



WFC2015

XIV World Forestry Congress

Forests and People: Investing in a Sustainable Future

7-11 SEPTEMBER 2015 Durban | South Africa

Communicating the vital role of forests. A Mediterranean approach

Focus session 2: Connecting forests and people
- Building capacity to communicate

Martí Boada



Generalitat
de Catalunya

icta



Institut de Ciència
i Tecnologia Ambientals • UAB

The forest

- A great school of learning.



Not only **Ecology**, but also
**Culture, Society, Others
Sciences**

- It communicates well for itself.

- The forest is poorly communicated from the society.

SELVA NUBOSA, CHINANTLA. OAXACA

Two perspectives on forest

Currently, there are two antagonistic approaches:

1) The ideal of the untouchability of the forest (Wilderness)

2) The productivist vision of the forest

Answer to this “confrontation”:



**Sustainability
as a way**

SELVA, CEIBA, COSTA RICA

Sustainability as a way



**To understand, first it is necessary
to train.**

If the information is good, it multiples.

Principle of Margalef

If it is bad, at least it remains.

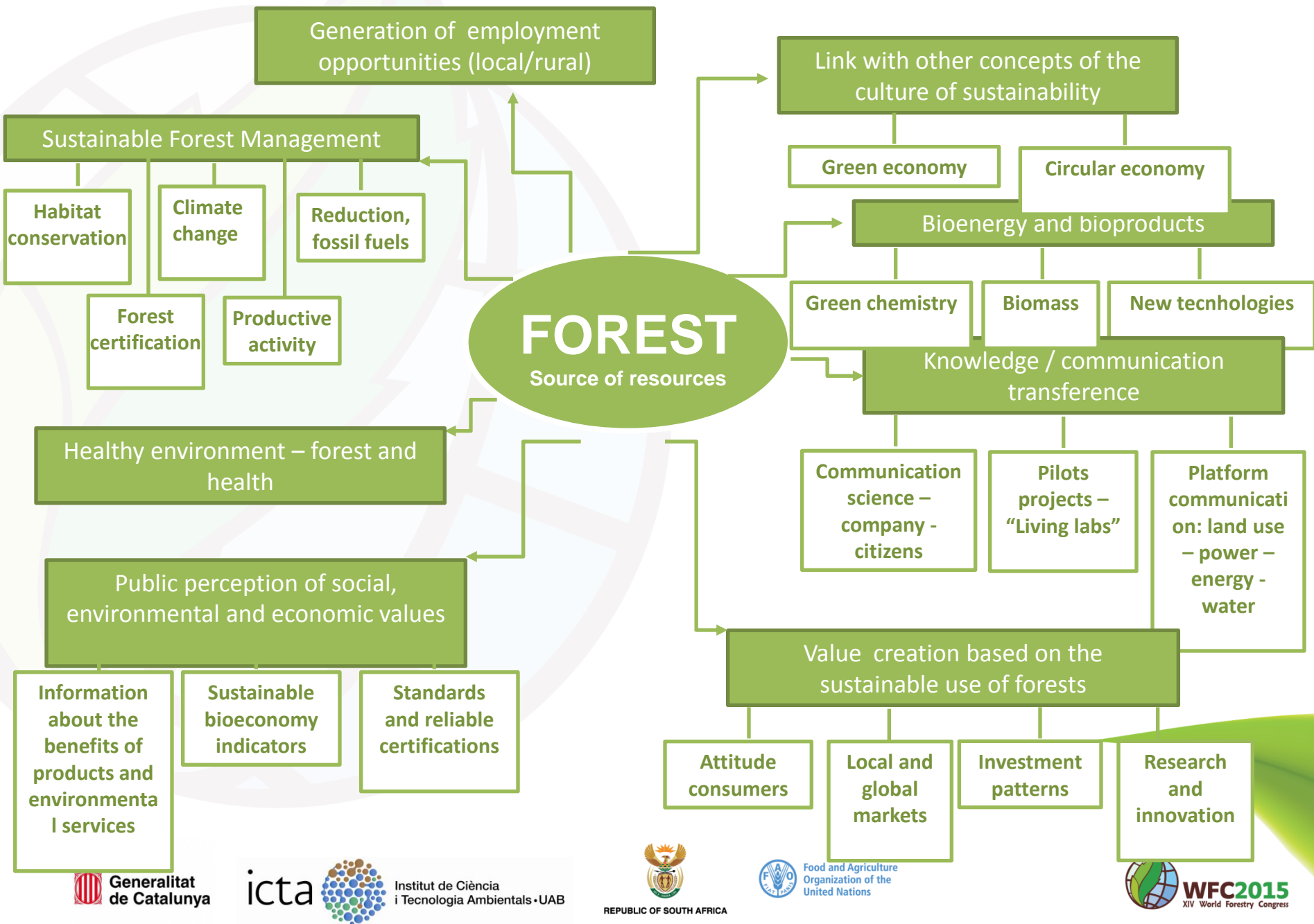
CORSEGA, VALLON D'OLMO

Ongoing projects

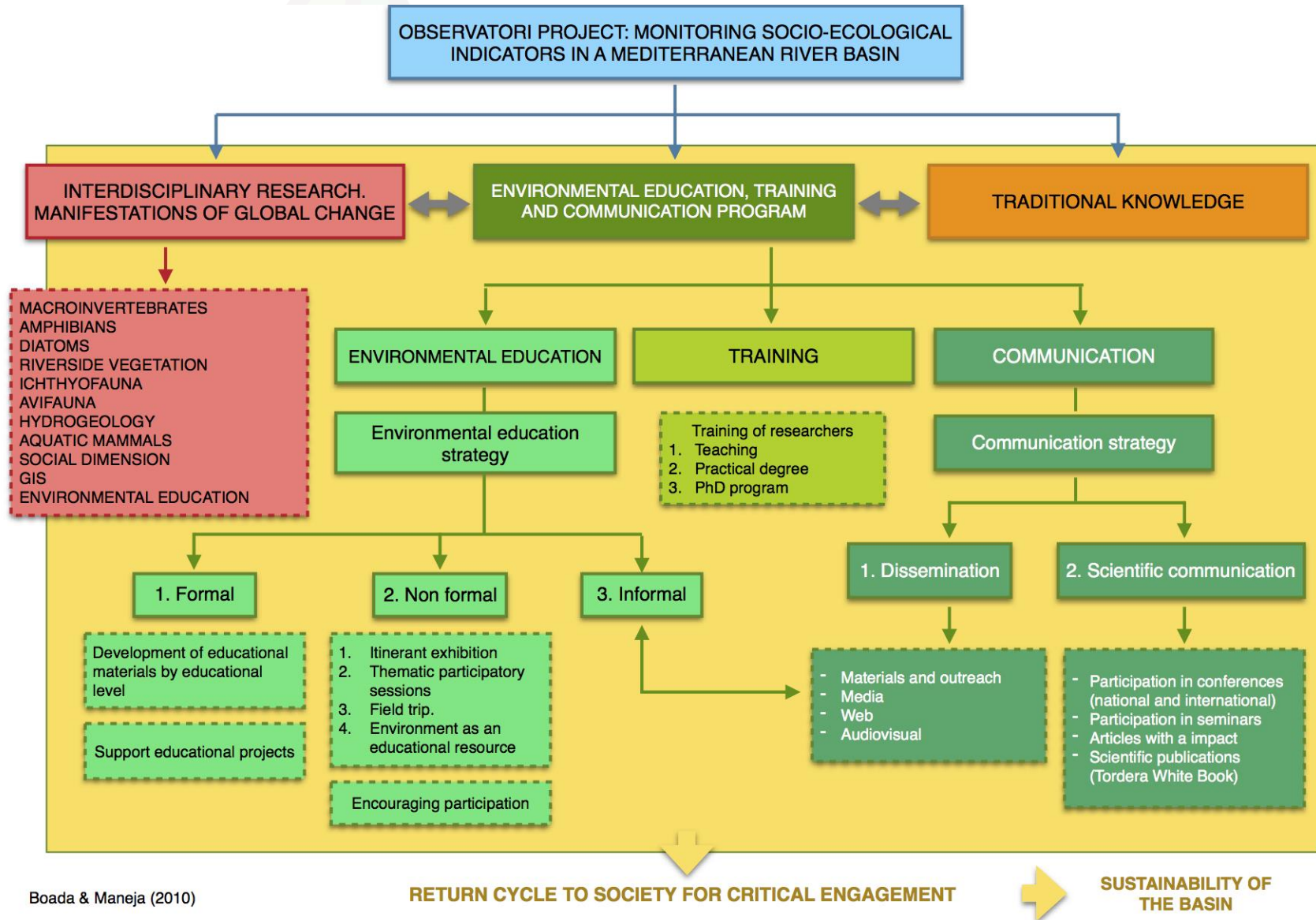
- 1) Bioeconomy Forum
- 2) Observatori Project
- 3) European Forest Museum

SUREDA, CATALONIA, SPAIN

1) Bioeconomy Forum



2) Observatori Project



Boada & Maneja (2010)

3) European Forest Museum



BIOECONOMY SPEECH



SCIENTIFIC SPEECH

INSTITUTIONAL SUPPORTS

FAO

INTERNATIONAL LEVEL

EFI

EFImed

EUROPEAN LEVEL

European
Parliament

EU

Ministry of Agriculture,
Food and Environment

STATE LEVEL

Government of Catalonia

Catalonia
Parliament.
Committee on
Agriculture

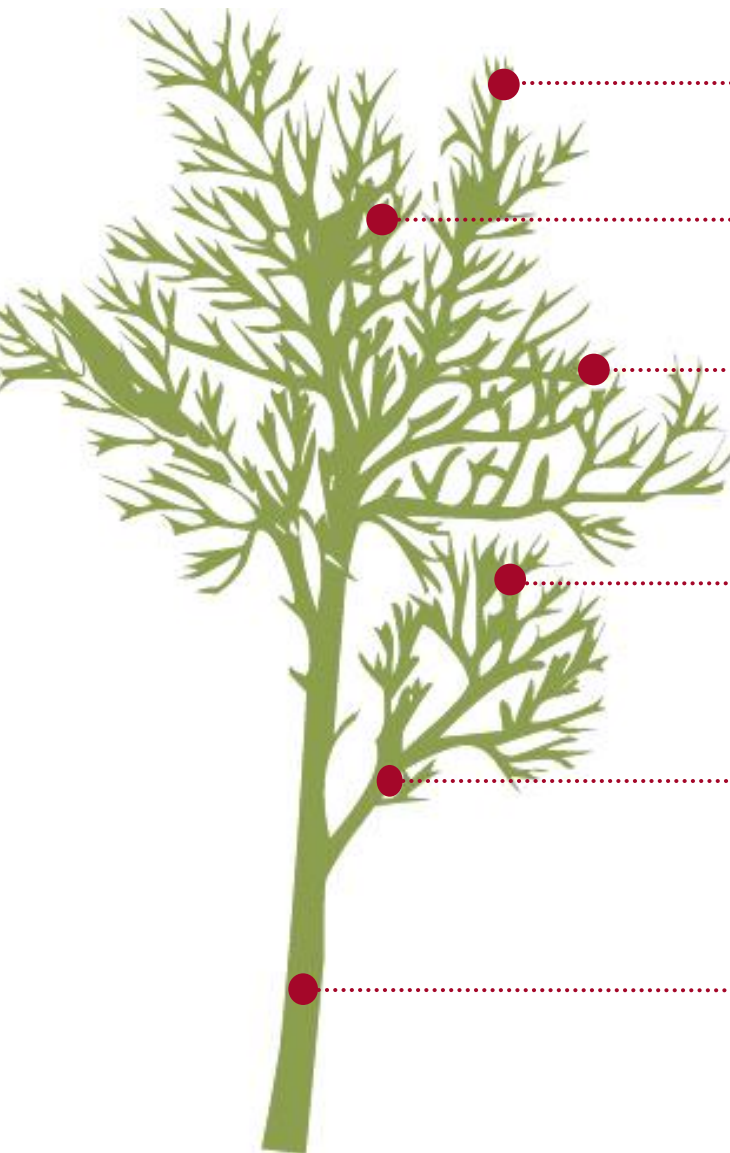
Department of
Agriculture,
Livestock, Fisheries,
and Environment

REGIONAL LEVEL

FINANCING

NOTTOFAGUS FOREST.
TIERRA DE FUEGO

Goals



To add value to the forest systems and highlight its territorial importance and socio-ecological.

To provide and integrative view of forests and their functions.

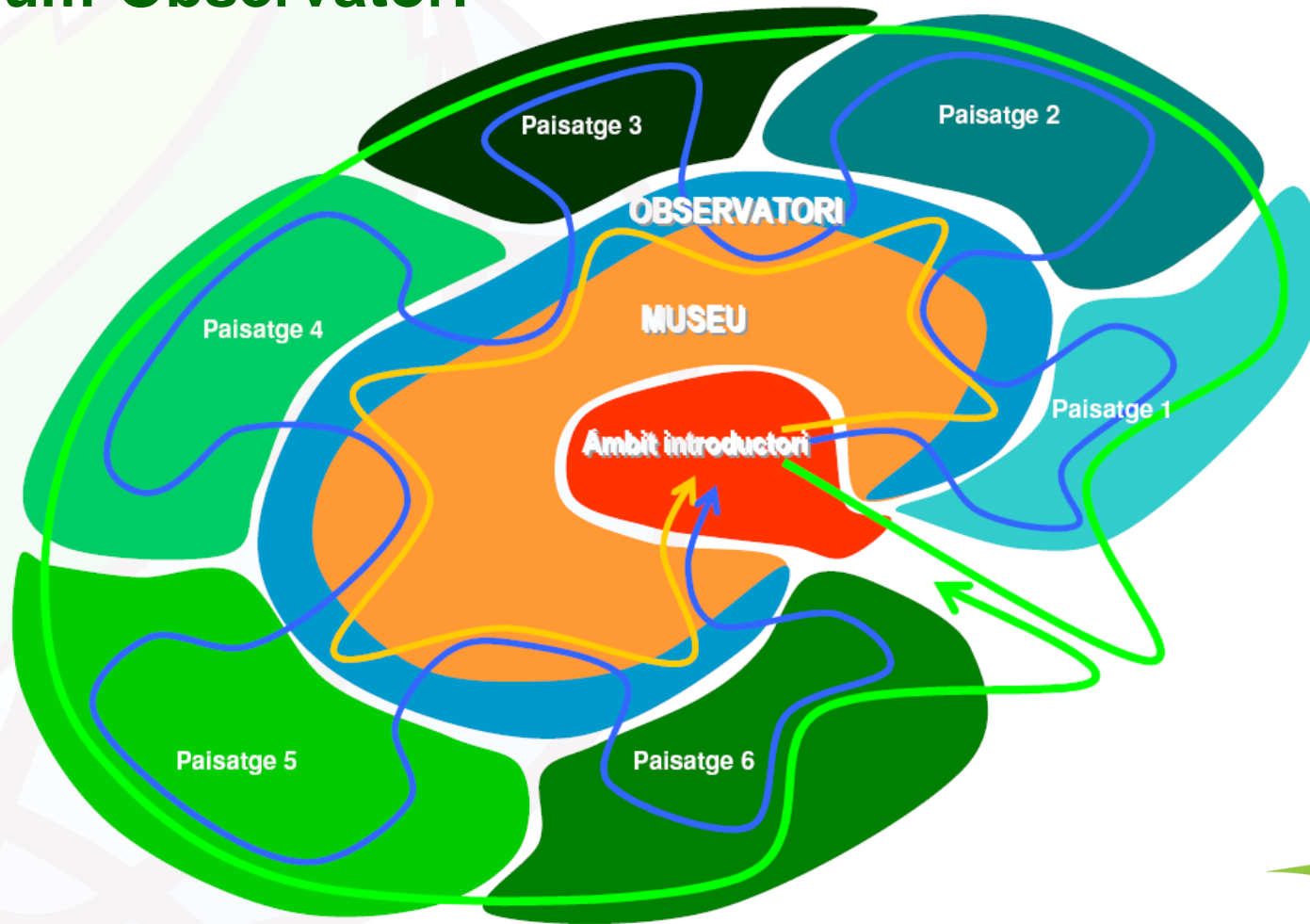
To improve the knowledge and cover the existing gap between the available information and the socio-ecological functions of the forest.

To promote an innovative research on forests and its relation the green economy as an example of an advanced technology.

To generate wealth both economic and intellectual, contributing to the development of a sustainable and respectful model.

To promote incomes in terms of occupation related to the environment, the tourism sector and the public use of natural areas.

Conceptual approach Museum-Observatori



Areas of the Museum



METLA. BEDOLLS, DETALL ESCORÇA. FINLANDIA

