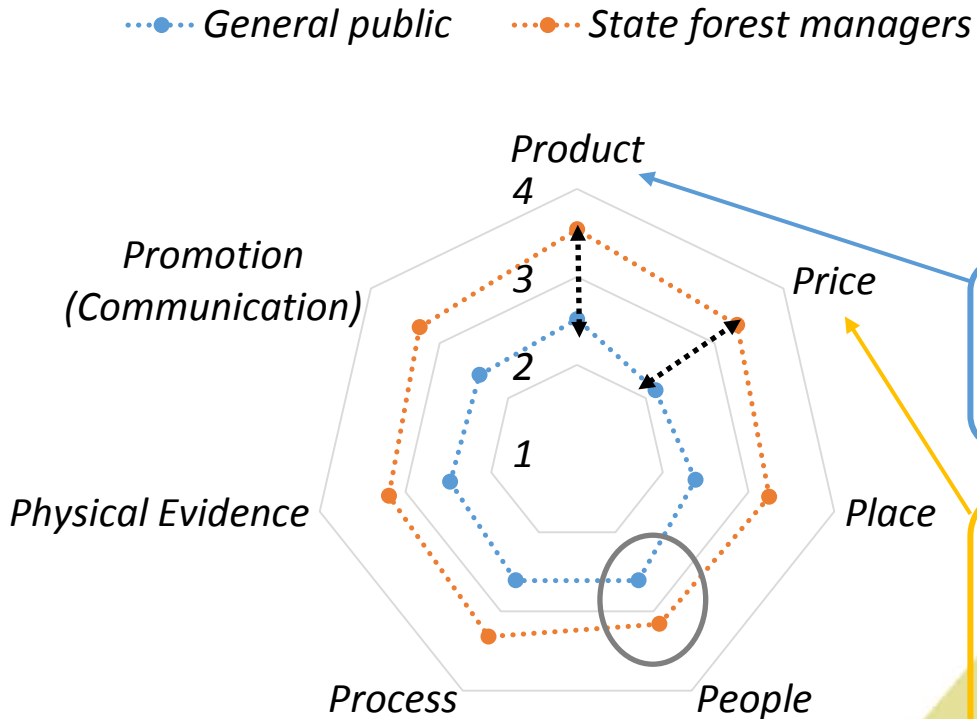


Opinion of the general public and state forest managers regarding forest management effectiveness in state and non-state enterprises



Comparison of the opinions on the promotion rate of the national parks and primeval forests by state forest enterprise Lesy SR

Preliminary Results (ii)



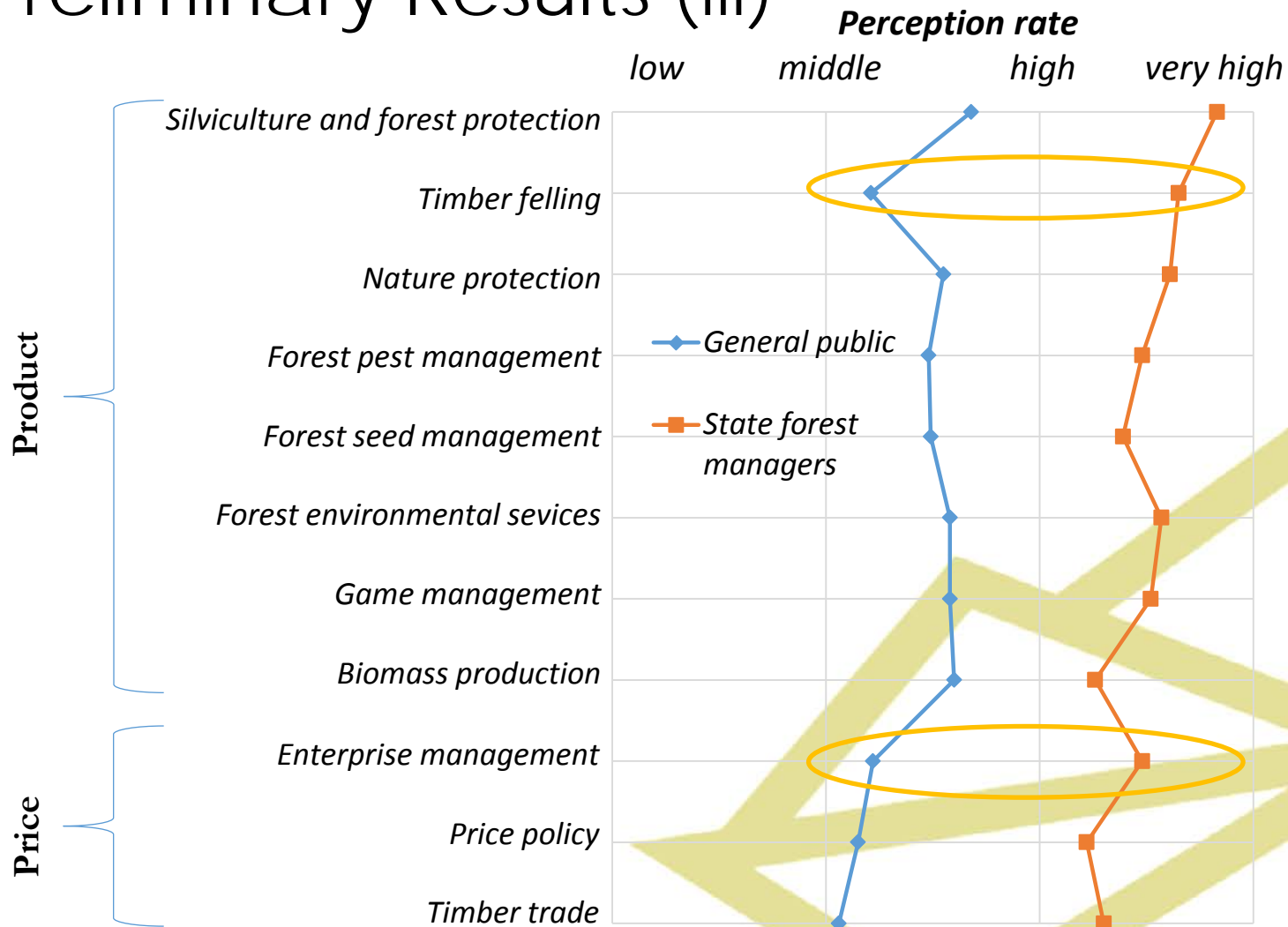
Focus Agency Inquiry in 2008 (n=1000):
 („General public opinion on the state enterprise Lesy SR“)

- „company plunders forests by increasing the amount of harvested timber (34%)“

- „Company manages suspiciously (31%) and
- shows corrupt behaviour by timber trade (31%)“

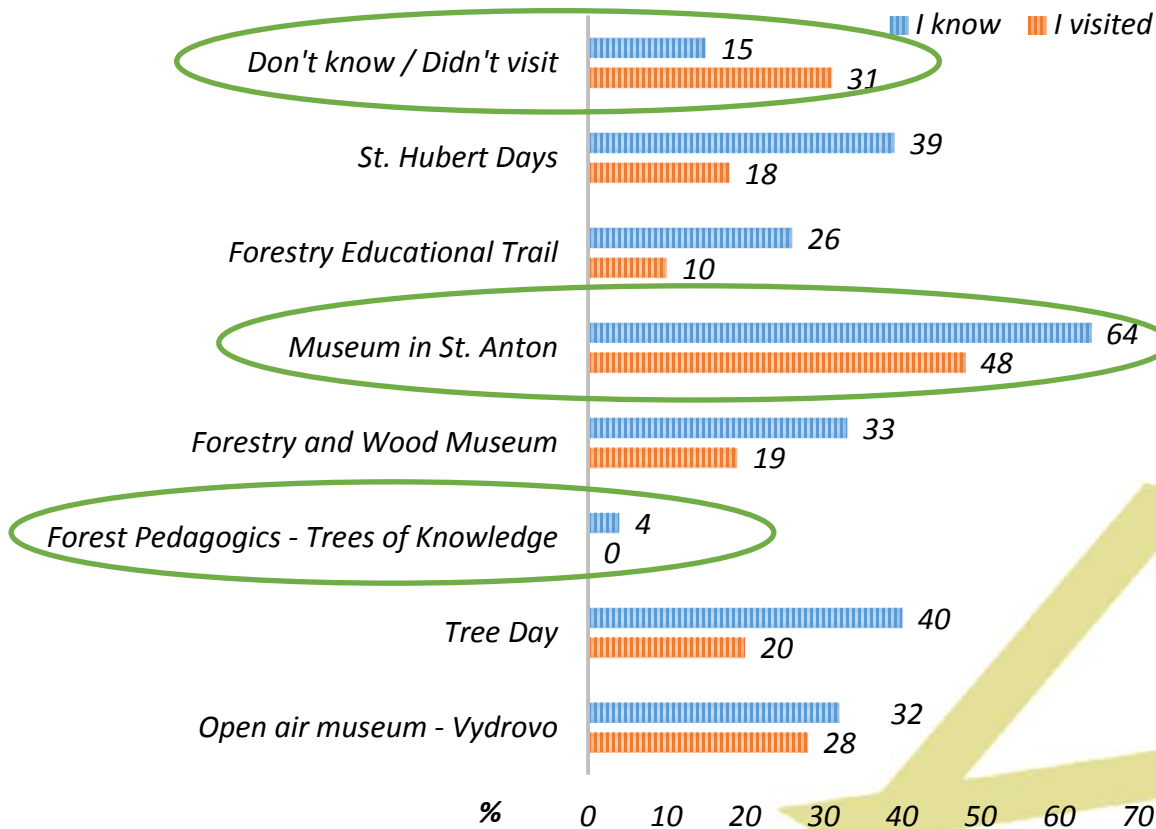
Perception of general public and state forest managers relating to marketing strategy of the state forest enterprise LESY SR (2015)

Preliminary Results (iii)



General public and state forest manager's perception of the product/ price strategy of the state forest enterprise LESY SR

Preliminary Results (iv)

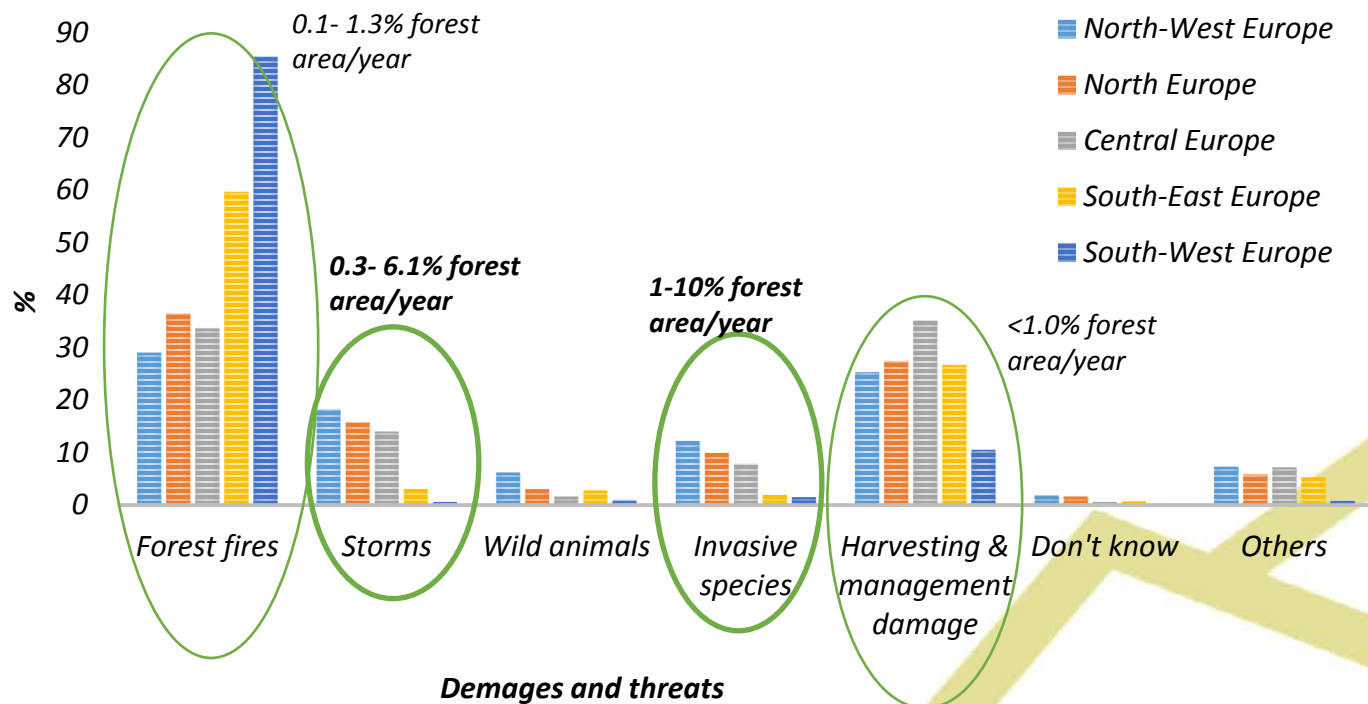


Comparison between public awareness/experience with public relations activities of the state forest enterprise LESY SR

Discussion (i)

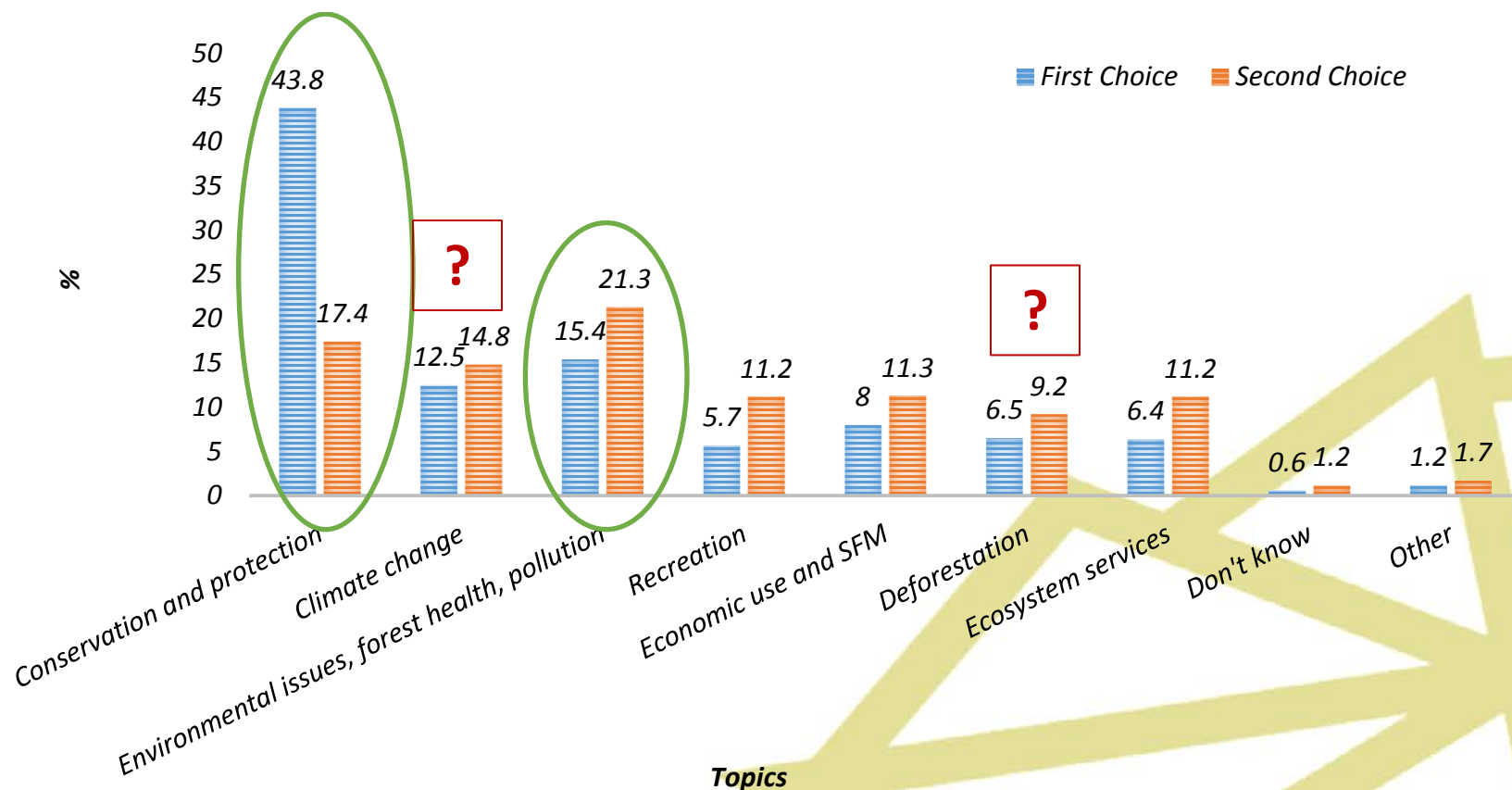
- a) *The image perception of the state forest enterprise did not change much (2008 vs 2015)*
- b) *General public is sensitive to media information*
- c) *These information provide non-governmental organizations*
- d) *The state forest enterprise does not adequately communicate and inform society about PR activities*
- e) *Not only communication policy but the whole marketing strategy is important to improve its image*
 - 1. Transparent economic activities,**
 - 2. Ethical business behavior and**
 - 3. Sustainable forest management policy**

Discussion (ii)



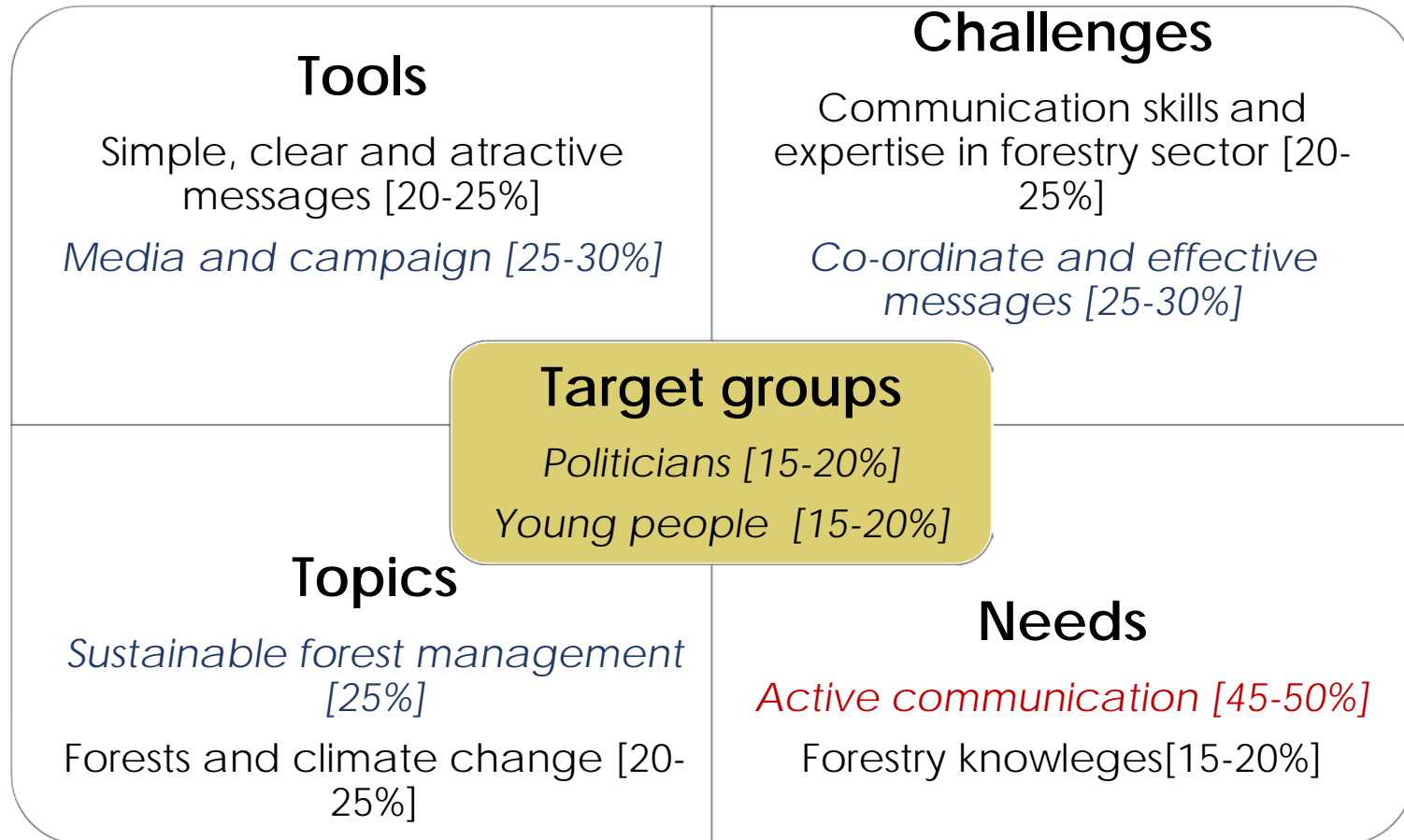
The identification of the factors threaten forests by the perception of the general public in the EU vs document of the state of European forests (The State of Europe's Forests 2007, MCPFE 2007)

Discussion (iii)



The first and second most important topic by general public related to the forests in the EU (2009)

Discussion (iv)



The matrix of the forestry communication (the inquiry of experts' opinions by Shaping forest communication in the EU, 2009)



Thank you!

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