NORTH KARELIA UNIVERSITY OF APPLIED SCIENCES
Degree Programme in Forestry

Juho-Matti Rossi

NORTHERN TOSIA – MARKETING MATERIALS FROM CASE STUDIES

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Nimeke
Northern ToSIA - Marketing materials from case studies

Toimeksiantaja
The European Forest Institute

Tiivistelmä

Markkinointimateriaalit ovat yrityksille tärkeitä, kun tuotteet kilpailevat markkinoilla markkinaosuuksistaan. Tuotteet auttavat yritystä ja tuotetta luomaan näkyvyyttä potentiaalisten asiakkaiden silmissä. Opinnäytetyön tarkoituksena oli kehittää projektin markkinointiviestintää. Tämä realisoitiin tuottamalla markkinointimateriaaleja Euroopan metsäinstituutille (European Forest Institute). Euroopan metsäinstituutti on kansainvälinen järjestö ja verkosto Euroopan metsätutkimuksen parissa.

Markkinointimateriaalien kohderyhmäksi valittiin sekä paikallisia että kansainvälisiä päätöksentekijöitä: tutkijoita, metsäteollisuuden edustajia ja konsultteja. Pääkohdemaita markkinointimateriaaleille olivat Pohjoisen periferian alueelta Suomi, Ruotsi, Norja sekä Skotlanti. Markkinointia kohdennettiin projektin jälkeen myös muihin Euroopan alueisiin. Lopputuotoksena Northern ToSIA -projektista syntyi markkinointihenkinen käsikirjoitus, North Karelia case study -esite sekä General ToSIA -esite (Tool for Sustainability Impact Assessment). Materiaalien tarkoituksena on levittää tietoa ToSIA-työkalusta. Markkinointituotteita käytetään ToSIA-työkalun markkinoinnissa. Tuotteiden tärkeyttä korostaa materiaalien asema projektin lopputulosten markkinoinnissa. Tulosten pohjalta kehitysehdotuksena syntyi mm. tuotteiden vaikuttavuuden seuranta pidemmällä aikavälillä. Tuotteiden teossa käytettiin markkinointiviestinnän keinoja. Työssä otettiin huomioon erityisesti Euroopan metsäinstituutin tavoitteet ja mielipiteet. Materiaalit kehitettiin kevään ja kesän aikana vuonna 2011.

Kieli
englanti

Sivuja
62 + 68

Asiasanat
Markkinointi, viestintä, ToSIA, The European Forest Institute

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Abstract

Marketing materials are important for the companies, when the products on the market are competing of market share. The products will help the company or product to create visibility in the eyes of potential customers. The aim of the thesis was to develop marketing communication of the project. This was realized by producing marketing materials for the European Forest Institute. The European Forest Institute is an international organisation and a network of European forest research.

The target group for marketing materials was chosen decision-makers at a local and international level, researchers, consultants, and forest industry. The main target countries were in the Northern Periphery area: Finland, Sweden, Norway and Scotland. Marketing was extended to other regions of Europe after the project. The final output of the Northern ToSIA marketing project was a marketing oriented script and North Karelia case study brochure and General ToSIA brochure (Tool for Sustainability Impact Assessment). Materials are designed to disseminate awareness and the information of the ToSIA tool. Products will be used for marketing the ToSIA tool in the future. Importance of the work highlighted by the status of the products in marketing the project's outcomes. As based on the results, one development proposal of the products in marketing the project's was e.g. monitoring the effectiveness in the long term. In the development work marketing communication methods were used. Goals and opinions of the European Forest Institute were taken into consideration when creating the marketing materials. The materials were developed during the spring and summer of 2011.

Language
English

Pages
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Keywords

marketing, communication, Northern ToSIA, The European Forest Institute

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Terms used in this work:

ToSIA	Tool for Sustainability Impact Assessment
EFI	European Forest Institute
FWC	Forest-Wood-Chain
DHP	District Heating Plant
RO	Regional Office
GT	General ToSIA brochure
NK	North Karelia brochure
TMUG	ToSIA Management and User Group

Foreword

I would like to thank the European Forest Institute for this unique opportunity to create and create something new. Also, I sincerely wish to thank my supervisor Kaija Saramäki and the whole Northern ToSIA team for their big support on the development work. Additionally, I want to thank Marja Kolström for giving me the opportunity to make this thesis in the Northern ToSIA project at the EFI. Last I would like to thank all my friends, who have encouraged and supported me to work even harder to reach my goal. Special gratitude goes to family and especially to my mum, who always was worried but also, at the same time encouraged me to reach higher and work harder. Extra gratitude goes to my girlfriend Elina Kotilainen, for also pushing me to work. Without all your support I would not have made it.

Joensuu, January 12th 2012
Juho-Matti Rossi

1 INTRODUCTION

Northern ToSIA (Tool for Sustainability Impact Assessment) project started in 2009 and ended in September 2011. Materials for promotion were needed to gain visibility and spread awareness within target groups of ToSIA. Outcomes of ToSIA project were needed to spread the knowledge of ToSIA tool, at the regional and worldwide level. During the winter of 2011, internship started in the European Forest Institute (EFI) in the Northern ToSIA team. The EFI wanted to have a new perspective and improve their promotion with the Northern ToSIA project. Disseminating information and knowledge was listed as a top priority.

The funder of Northern ToSIA, the Northern Periphery Programme gave goals to reach with marketing materials. These targets were listed in the Northern ToSIA meeting in 28.9.2010 as follows.

> Multimedia animation in form of a short film or animated PowerPoint about using ToSIA in regional development planning for SIA assessments/stakeholder interaction (e.g. with regional council)/modeling/ — Flyers documenting key outcomes of case studies/their process of applying ToSIA (Lindner 2010.)

The Final products rose to be the most important products as the project progressed. The main target in this thesis was to create the marketing materials: marketing video, General ToSIA and North Karelia brochures. The North Karelia case study brochure is meant for the regional level. The General ToSIA brochure is planned for everyone who is interested in the topic. The marketing video is uploaded to the Internet and meant for worldwide distribution and for stakeholders. Outcome materials were part of the Northern ToSIA project. Marketing materials were uploaded to Northern ToSIA's website, updated and administrated by the European Forest Institute and ToSIA Management and User Group (TMUG).

2 MARKETING COMMUNICATION

Marketing communication indicates what products and services a company provides. The source and price of the product are also important aspects. Businesses' marketing communication is based on strategy. Åberg (2000), cited in Juholin et al. (2003, 30), states that an effective communication message will eventually go through and people will act as presumed. If the message will not work as planned, reasons for it can vary. It is not clear either if the intended message has gone through. Marketed products are precisely planned beforehand to meet customers' needs. Targets of marketing communication are consumers and retailers. (Juholin 2003, 30–31.) Marketing communication consist of 4 simple parts, which are visualized in Figure 1.

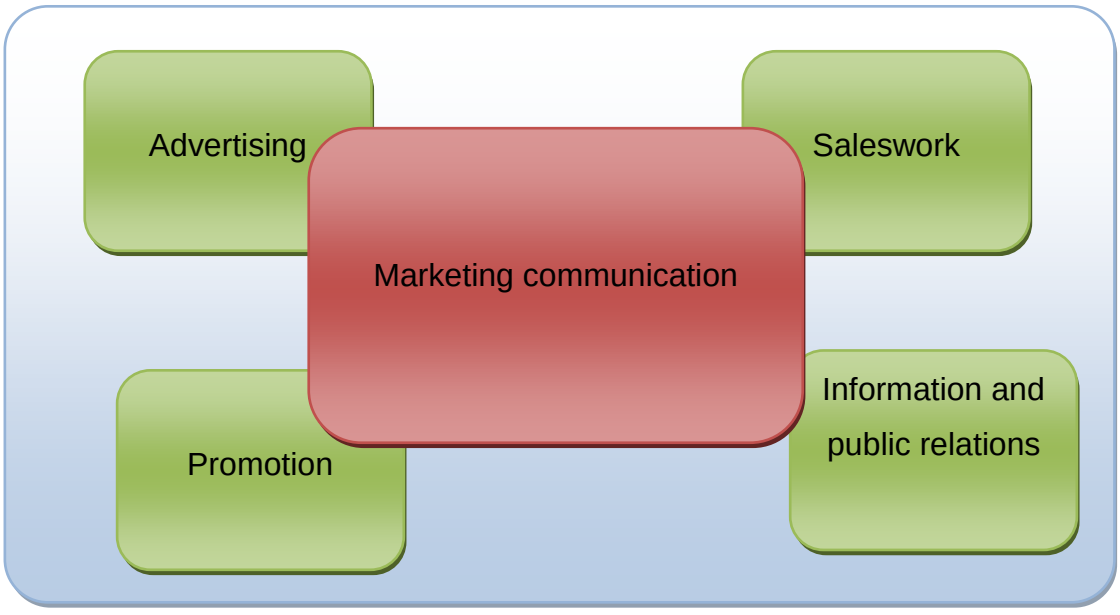


Figure 1. Structure of marketing communication. (modified from Kuluttajavirasto. 2011).

The key element is to know the market situation, expectations and needs. A marketing message can be carried through via different channels. Multichannel communication is

expected to boost communication, although it can also create confusion. A positive effect is that information can be found from many sources at the same time. (Juholin 2005, 30–31). Communication professionals can be also coordinating marketing communication as one solid entity to meet the overall objectives and principles (Juholin 2005, 43.) The main target group of ToSIA flyers and marketing video is stakeholders. The marketing materials can also be referred to interest groups, even though the purpose is not the same. Difference is that interest groups are known beforehand, but stakeholders might not be known earlier. Connection can be money, work input and know-how or other involvement. (Juholin 2005, 34–35.)

Measuring the end results:

- Briefing for media.
- Media release.
- Magazine for stakeholders.
- Intranet.
- Internet.
- Stakeholder meeting.
- Seminar.
- Participating in a trade fair.
- Brochure etc.

The impact or effectiveness that comes from communications is a change or a situation which can be evaluated on the following scale:

Evaluation methods:

- Did someone notice the message?
- Did the knowledge of the recipients increase?
- Did the attitudes or image change with consumers?
- Reputation or image.
- Where there signs in public of themes recognized?

- New connections / cooperation.
- Did teamwork evolve?
- Did the quality change?
- Were the goals reached?

Communications are usually evaluated as any other field in the business sector, e.g. production or sales. End products are easy to evaluate in volume, e.g. how much product X has sold? A harder thing to measure is how effective the work has been, because changes are not quick, and effectiveness comes from the overall result of various aspects, of which communications is one. (Juholin 2005, 44.)

How does marketing communication work? Impacts of communication have been described as through three-level hierarchy, where communication firstly affects receiver's cognitive attitude, after that affective and at the end leads into intention to behave in a certain way. (Karjaluoto 2010, 28.) Simplified phases of marketing communication are basically answers to following questions in Figure 2. Budget of the project affects on implementation of the final products.

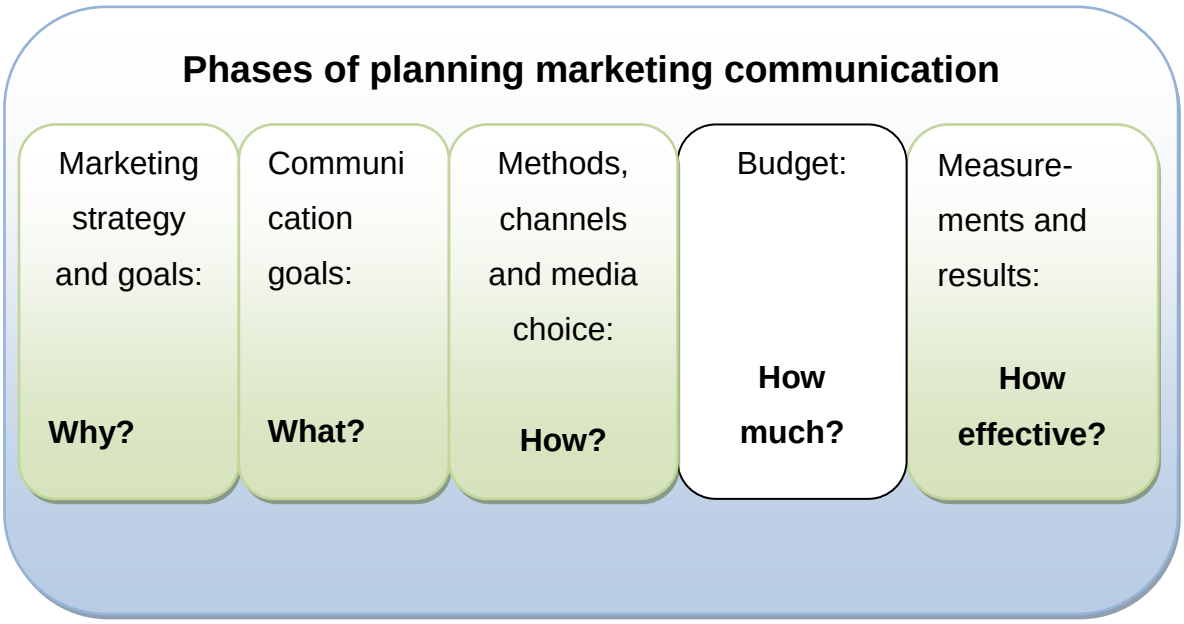


Figure 2. Phases of planning marketing communication (modified from Karjaluoto 2010, 21.)

The AIDA model (Attention, Interest, Desire and Action) describes a list of actions which occur when selling a product. Firstly, the product has to attract customers' attention. Secondly, the product has to raise customers' interest by demonstrating the advantages and benefits of the product. The following phase is to cause desire; this phase will convince customers to desire for the product, for the need. Finally, the action part leads the customer to take action. The process ends with buying a product or leaving it. (Karjaluoto 2010, 28.)

3 DIGITAL MARKETING COMMUNICATION

Digital media is today's top media and it is commonly used every day. With digital marketing, the point of interest can be focused on a specific target group. Digital marketing has become more personal and hand-made to consumers. Another key point is interactive usage, compared to traditional marketing ways. (Luukkonen & Juholin 2006, 253.) Digital communication requires its own identity as understanding of narration and expressions. Understanding of digital communication is called media literacy. The key media elements of digital communication are called the eight atoms:

- Text.
- Photograph.
- Sound.
- Graphics.
- Animation.
- Video.
- Database search.
- Real-time network remote connection between people. (Juholin 2006, 256–257.)

Media literacy can be developed to be used in the right way in communicational media environment. Media literacy helps us to use animation correctly in this project, when a changeover process is going on, and it is important to explain a difficult or hard process of production to clarify the network service provider's cause and effect relation. Good media literacy helps to choose the right media for different purposes. Media literacy helps to choose correct expressional and narrative implementation by using digital communication methods. (Juholin 2006, 258.)

Digital communication is group work, which requires stretching from the company's side. A challenging part in the developing process is to find a balance with experts, professionals of communication and management. Juholin (2006, 260-261) states that experts are not always best communicators, and management does not always know the possibilities of implementation. (Karjaluoto 2010, 20.)

Digital communication is a combination of different media elements, which will indicate desired content effectively and creatively. Juholin (2006, 260) states that in the worst case scenario the narration is incomprehensible media chop. Digital marketing is rising up as a new way to communicate with customers. Digital marketing contacts customers' more easily, as well as more cost effectively. The best known of digital marketing communications (DMC) are digital direct marketing (via email, mobile and text message) and internet advertising, which includes usually the company's websites, possible campaign sites (project), and web advertising, such as banners and search engine marketing. There are other less familiar choices, which are viral marketing, advertising games, mobile marketing, social media, interactive television, web seminars and different kind of competitions. (Heikki Karjaluoto 2010, 14.)

3.1 Marketing materials

Marketing communication is usually seen as “a measure of communication” where a company works actively to reach a certain target. As basic materials Rope (2005, 291) has classified envelope form, invoice form, plastic folders, envelopes, business cards, forms, covering letter forms and offer folders. Usually, these are not counted as marketing materials, even though products are creating an image of the company’s professionalism, and it builds the base on communication work. (Rope 2005, 291–294).

Visual identity makes the company recognizable. When it comes to visual styles, there are many terms, e.g. design management. This means design management which can be applied in the company’s usage. Companies communicate outwards with office building and location, interior, name, logo, logotype, business colors and with typeface. (Isohookana 2007, 214–215.)

Colors have symbolic meanings that can indicate different things:

- Red is an attention color which is seeking for attention, joy of life and love. Otherwise it is color for dramatic, aggressive, dynamic and strong.
- Yellow means sunlight, warmth and intimacy and also friendship.
- Green is a color of nature, which is a strong symbol for life. It is also a color of calmness and healing, also hope.
- Blue is calmness, security, coolness, rationality and traditional values.
- Black represents strength and it is also a color of style. Black is also a color of grief, but also criminality and viciousness.
- White is a color of cleanness and celebration.
- Grey is usually interpreted as a stylish, intelligent and timeless color. It can also mean neutral, every day and undistinguished. (Isohookana 2007, 216–217.)

Pictures can work by themselves or they merely just support the text. Images can influence on what kind of picture we get of the company. Imagery that comes from printed material can influence significantly the image in the readers mind. A graphic guideline or a visual guide is usually prepared for execution, which contains detailed instructions for the use of logo, logotype, identifying color and typography, is usually prepared for im-

plementation. Visual identity should be seen as a whole, as a contribution to a long-term venture formed in a visual image. (Isohookana 2007, 217.)

3.2 Market segmentation

Kotler (1999, 250) states that “Market segmentation represents an effort to increase a company’s targeting precision.” Targeting precision can be implemented in four levels: segments, niches, local areas, and individuals. Grouping customers or prospects according to common characteristics to needs or desires. (Weijo 2010.)

Market segmentation divides customer clusters into groups with a certain interest base. From these, it is possible to choose one or few as targeted groups for marketing. Marketing is done for each segment or for products by using different marketing methods. Different target groups have their own expectations, needs and habits. Marketing a product for all target groups is not reasonable and non-effective. (Lahtinen & Isoviita 2001, 94–97.) Planning marketing material, as it would be relevant and to a precise target group, is not an easy task. Customers are usually really scattered in future, into smaller groups which have their own interests. In that customer sector, there are many lazy customers who are cynical to marketing advertisement. They have become more self-directed and in that way, they are getting knowledge from the Internet. (Karjaluoto 2010, 20.)

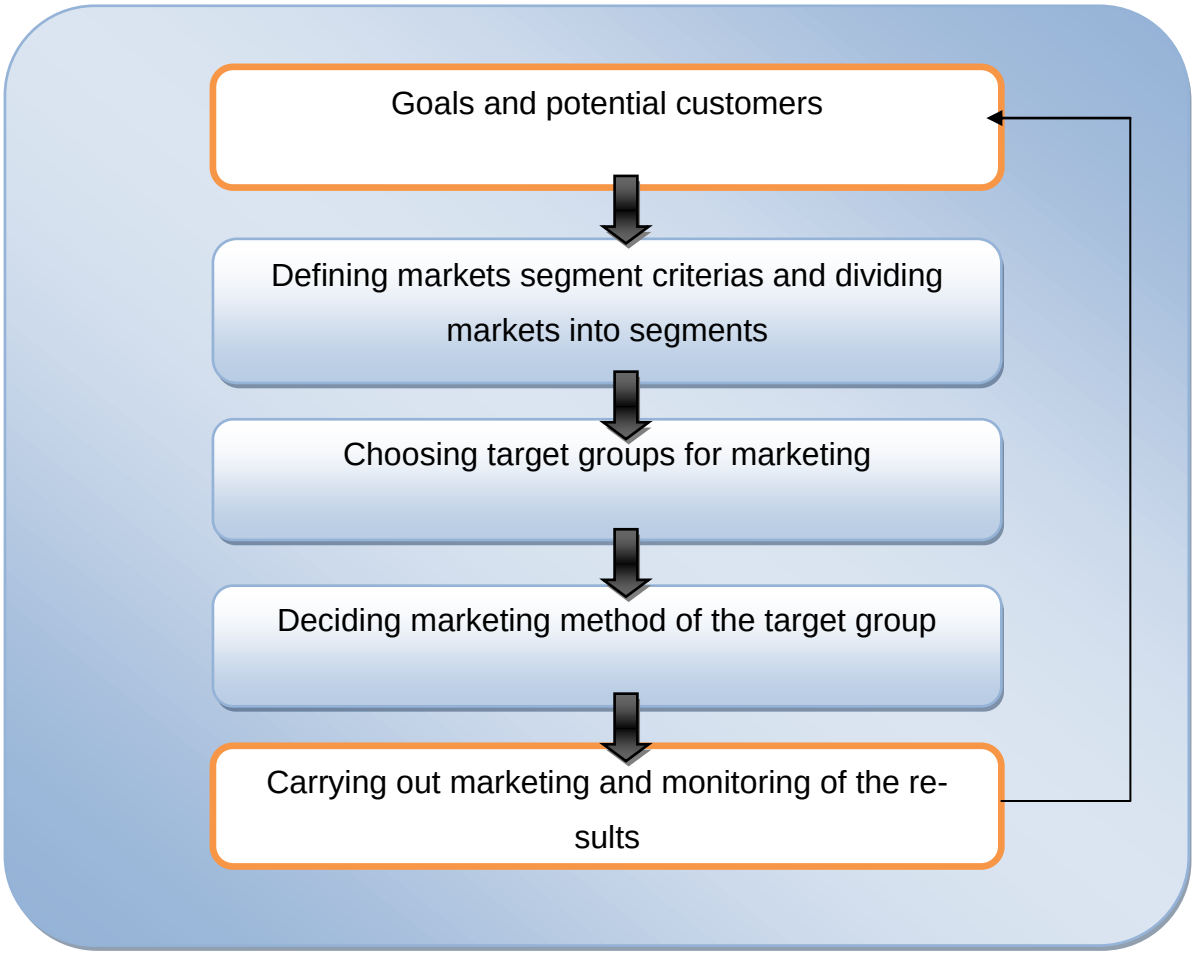


Figure 3. Phases of segmentation. (modified from Kotler 1999, 262.)

Figure 3. shows the following phases used in creating process of the thesis. Choosing right target groups for marketing materials was important. With marketing, there are four different variations between segmentation. First is unsegmenting marketing, where target groups are not divided and one product is sold to all. The second one is segmented marketing, where potential customers has been selected on a certain target groups. Segments have different product versions. (Karjaluoto 2010, 94–95.) Karjaluoto (2010, 94–95) continues that in concentrated marketing, the enterprise will focus its marketing on a single segment. Trying to satisfy each customer's individual needs is called customized marketing. An individual customer means one segment.

When choosing target groups, it is important to think of the following categories:

- Age range.
- Gender.
- Educational level.
- Expected media capacity (equipment base and capacity of intellectual skills).
- Geographical and cultural distribution.
- linguistic preferences.

Selected target groups' characteristics can be associated with each other, for example, price with geographical or psychographic. The most significant segmentation variables are geographic, demographics, psychographics, and behavioral segmentation. The geographical segmentation is divided into units, such as nations, states, regions, counties, cities, or neighborhoods. Target areas can vary along with preference from larger units to smaller, also major cities can be their own units. (Kotler 1999, 256–257.)

3.3 Advertising

People process marketing messages in their own way. Decisions are based on knowledge (cognitive), emotions (affective) and experience. An advertisement cannot influence the recipient if the advertisement does not affect attitudes, memory or awareness. Emotional and knowledge based reactions are the two key elements for successful advertising. Before the recipient reacts to the advertisement message, the advertisement has to go through different filters considering the receivers motivation, interest and chance to notice the advertisement and process the message in the advertisement. Also, attitudes against can influence this filter. Each individual has their own filters and reactions, because of the increased information overflow, some messages are going through and others are not. (Vakratsas & Ambler 1999, 2–3.)

It is possible to affect rational and emotional feelings. Most of the advertisements have these rationally and emotionally affecting elements in them. Rational affecting methods

are, for example, telling a story through a person, a demonstration, solving problems, using people as supporters of the product and comparing advertising. In rational messages, information based messages are usually used. (Abernethy & Franke 1996, 1–17.) The most common words in information based messages are performance, availability, preference/components, price, quality and special offer. Things that affect the emotional side are: humor, fear, warmth, eroticism or use of music in advertisement. (Karjaluoto 2010, 42.)

4 GRAPHIC DESIGN

4.1 Planning of multimedia work

A well planned draft gives wider opportunities for workgroup, subcontractors and customers to succeed at work. Planning multimedia work starts with defining the project and drafting a proposal for a multimedia solution. Success of the work can be measured by cost-effectiveness and punctuality in schedule. Needs of the customer have to be taken into account so that the multimedia work's outcome will satisfy the customer. The project definition phase includes project specification, schedule, cost estimate and proposal of execution. (Englund & Finney 1999, 4–5.) The developing step also contains other steps. These process steps are planning the contents, objectives, target group of the work and distribution form. (Hatva 2003, 35.) Well-structured planning is transparent. When planning is done right, it does not stick out but supports the delivery of the message. The term Graphic design is not accurate nowadays. More usable terms are user interface design, interaction design and information design. (Koskinen & Brusila 2000, 38–39.)

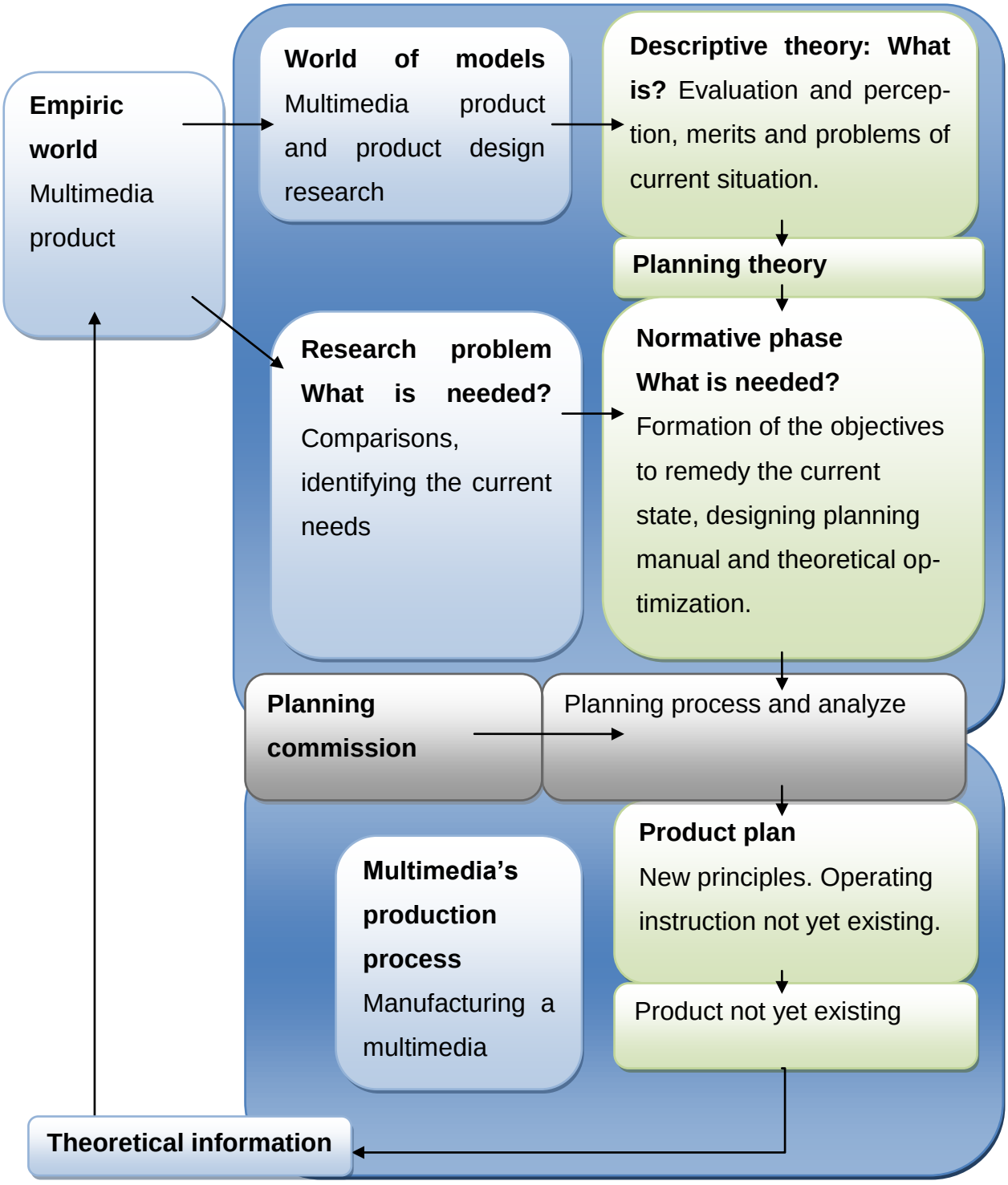


Figure 4. Hatva's figure of the development of multimedia products. (Hatva 2003, 33.)

Brusila, cited in Koskinen et al. (2000, 43), states that “planning is not just using machines, but for example suitable and readable typography as well as chromatics and application of the composition skills. Planning is thinking. Brusila, cited in Koskinen et al. (2000, 43), also tells that graphic design is communication between people. The work is commonly ordered by an outsider. Pressure comes from two sides. There are the workgroup’s and the designer’s views, as well as the view of the person who has ordered the work. Getting into the goal is not simple and is always a compromise.

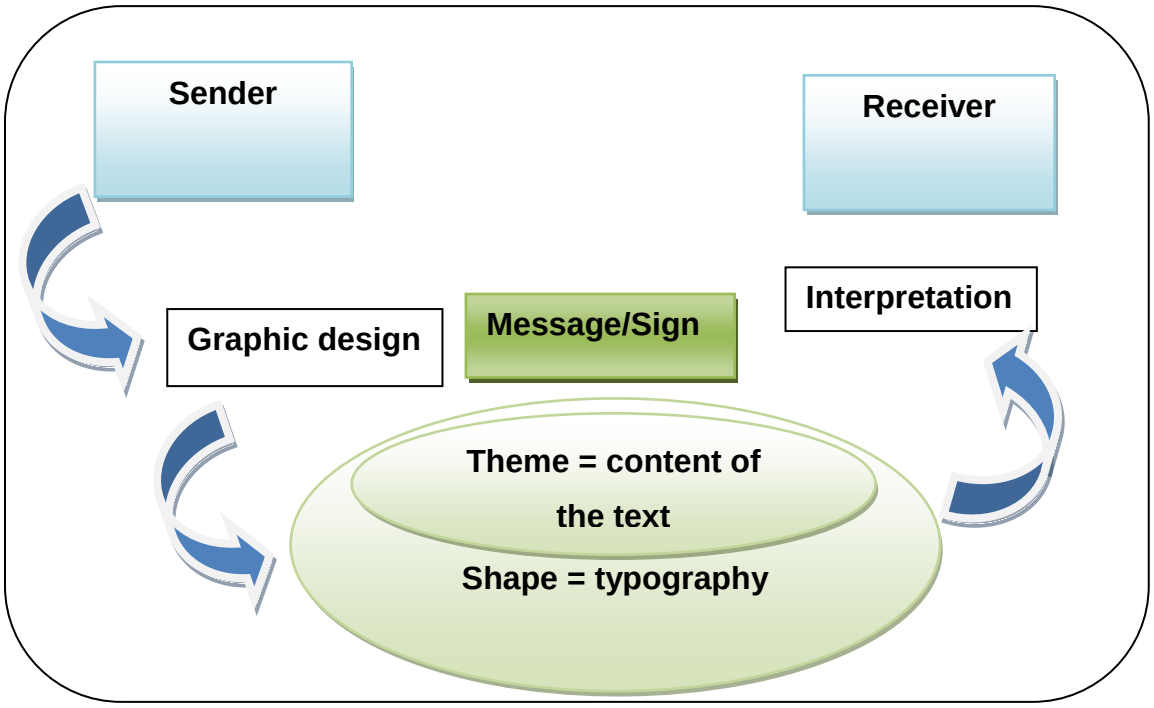


Figure 5. Chain of graphical design. (Brusila, cited in Koskinen et al. 2000, 43).

Partition can also be done differently, in the workgroup’s brainstorm session, creating synopsis, into definition of technical aspects in multimedia work, contacting customer, planning timetable, making offers and customers offer to contract production. Scanning of materials and script writing produces draft versions, which the customer will later accept before production. In the process planning of the content, objectives, target group and distribution methods will define how the outcome will look. Synopsis is a summary which shows the movie’s content, approach, style and format. It can also tell

about the people and conflict of the movie, but it does not contain other detailed solutions. (Brusila, cited in Koskinen et al. 2000, 31)

4.2 Typography

Schriver (1997, 290–292) defines typography as the use of typefaces and design as a means of communication on science and art base. Typography can also be defined as information gained from a text without reading it. Typography can also reveal the issue of the genre and how to deal with it. It also gives the first impression of the publication, parses the text and eases readability. Typographical style is always part of the text. Simple outlook will tell the reader that the publication is expository text. Through typography's stylistic device, people can recognize and interpret what they have read. This action is not purposeful. Short columns, clarified lists and pictures can help the reader to internalize the text easier. With instructions, clear arrangement and hierarchy are important. (Hatva 2003, 77–78.)

With readable typography, the texts are designed to match the reading habits of the readers. It should contain neutral without visual surprises in style. Headlines and logos can stand out from standard text. Hatva (2003, 80) states that "If the text looks easy to read – it is." Revealing useful information from non-essential creates a base for visual presentation. (Hatva 2003, 53). Hatva reminds that people reject messages after looking at them a few seconds, even once looking at it closer. Info graphic is visibility of matters, as much as realizing of invisible relations. (Schriver 1997, 288–303). .)

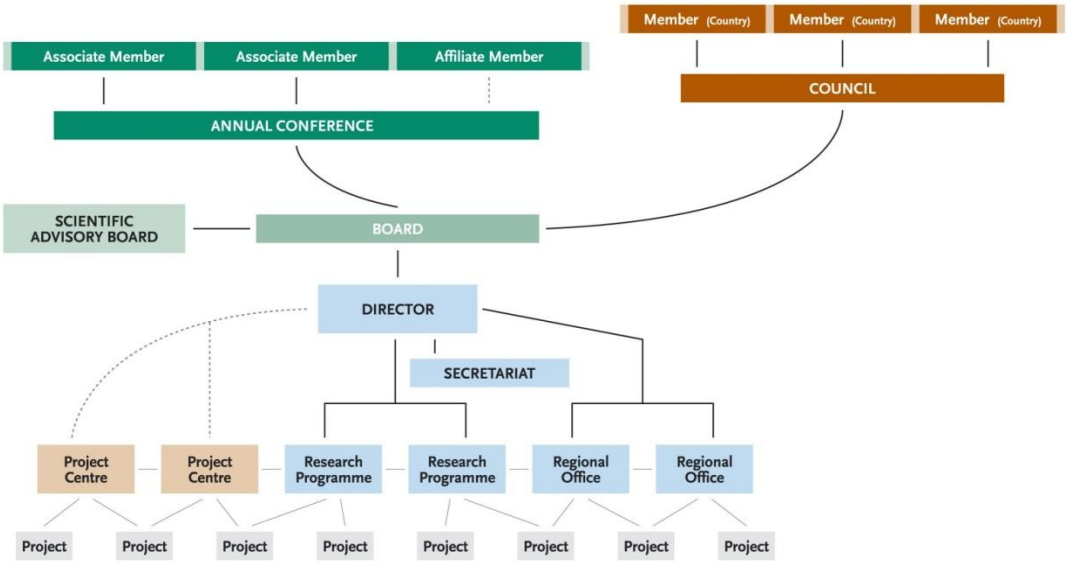
4.3 Purpose of pictures

Pictures can visualise the text phrases. Pictures can help with memorising and restoring information, as well as understanding it. Images can support the text if used well. If pictures are not properly explained, they can be also harmful, if the viewer interprets the contents incorrectly. Pictures have different kinds of purposes in the communication sector. When planning images, possible special features and receiver's properties have to be notified. (Hatva 2003, 10.) The viewer categorizes the field of view into categories, which will then form an entirety. The three laws can be listed as follows, when planning the information structure of brochures:

- Law of proximity explains the structuring effect of clear spaces on brochures. Groups closer together can be considered as one.
- Law of similarity, same kind of elements can be associated as one.
- Law of continuity favors continuing, unbreakable lines in the text, rather than irregular. (Hatva 2003, 20–21.)

5 THE EUROPEAN FOREST INSTITUTE

The European Forest Institute (EFI) was established by European states. The EFI has 120 associate and affiliate member organisations. The headquarters of the European Forest Institute are located in Joensuu. The research units of the headquarters are: Sustainability and Climate Change, Policy and Governance, and Foresight and Information. Regional offices are located around Europe and all 5 RO's provide a view into regional issues at the European level. The five regional offices are: EFIMED, EFIATLANTIC, EFISEC, EFINORD and EFICENT. (European Forest Institute 2011a).



Picture 1. The European Forest Institute organisation structure (The European Forest Institute. 2011b.)

The European Forest Institute conducts research from secondary research materials: analyzing them from a new perspective and combining materials from earlier studies. The EFI also gives policy advices in forest related issues. It encourages forest related networking, as well as, promotes neutral and policy relevant information. The European Forest Institute also supports forest research and promotes scientific based information on forest policy-making. (The European Forest Institute. 2010c.)

The European Forest Institute is multicultural, flexible, dynamic and provides development opportunities for staff around the world. The EFI is conducting and advocating research and facilitating forest research networking. It provides neutral and policy-relevant information on European forests and forestry. (The European Forest Institute. 2011d.) The core parts of the European Forest Institute are the Headquarters (HQ) and Regional Offices (RO's), as well as of the Project Centers (PS's) which are temporary based. Northern ToSIA is one of the EFI's many projects. (The European Forest Institute. 2011e.)

5.1 Eforwood

Eforwood was a research program, funded by the European Union, which developed the ToSIA (Tool for Sustainability Impact Assessment). The program's budget was 20 million euros, with 13 million euro's coming from the European Commission in 2005--2010. Thirty-eight partners from 21 countries participated in the Eforwood program. The Eforwood's main goal was to great a ToSIA of complete production chains. The project had more indicators and the overall scale was bigger compared to the Northern ToSIA project. The ToSIA tool was then used in 3 different case studies: Baden Württemberg, Iberian and Scandinavian case study. (Eforwood 2009c, 6, 21–24.)

For example, the Scandinavian case study had the following results. "The conclusion is that if technology will advance to the next level, this would increase efficiency of wood use. Due to this, by-products would decrease (sawdust, pellets etc.) because factories would receive less raw materials and would have to look for other sources" (Eforwood 2009c, 23). The target group included decision makers from the EU and the national level. Also, possible users were listed as ministries, industries, enterprises, scientists and researchers from research organisations and universities. The Northern ToSIA project was a continuation of the Eforwood -project. (Eforwood 2009d.)

5.2 Northern ToSIA

ToSIA stands for Tool for Sustainability Impact Assessment of the Forest Wood Chain (FWC). The ToSIA analyzes social, economic and environmental sustainability from indicators, which are obtained from production process in the Forest Wood Chain. The ToSIA tool has been developed to assistance in estimating the sustainability impacts of Forest-Wood-Chains (FWC). (The European Forest Insitute. 2011f.) The Northern To-SIA project was running for 3 years (01.06.2008 – 31.08.2011) and the results came out in the autumn 2011 in The Northern ToSIA – Final Conference, in Rovaniemi. (The European Forest Insitute. 2011g.)

In the project, the tool had two perspectives, which were regional development and business side. The purpose of the tool is to be using it in regional development strategies, to give more suitable development scenarios for the region. Companies in the area are creating a routine to use the tool in their decisions. By using the tool companies are improving their corporate responsibility in a specific region. (The European Forest Institute 2011f.) The main purpose of the Northern ToSIA project is to improve sustainable use of forest resources in 4 selected countries: Finland, Norway, Scotland and Sweden. The ToSIA tool has been developed and introduced for the use in the Northern Periphery area. The European Forest Institute is responsible for developing the tool. (The European Forest Institute 2011h.)

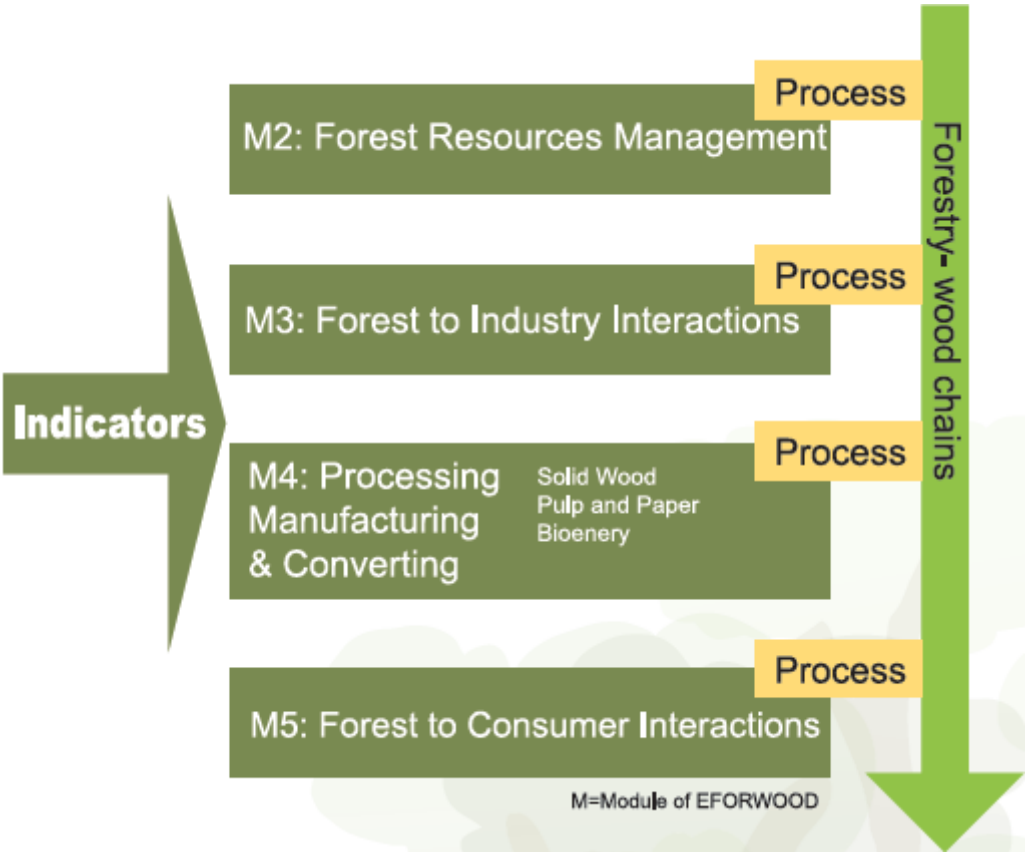
Project partners included the Northern ToSIA project were:

- The European Forest Institute (EFI) and Forest Research Centre of North Karelia, from Finland.
- Scotland Forest Research FR / Forestry Commission.
- Department of Forest Ecology and Management, in Swedish University of Agricultural Sciences SLU, from Sweden.
- Department of Agriculture, County Governor of Nordland, from Norway.

The Northern ToSIA was funded by the NPP Northern Periphery Programme 2007-2013, and by national and regional organisations. Co-financing sources were the European Regional Development Fund ERDF, Ministry of Environment (Finland), Regional Council of North Karelia (Finland), Forestry Commission (United Kingdom), County Administrative Board of Västerbotten (Sweden) and County Governor of Nordland (Norway). (The European Forest Institute, 2011h.) The EFI and the Forestry Center of North Karelia have been actively involved in developing the ToSIA tool, in past few years. (Northern Periphery Programme 2009, 2.)

Processes of the ToSIA are evaluated on four different levels: M2, M3, M4 and M5. (Picture 2.) Letter M comes from the word Module, and each process is divided into its

own Module. Indicators come from data which is gathered from various reliable sources. Modules 1 and 6 were in use in the earlier project, Eforwood, but not in the Northern ToSIA project. (Eforwood 2009a.)



Picture 2. How indicators are filtered into Forest-wood chains. (Eforwood, 2011b).

- M2: Forest Resources Management. M2 in Forest-Wood-Chains entails improving knowledge and developing better methods and tools to assess the sustainability of forest and raw material production.

- M3: Forest to Industry Interactions. This module includes all the activities from forest to pre-processed materials. Taking into consideration the sustainability aspect. In M3 raw materials are divided into products and production processes. These will impact on material efficiency, process effectiveness, economy, use of

energy and chemicals. Module will provide information in, e.g. relative criteria for the ToSIA tool.

- M4: Processing Manufacturing & Converting (Solid wood, pulp, paper and bioenergy). In Module 4 the main focus is on manufacturing and processing of raw materials in FWC's. It covers industrial processing until material comes to a certain component. The M4 will provide analysis of scenarios of the major developments in the industry and market in next 10 to 20 years. The module 4 forms estimates on the future based on indicators and data.

- M5: Forest to Consumer Interactions. Module 5 is the end part where the product is out and goes to the customer. The M5 evaluates the product's financial performance and sustainability impact levels with interacting chains. The overall objective is to evaluate FWC products' functional performance and impact on sustainability levels. (Eforwood 2009a.)

The 4 modules are the most important part in making forecasts of future, and providing suggestions for decision makers. In this thesis, the main focus from the 4 different case studies is on Finland. The Northern ToSIA case study is focused on the North Karelia region, in Finland. The topic of the case study is the growing use of forest chips in the region. Usage of forest biomass has many benefits, e.g. control of climate change. (The European Forest Instute 2010a.) The case study North Karelia focuses on studying the use of forest biomass in small and medium sized district heating plants. These district heating plants are located in Tuupovaara (small) and Outokumpu (medium). Chains within these plants are modeled in ToSIA. With the program, it is possible to compare sustainability effects with the following indicators: economical, ecological and social. (Kolström 2010b.)

Results from the research can be used, e.g. in policy-making. The question was if it is more beneficial to use wood chips for heating centralized or decentralized. Workshops were held by the EFI's ToSIA team for local stakeholders. In September 2009, ToSIA

was presented to audience in Joensuu. In the meeting, a list of significant factors a list of significant factors and the use of forests for bioenergy production were discussed. (European Forest Institute 2009, 4.) The other case study areas were in the project were from the Northern Periphery region. The project is concentrating in Scotland to engagement with stakeholders. Results from the indicators will be presented to regional target groups. This will give an idea of how different groups think. (Forest Commission. 2009, 3.)

In Scotland, in the Cairngorms National Park, the purpose was to study the co-existence of forest and regions industry and how the industry's development will affect forests and consumption. One aim is to engage stakeholders to evaluate results and impacts of scenarios, as well as to validate the outputs of the approach. The main tasks for the case study area was visualizing sustainability indicators, using landscape modeling with indicators of develop recreation and biodiversity. (The European Forest Institute 2010b.)

In Sweden, the municipality of Malå was one of the case study areas. The area had three different scenarios in which the ToSIA tool was used to get results.

1. Nature Conservation (key habitats and protective areas).
2. Reindeer husbandry.
3. Synergy between forest conservation and reindeer husbandry. (Valinger 2010, 8–9, 12.)

The Swedish case study will concentrate on examining potential management changes in the forest and demand from industry. Sami -people and their activities are brought up in this case. Land use is increasing, while Sami -people's impact is decreasing as industries are using more land in the region. (The European Forest Insitute 2010c.) In Norway's Helgeland case study, analyses were done on a regional basis. Aspects on how this would affect the region can be looked through ToSIA. One of the main concerns is how to secure harvesting and silviculture activity in the future. Increase value added from Nature-Based Tourism. (Vennesland, 2010. 8, 17.) The case study investigated

how small scale wood processing industry is affected by increasing protection in the region. Also, potential eco-tourism in the protection areas in the region was explored. The ToSIA tool was meant for decision making in county level. (The European Forest Insitute 2010d, 6.)

6 OBJECTIVES OF MARKETING MATERIALS

The objective of the thesis was to create marketing materials for the Northern ToSIA project. Materials were listed as two brochures, which were General ToSIA (Tool for Sustainability Impact Assessment) and North Karelia bioenergy case study. A marketing video script for the project was also created as part of the thesis work. Even though, the distribution materials are targeted mainly to Northern Periphery area and the North Karelia region, the marketing materials can be used in worldwide distribution for spreading knowledge. The marketing video script and General ToSIA brochure are meant to increase knowledge of the tool. Translations of the General ToSIA brochure, into Chinese and Russian, are supporting worldwide knowledge and continuity.

Creating brochures for all 4 case study areas: Finland, Norway, Scotland and Sweden were considered as too wide, in a Northern ToSIA team meeting. Shortage of time drove to concentrate on creating the most important aspects. Other regional brochures were created by local partners. The marketing video script was limited to 5 minutes based on the Northern Periphery Programme's distribution plan.

The European Forest Institute's target was to market the decision support tool for entire Northern Periphery project area. (Kolström 2010b). As stated in the Northern ToSIA - Marketing and Communication plan as follows "The objective of external communication is that – once completing the project – the Northern ToSIA tool, as well as the experiences in applying it in sustainability assessment in the forest sector, is widely known to potential users in the NPP area." A sub-objective was to ensure visibility of the Northern

Periphery region. The goal of the Northern Periphery Programme was to increase visibility on the Northern Periphery area, in local level. One key point of the marketing materials was to raise awareness with the general public. All documents will also be distributed in electronic form. (Northern Periphery Programme 2008.) The overall target was to create attractive and marketing orientated materials of the ToSIA tool, which can be used later on for marketing purposes. The target was to promote the tools good aspects and that way reaching new customers.

This thesis topic was highly important in distributing information and knowledge of ToSIA to a wider audience. The brochures and marketing video were valuable in a wider perspective. ToSIA brochure, one of the case study brochures and marketing video were created during the thesis process. Within distribution materials, these play a key role. The created brochures and marketing video script, were part of bigger picture in the Northern ToSIA project as a whole. Sweden, Norway and Scotland had own brochures of the regional project. Headquarters in the European Forest Institute in Finland were mainly responsible for promoting materials. Possible research problems and main questions can be listed as follows:

- How much do stakeholders know about the Tool for Sustainability Impact Assessment?
- How to distribute ToSIA? (ways, knowledge, multimedia methods).
- How to make brochures attractive for the reader? (for target groups).
- How to create a marketing video which is both humorous and information, and people are interested in to watch it?
- How to find information and internalize it? so that the work will be professional (new tool).
- How will the audience get the marketing video and is the message clear?

7 MATERIALS AND METHODS

7.1 Development task

Method used in this thesis was qualitative research. In the thesis process, marketing materials were created for the usage of the European Forest Institute's Northern ToSIA project. The method used is suitable for functional thesis because outcome of creating was a marketing video script, General ToSIA and North Karelia brochures. The aim was to process, document and evaluate the marketing materials, by the means of research communication. The target of functional final thesis is to produce a product(s) or an item(s). These items can be guides, instruction manuals, events, exhibitions or portfolios. Purpose of the development work is to produce concrete output under copyright agreements. The report of the work fulfills requirements of research communication (Vilkka & Airaksinen, 2003.)

Method of implementation can be planned for each target group e.g.

- Book, booklet, folder.
- Manual.
- DVD/CD, video, multimedia show.
- Website, web publication.
- Exhibition, event or ceremony.
- Portfolio.
- Another kind of product.

Reporting in functional thesis is providing a written product of the research work. Practical implementation and its reporting by means of research communications. (Vilkka & Airaksinen, 2003.) This thesis contains evaluation of marketing materials through theory base of marketing and marketing communication. Subjects have been deepened with advertisement and design, which are both important in communication.

Research information is not immediately used in practice. Users interpret the results as they wish to support decision making and the solutions. (Vilkka 2010, 4.) Research information is gathered to share ideas of the output and development. Functional part of the work will be implemented, based on knowledge and collected user-evaluation from target group. (Vilkka 2010, 7–8.)

7.2 Phases of material accumulation and development work

Gathering basic information on the Northern ToSIA project started with an internship period in the Northern ToSIA team. Knowledge on the project and its limitations was gained in two months. The early phases of material accumulation can be described as follows:

- 3.1.-3.3.2011 Internship in the European Forest Institute.
  - 1st month: Gathering basic information on ToSIA tool, Eforwood project and Northern ToSIA project.
  - 2nd month: Learning to use to the tool, testing and giving comments to questions.

- 3.3.-1.6.2011 Working with marketing materials in the EFI's premises.
  - Going to several meetings.
  - Getting knowledge from partners, observing the Metsäneuvosto meeting/test situation in February 2011.
  - Group meetings with Diana Vötter and Marja Kolström at certain intervals.
  - Planning the theme for General ToSIA and North Karelia brochures.
  - Continuous monitoring on scope and usability of information.
  - Compilation of brochures and marketing video script in the EFI's premises.
  - Planning the lines for ToSIA marketing video.

Full time working with planning and creative work started in March 2011. Planning was done in close contact with the Northern ToSIA team, in the European Forest Institute's premises. The development of materials took three times longer than first calculated. The new schedule was created after adaptation of the situation. First schedule was created and followed for a short period, before realizing the amount of work needed.

It took 5–6 months to create the North Karelia and the ToSIA brochures. Both brochures were created with Microsoft PowerPoint, because of attaching earlier material was quicker. It took around 3,5 months before the final versions were ready, examined and printed out. The brochures were created by using principals of marketing communication and graphical design. The text was created so that it simplified the message of ToSIA tool. Readability was taken into account with short columns, clarifying lists and pictures which help the reader to internalize the text. (Hatva 2003, 77). Market segmentation was done early on, as North Karelia brochure was made for the regional level and General ToSIA brochure was made for a wider audience, for the whole project area. Marketing materials can be used later on in marketing the ToSIA tool to the European markets. The marketing video is meant for worldwide distribution. Planning started with becoming aware of the market situation, expectations and needs of each target area and group. (Juholin 2005, 30).

Brusila, cited in Koskinen et al. (2000), states that "planning is not just using machines, but for example suitable and readable typography as well chromatics and application of the composition skills. Schedule had lot of changes during the project. (Appendix 1-10) Reasons for so many changes were due to development work and trying to create top quality work. A discussion with the Northern ToSIA team led improving the video script, which was also the author's wish. Animation was done by Ka-Ching Cartoons. The company is a Dutch animation company, which is specialized in digital animation. Budget for the marketing video was 10 000 euros. Ka-Ching Cartoons sent a draft version in September 2011. Based on the comments from the ToSIA team and Ka-Ching Cartoons, changes were made.

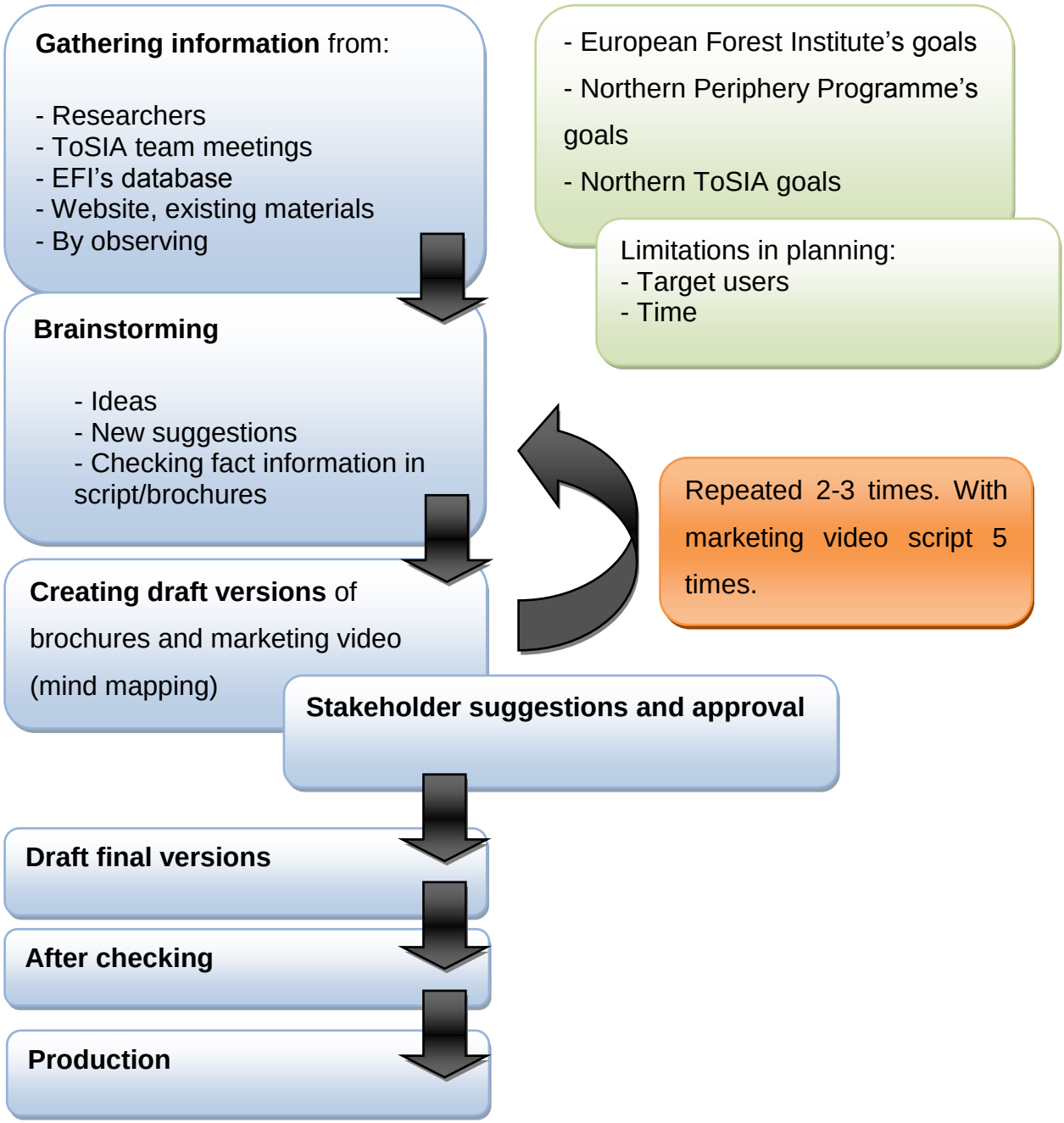


Figure 6. Stages of development process.

Materials for the final thesis were gathered from earlier case studies done in Northern ToSIA project. The data was used to create reliable marketing materials: two brochures and a marketing video script. The work aimed to reach the goals set by the Northern Periphery Programme and the European Forest Institute. As stated in the Northern Pe-

riphery Programme (2009, 6) “This material is easy-to-read text that invites the reader to search for more information from the involved partners and e.g. the project webpage.”

> Other international target groups can be approached with the project materials in English as well as by presenting the project in other occasions, such as in Eforwood and its follow-up activities and contacts, as well as other relevant international occasions on as needed bases. (Northern Periphery Programme 2009 ,12).

Plan was to approach Europe with marketing materials created for ToSIA projects. According to Northern ToSIA Marketing and Communication Plan (2009, 11) mandatory promotional materials, was listed as one of the topics. When planning of the content, objectives, target group and distribution methods will define how the outcome will look like. (Brusila, cited in Koskinen et al. 2000, 31). It was important to follow the directions set by the Northern Periphery Programme. Building up a coherent picture of each case study was one of the missions. It will clarify the project, of its size and scope. The visual versions of the brochures were created by Northern ToSIA team, with help from the European Forest Institute’s communication team. The purpose of the Northern ToSIA project, was to create one extensive general brochure, which would include general information.

7.3 Basic set of the work

The thesis was done as a development task, in which the purpose was to develop marketing materials for the ToSIA tool. Information for the marketing material was gathered from Northern ToSIA and Eforwood projects. The target group for marketing materials consists of decision makers from the European Union and national level. The marketing video script was planned to be used for wider distribution via internet. The North Karelia brochure was designed to reach regional decision makers, regional councils and for forest centers in Finland. Target groups for marketing materials were listed as forest-

based industry, national and international policy makers, consultants, and researchers. The text was meant to be easy to read for regular people. The primary target area was the Northern Periphery, while the rest of Europe was considered to be a secondary target.

7.4 Reasons behind selection

Some parts of the video script had to be taken down, because the video would have exceeded the time given. As said in the Northern Periphery marketing guide (2009), videos that are created for the project have to be less than 5 minutes long. In a meeting with the ToSIA team, the team agreed that people will get bored easily after 3 minutes, based on own experiences. After 5 minutes it is challenging to keep viewers watching the video to the end.

Internet has nowadays so many videos, so time what is left for watching longer videos (longer than maybe 5 minutes) has to be good and interesting. A long video product in multimedia can be exhausting and boring, if the content of the video is not unique or interesting. (Luukkonen 2000, 33.) Parts of the script were cut off. Otherwise, the video would have too much information, in a short time. This is the reason why the example case study scenario was created by using animation. Style of the video was carefully planned. After creating the video, the following questions came up:

- Is the script too difficult to understand or too easy?
- Does it reach the target group?
- Would the animation style be suitable for stakeholders?

Same questions can be asked while creating brochures. Working on a project for a longtime can make you blind to your own decisions. This was avoided by getting constant feedback from many sources. These sources included partners from other countries, Northern ToSIA team and the European Forest Institute's staff.

Animation is, nowadays, used in many commercials and videos; the key point is to make it look approachable and professional. (Luukkonen 2000, 31–32). Advance planning played an important role. The script was read by the aforementioned partners from various countries. Ka-Ching Cartoons commented on the marketing video script. Draft versions were corrected according to the proposals from the EFI's Northern ToSIA team. An actual test audience was not used due to the tight schedule. Brochure topics were selected with the Northern ToSIA team. Ideas came up easily. Also, existing presentations helped the process. The thesis frame of reference supports selected the selections.

8 DEVELOPMENT OF BROCHURES & MARKETING VIDEO SCRIPT

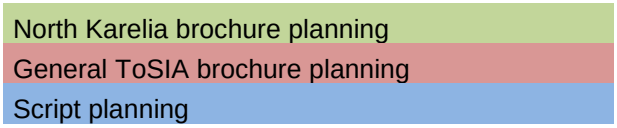
8.1 Base work of developing process

A meeting with the European Forest Institute took place in Joensuu, November 2010. Before the meeting with Marja Kolström plans were discussed by email. The Northern ToSIA team needed marketing materials for a project that was ending. The planning started by discussing with the Northern ToSIA team what the target group would want. Based on the questions, a feasibility study was done within the European Forest Institute's headquarters. Possible target users were identified as:

- European commission or policy makers.
- Forest-based industry.
- Politicians or civil servants at national level.
- Non-governmental organizations (NGO's).
- Researchers.

Also, possible new users were identified as a potential target group for the marketing materials. Old users, on the other hand, should be provided with updates of the case studies. After receiving information from the ToSIA team and discussing with Marja Kolström, first versions were made. A two-month internship helped to understand how to market the ToSIA tool. After working with the Northern ToSIA team, first versions of the marketing video script were made. One month later, first versions of the Northern ToSIA and North Karelia brochures were presented. (Paragraph 1.)

What has been done	Date	Who has been done with
First meeting in the European Forest Institute	2.11.2010	Marja Kolström
Internship in the EFI (getting knowledge of ToSIA)	3.1-28.2.2011	Marja Kolström
1st version of marketing video script	23.3.2011	Diana Vötter & Marja Kolström
1st detailed script of ToSIA	8.4.2011	Diana Vötter
Corrections to the script	9-18.4.2011	Diana Vötter & Marja Kolström
1st version of North Karelia brochure	11.4.2011	Marja Kolström
Creating characters (Tiina & Matti)	19.4.2011	-
1st version of General ToSIA brochure	20.4.2011	Diana Vötter
2nd version of North Karelia brochure	20.4.2011	Marja Kolström
2nd Script	27.4-4.5.2011	Diana Vötter & Marja Kolström
2nd version of General ToSIA brochure	6.5.2011	Diana Vötter
3rd version of North Karelia brochure	25.5.2011	Marja Kolström
Running through lines in front of webcam	1.6.2011	D. Vötter, Tommi Suominen & M. Kolström
3rd version of General ToSIA brochure	1.6.2011	Diana Vötter
3rd & 4th, Script writing	8-14.6.2011	Diana Vötter & Marja Kolström
Translation into Finnish (script number 4)	8-13.6.2011	-
Scenery linked to lines proposal (Excel version)	17.6.2011	From project partner in Scotland
4th version of General ToSIA brochure	28.6.2011	
Further planning with Excel version	28-29.6.2011	
4th version of North Karelia brochure	1.7.2011	Marja Kolström
Planning 5 min version of the script	5-13.7.2011	D. Vötter, T. Suominen & M. Kolström
5th version of General ToSIA brochure	8-12.7.2011	Diana Vötter
Final version of General ToSIA brochure	13.7.2011	Diana Vötter
Final version of the script to Animation company	14.7.2011	D. Vötter, T. Suominen & M. Kolström
Final version of Northern ToSIA brochure	19.7.2011	Marja Kolström
Final conference of Northern ToSIA in Lapland	18-19.8.2011	DEADLINE FOR MATERIALS
Animation draft from Ka-Ching cartoons to the EFI	15.9.2011	Tommi Suominen



Paragraph 1. Overall phases of development work.

Constant weekly meetings were held and overall process was evaluated in every aspect. Guidelines for the marketing video and the brochures were decided in team meetings. Development was monitored by weekly meetings. Visual aspects were also clarified with Northern ToSIA team. The brochures were meant to stand out from other brochures. This would be achieved by informative typing and layout. Question “What if?” rose up to be asked questions, where ToSIA tool was meant to give solution options. The main purpose of the brochures and marketing video script was to raise awareness, give background information and provide results in comprehensible form. Plan was to give more information page by page.

Planning and working with products took place in the European Forest Institute’s premises. Close development work was done with the EFI’s Northern ToSIA -team. The team consisted of Marcus Lindner (Head of Programme), Diana Vötter (Senior Researcher), Marja Kolström (Senior Researcher), Tommi Suominen (Senior Software Developer) and Matias Pekkanen (Researcher). Marja Kolström and Diana Vötter mainly participated in the planning process of marketing video script and brochures. (European Forest Institute 2011j). Kolström was responsible for the North Karelia brochure and Vötter was consulting the General ToSIA brochure. The author of the marketing materials had the main responsibility.

Following creating process was listed after the first meeting and used as base structure. Northern ToSIA team confirmed the directions of planning. The main concern was the outlook and text:

> Color scheme: Using ToSIA’s main colors: Green, Blue and Grey
> Typography: hasn’t been decided yet. Should not be typical “Times New Roman or Arial”. It makes all the text look like time wasn’t spend on planning it.

> To fill out the blank spaces in the bottom of the flyer, I would like to create "smooth line", which would run through the whole brochure. Also adding something on the background, that the paper won't look plank…
>
> Bringing up some key notes or comments, with bigger font, which will engage the reader to read the whole text. When creating brochures, they should still be connected visually to EFI's style. (Author 2011.)

The creation process ended in the beginning of September 2011. At the same time the project funding for Northern Periphery Programme ended. Final versions of the brochures were ready in July 2011. The brochures were presented to the public at Northern Forest Leading the Way to Sustainability – Northern ToSIA Final Conference, in Rovaniemi Lapland August 2011. (European Forest Insitute, 2011g). A final version of the script was sent to the Ka-Ching Cartoons -company in July 2011. In September 2011 Ka-Ching cartoons sent their first animation draft for comments and possible changes.. (Picture 3.)

8.2 Creating General ToSIA brochure

How to create attractive and simple brochures which people will read? Creating attractive brochures can be quite difficult with certain target groups. Information and outlook need to be balanced. Target group's level of knowledge varies from persons who have no-information, to users who have used the ToSIA tool more often. This is why the General ToSIA brochure is concentrated more on promoting the tool and North Karelia brochure is planned on providing information and results on the North Karelia region.

The creating process started with gaining information from the European Forest Institute's database. Information was the base for the whole work. This includes basic information of ToSIA, what the ToSIA can do -part, results, most important parts of the ToSIA and misc. chapter. Balance with text and open space, was thought in the creating process. Useful information was gathered by evaluating the EFI's old brochures. All information regarding the Northern ToSIA was gathered from the EFI's database, and

used as a foundation of information. Mind maps were created to help visualize the available data. At this stage visualization was determinate to concentrate on later on.

First version of the GT -brochure contained plenty of details and data, and additional information was cut off. (Appendix 1) Conversations with the Northern ToSIA team shaped the visual structure of the leaflet. Changes were made after receiving feedback from the Northern ToSIA team. Visuals were kept simple and connected to the EFI's brand and the Northern ToSIA's brand. Drafting was done with Microsoft Word and later on switched to PowerPoint. The reason for using PowerPoint was easier usability of the program. Also layout for the work was done with PowerPoint.

Draft number 2, on 1st page got a new layout with simple and introducing style. (Appendix 2). Questions were created to make the reader think about question "what if?" Questions, on the same page, were made that the reader would personally answer to them. Slogan is also simple and short as part of the clear style. Headlines, shaped as questions, were created to bring out the main elements of sections. These certain parts were meant to pop up and catch the reader's attention. Visuals (colors) were thought from keywords as North, Northern Periphery, Forest, ToSIA etc. The selected main colors were green, blue and grey. Those colors are usually connected to some kind of feeling, emotion or thing e.g. color green can express nature related values and color blue coldness or winter. (Isohookana 2007, 217.)People can connect those colors and words, easily to certain things, when they see them. By using the distinctive style of the European Forest Institute the brochures were connected to the EFI brand and Northern ToSIA project.

To personalize the brochure, Calibri -font was used to make it stand out from other brochures. The reason for selection was that the font is simple, but not too familiar. Most importantly the text is readable, with properly beforehand planning. Simplified layout brings out the important aspects of ToSIA tool and the program's projects: Northern ToSIA and Eforwood. The text allows the reader' to rest, when pages are not too full. (Hatva 2003, 21). Appendix 3, highlighted boxes were an idea, approved by the Northern

ToSIA team, to catch the reader's attention. On the last page (Appendix 3) indicators with ToSIA results were taken from an old PowerPoint presentation (Lindner 2009) and edited. Images in the result section were also in line with the visual guideline set in the beginning. On Appendix 3, page 4, the green color on the last page visualizes ecological aspects, nature and forests. (Isohookana 2007, 216-217.) Also ToSIA case study page has different style, which emphasizes the importance of the case studies. Last page contains updated information of case studies, and the base structure is taken from the Eforwood project. Cross sector and EU Policy boxes were created from beginning by using Photoshop program. Northern ToSIA team was satisfied with the progress and also tried to speed it up. Changes were made after discussions with Diana Vötter. Most adjustments concerned the text.

Developing conversations on the General ToSIA brochure with D. Vötter were informative. Changes were made after the brochure had been read through many times by partners and the Northern ToSIA team. Only small details were changed according to comments from the partners. Pictures were added to ease the reading and give needed space to ease reader's reading . (Hatva 2003, 10). Major update was pictures and the meaning behind them. Ordinary bioenergy etc. pictures were left out and deeper meaning was searched, because they were held as "old-fashioned" and something that has been already seen many times. This was decided after conversation with Diana Vötter.

The overall theme was found from picture database, for GT brochure (Appendix 5, 3) with Rudder picture. The meaning of the rudder picture represents guidance of a ship, as ToSIA can be held as same kind of guidance system, nowadays. The connection of picture and the meaning was found by looking at other possible pictures for the GT brochure. Page 1. follows the theme with a compass -picture, representing the same ideology. Pictures also stand out from rest of the brochure nicely, giving it stronger look. These changes were hoped to make the whole brochure unique and connecting the text more to the Northern Periphery area. Layout of the text and visuals were changed to clearer. It was crucial to finalize the layout in time before the General ToSIA brochure

went to print (Appendix 3 & 4). Also, text chapters were evaluated and shortened according to the Northern ToSIA team's comments.

Printing was done in Kopijyvä, Joensuu. At the final stage, small changes were made to the General ToSIA brochure in Kopijyvä, These changes were verified by the author and by the European Forest Institute's staff. Also, partner organisations (4.1 Northern ToSIA) received the brochure and checked and corrected possible errors. The General ToSIA flyer was printed with 2000 copies. Later on, the brochure was uploaded to the project's webpage. The brochure has also been translated by into Chinese and Russian by the EFI.

8.3 North Karelia brochure

The North Karelia brochure had an easier start, compared to the General ToSIA (Tool for Sustainability Impact Assessment) brochure. Similarities can be seen in many aspects, because development process was done with the General ToSIA brochure. Plan was to make North Karelia brochure as a continuation of the General ToSIA brochure. North Karelia brochure deepens information level of ToSIA and of the case study research in the area. The NK brochure was intended to have more detailed information on the bioenergy case study. Every case study in the Northern ToSIA project had their different approach and theme. Advisor in creating North Karelia brochure was senior researcher, Marja Kolström from the European Forest Institute.

The General ToSIA brochure's task is to work as a main brochure for the ToSIA tool. The Brochure shares knowledge and usage of ToSIA tool. North Karelia brochure gives more information on regional development plans and usage of ToSIA in the region's two district heating plants. (Appendix 6, page 2.) Information was gathered from the EFI's Northern ToSIA website, database and earlier presentations. Cycle of development process was faster, because overall theme was already created and decided on. The North Karelia brochure had 4 main draft versions, wheres the General ToSIA had 7

main draft versions. After a conversation with researcher, Matias Pekkanen from the EFI, part Summary – Key elements was added to emphasise key data of the case study. In a Northern ToSIA team meeting main elements of the North Karelia brochure were discussed. Color scheme was decided to be the same as in the General ToSIA brochure. In the same meeting, that the brochure would include important background information on ToSIA.

The first requirement for the brochure was that it had to fit in 4 pages. (Appendix 6) Front page of the in Appendix 7, page 1, was planned to have traditional approach compared to the General ToSIA brochure. Illustrative photos tell the reader quickly what the booklet is about. Pictures were planned to have bioenergy, pellets, pine forest etc. which will visualize the North Karelia case study. The working group also found that this will affect infectiveness, as well as readership. Photos for the brochure were taken from earlier brochures or presentations. High quality photos were bought from Fotolia photo database. Overall visual harmony was considered to be a key aspect in both brochures. The brochure also contains detailed information on North Karelia region. Purpose of the information is that the situation of the region might be unknown to many. Details on the North Karelia leads the reader to explore the topic more deeply. (Appendix 7, 3.) The purpose of the of Using the forest chips page was to compare Tuupovaraa and Outokumpu heat plants with each other, so that structural and visual differences can be internalized easily. Page 4 contains results and conclusions of the North Karelia case study. Results are gathered from earlier researches of the European Forest Institute.

In Appendix 8, researcher Marja Kolström from the European Forest Institute delivered needed charts and photos. (Appendix 8, 1, 3–4). Main task was adjusting the layout and evaluating the information and also charts. Last 2 pages changed places due to an email conversation with Marja Kolström. The page change was made because of the logical order in the brochure. Proceeding from the larger scale to the smaller. Changes in visual aspect were small, only the color in headlines was changed into blue. Chapters were modified, possible errors corrected and last translations were done. In Appendix 9 is the final product of North Karelia brochure by Kopijyvä. The layout is cleared and the

color world remained unchanged as planned. Some of the settings in picture order, highlight boxes were added (Appendix 9, 1–4). The end product was modified more than the General ToSIA brochure, by Kopijyvä.

8.4 Marketing video

Planning of the marketing video started before creating the brochures in February 2011. This was a conscious choice because script writing is demanding and lonely but requires co-operation. (Luukkonen 2000, 98). The whole Northern ToSIA team, which included Markus Lindner, Diana Vötter, Marja Kolström, Tommi Suominen Pirjo Kakkonen and Matias Pekkanen, gave their own ideas on how to implement the script. Staff members with most influence were Vötter and Kolström. Tommi Suominen gave his effort for the script in rehearsals.

In a Northern ToSIA team meeting in the beginning of March, 2011, the team's visions and desires were heard. First task was to find out what the funding for the video was. After checking it from the project's accountant, possibilities were vast. Planning process started with writing down ideas and styles (Appendix 10). Research on marketing videos was done in the European Forest Institute's premises. Tieto Sustainability Intelligence Services video, was used as an example (Tieto Oyj, 2010). The Northern ToSIA project was funded by the Northern Periphery Programme, the Communication draft plan (2009) of which states that any produced video material, which is send to the NPP should not be over 5 minutes long. More knowledge of scriptwriting was searched and found from internet and reading the book scriptwriting guide to digital media (originally digitaalisen median käsikirjoitusopas) by Jussi Luukkonen. Also, help was received from the EFI's Communication's Assistant, Maria Jalavisto, who has experience in scriptwriting from Culture Research Studies in University of Eastern Finland. (The European Forest Institute 2011k). From combination of those aspects marketing video script -process started.

Script planning started by using a simple mind map. Ideas for marketing video were collected by brainstorming mainly with Vötter and Kolström. Final lines of the script were created together with Vötter, Kolström and Suominen. Lines for the script were created by using the manuscript and the creative mind. Afterwards script lines were reviewed and changed to more appropriate ones. A rough script was made (Appendix 10, 1) The idea was to create a marketing video that makes the viewer think and ask questions. Visualizing these aspects was the main cocern in script writing. The script was meant to have a humorous side. During the planning process, it was confirmed by the author that this is hard to plan.

Appendix 10 was a simple script and had all suggested ideas in it. The video was planned to have live action footage, with slideshow pictures. The script was more fact base, than storytelling video. In draft planning, there were 3 other rough scripts, from which one was selected. Selection of the best script was done independently and Northern ToSIA supported the decision in the meeting on March 2010.

On Appendix 10, page 2, thoughts were written down to ease future planning. This way it was quicker to follow the original plan and others to see the thought process. In a Northern ToSIA team meeting came an idea of fact based storytelling. First idea was to create a slideshow with a narrator, which would lead the video. Narrator would give a personal touch and would draw in the audience to listen the message. (Appendix 10, page 2) All different ideas were listed as possibilities on Appendix 10, page 3. Ideas are quite the same, but they vary. Asking the question “What if?” which is using everyday examples to viewers think of how they would act. The “what if?” questions were chosen based on what people can easily relate to. Overall idea was to create an introduction, a problem and, then give possible solution options by using the ToSIA -tool. On Appendix 10, page 4, ideas number 4. and 5. were more “thinking outside of the box”. Plan number 4. contained more straightforward marketing and number 5. was based on interviewing different users.

After a month the next version of the marketing script was made (Appendix 11.) The script was more detailed and accurate. Changes were made after hearing criticism from the ToSIA video team. The idea was to have a narrator who would lead the story. First came, setting up the scenery for viewers. Further on story goes more to details, like wood products. Next was, what happens between the forest and when the final product is done. (Appendix 11, page 3) ToSIA comes in and explains how it can effect on it. (Appendix 11, page 4). Purpose was to ask questions in page 5–6 by Person X when the story continues. Meaning of the questions was to get people to think how they would function. The script in Appendix 11 was still in progress. The script lines were not yet created and that was the next thing to change.

On Appendix 12, a synopsis was created to provide a short introduction for the producers. Also name, length, target group, format and usage were decided. Main sentence of the story was thought with ToSIA team. Script writing started from the beginning, when the new script outline felt better than earlier. Biggest change was that there would be done in Appendix 12. Script “ToSIA - time for discussion” in Appendix 12 had a different approach. The script introduced two persons to the story, Tiina and Matti. The characters gave extra meaning to the story and ToSIA -team agreed that it would be easier to follow the film. Katz (1991) tells that in the beginning of the story characters, situation or questions are presented. The story will answer questions which need some kind of conclusion. The middle part the story presents consequences and challenges. Situation is evaluated from a new perspective, and after this the solution will be presented.

On Appendix 12, the video shortened to 3-5 minutes, because of requirements from the Northern Periphery Programme. The film structure, shape and script were planned for an animation. Juxtaposition was created between characters. The biggest change was that the characters change their point of views. Described in earlier draft version. “Script 3, Version 2. Changes to old script. First version concentrated more on MCA, so changes were made to concentrate more on the ToSIA. How ToSIA works, forest-wood-chains and interaction with different phases.” (Author 2011.)

Appendix 13, page 2. Story was also now simple to understand. Question in the story was now, to cut or not cut the forest. The script presented two people with different arguments and values. By using the ToSIA tool, characters are trying out a solution which would be acceptable for both sides.

Script number 4.1, Appendix 13 had the first lines for characters and all needed characters were listed. Script 4.1 was done in June 2011. Also, possible shooting locations were added. The ToSIA video team (Vötter, Kolström & Suominen) recorded over 10 minutes of conversation on tape with webcam. After the recording, useful lines were discussed. Detailed script lines were placed on the existing script by the author. (Appendix 13, page 4–8.) Before creating the last version in the end of June 2011, the script was criticized by partners. Partners were Forest Research / Forestry Commission, Scotland and also in Department of Forest Ecology and Management, Swedish University of Agricultural Sciences SLU, Sweden. After receiving comments on the script, some of the lines were cut off. On Appendix 14, the final version of ToSIA marketing video scripts can be seen. The script was changed into Microsoft Excel format, mark out clearly the place of the event, lines for characters and time of the event.

An earlier version of Appendix 14 was sent to Ka-Ching Cartoons, where on the basis of comments, changes were made. Contract was made between the EFI and Ka-Ching cartoons of making the marketing video. Positive feedback and amendments were received. Appendix 14 is five-minute version of the original script. The script was sent to the European Forest Institute, from where it was forwarded to the Ka-Ching Cartoons for further production.

9 REFLECTION OF CREATION PROCESS

9.1 The main results

Outcomes of the thesis were a marketing video script and two brochures of the Northern ToSIA and ToSIA projects. The marketing products are used by the European Forest Institute to promote and disseminate information on the ToSIA tool.

These marketing products were the key point of the outcomes of the Northern ToSIA project. Products were developed in time as planned. Products were made to help boost marketing for the EFI's Northern ToSIA project and for the ToSIA tool. "Effective communication is a prerequisite for a successful implementation of the project in multi-stakeholder approach in the case regions, as well as in making the project results applicable and available for wider audiences in the Northern Periphery." (Northern Periphery Programme 2009).

Outcomes of the development process were one general brochure of ToSIA, one regional brochure and a marketing video script. The final products of General ToSIA brochure can be seen on Appendix 5 and the North Karelia -brochure on Appendix 9. Both of the brochures were 4 pages long, as agreed beforehand. From the General ToSIA brochure 2000 copies were made in Kopijyvä and from the North Karelia brochure 1000 copies were made. Both of the brochures are in English.

The marketing video script was sent to Ka-Ching Cartoons for production in fall 2011. The final script can be seen in Appendix 18. First draft version of the marketing video was received in September 2011.

Changes and comments were made by the Northern ToSIA team and the European Forest Institute staff. In November 2011 message was received from Tommi Suominen from the European Forest Institute, that voice work was going into production.

“Just a small update. The animation team has finished the backgrounds and will take up the character animation tasks next. In the meanwhile, the voices should be done during the next week. The voice actors will most likely be these ones:” For Tiina character, Claire King and for Matti, Tim Gunther. Both of them have been in several marketing and advertisement videos.

9.2 Evaluating of marketing materials

The final products were developed for marketing purposes for the European Forest Institute and for Northern ToSIA (Tool for Sustainability Impact Assessment) project. Brochures of General ToSIA and North Karelia were developed to spread knowledge of the tool and its features. The marketing video script had the same target as set before. Marketing material has been planned for precise target group(s). (Karjaluoto 2010, 20).

Success can be measured by a cost-effectiveness and punctuality in schedule. (Englund & Finney 1999, 4–5). Creating marketing materials was cost-effective because of precisely beforehand, planned materials. Schedule was exceeded in the end, but hopefully exceeded part was reserved from the time limit. For creating effective marketing material careful development started from beginning. Developing steps were: planning the contents of objectives, target group of the work and distribution form. (Hatva 2003, 35.) In the process planning of the content, objectives, target group and distribution methods will define how the outcome will look like. (Brusila, in Koskinen’s book, 2000, 32). Content of marketing materials was carefully planned. Objectives were planned with the Northern ToSIA team and the target group was selected when development process progressed into the writing phase.

General ToSIA and North Karelia brochures can be assessed through outlook and the text. When pictures are supporting the text, they can influence on what kind an image we will get of the whole project. Imagery that comes from printed material can influence significantly on the image. (Isohookana 2007, 217.) Printed materials were carefully planned. Over 4 months was used to create a quality text and well planned layout. Short

columns, clarified list and pictures can help the reader to internalize text easier. (Hatva 2003, 77). Hatva (2003) states also that instructions are important with clear arrangement and hierarchy, which was also implemented. Original plan was to create short columns and pictures to help the information to go through.

On the marketing video script can be said that the process was hard, but the final script was worth of every extra hour. Deadline was set on August 2011. Evaluating the design, outlook and overall picture of marketing materials, in the end they came to look professional and included decent amount of information. Customers have come more self-directed are getting knowledge from Internet. (Karjaluoto 2010, 20). With the marketing materials a link between webpage and products was built. This way the brochures and marketing video will have a continuum, when people will access to the ToSIA tool's website.

Digital communication requires its own identity as understanding of narration and expressions. (Juholin 2006, 256). The script received good feedback from the Ka-Ching animation company and also from Northern ToSIA team members. Next step of evaluation is to see how people will react to the marketing video. Quality of the animation got positive reception in Northern ToSIA team. Long process of planning and creating 3–4 script ideas had generated a professional animation. It is said that the experts are not always the best communicators and management does not always know the possibilities of implementation. (Juholin 2006, 260).

Professionalism can be evaluated by looking at the fact information of the script and setting the information into the storyline. ToSIA's marketing video script was done 5 times, so that it would be good enough. Both sides were satisfied with the outcome.

9.3 Usability of the work

Developing ToSIA (Tool for Sustainability Impact Assessment) continues in other projects later on. TMUG (ToSIA Management and User Group) will develop and provide services for ToSIA tool users. Purpose of the TMUG is to maintain the ToSIA tool in the future. The European Forest Institute is responsible of manage the TMUG. At this point, it is uncertain if the ToSIA will continue developing in future project. It is still possible that in the future some longer project will continue developing the ToSIA tool.

The marketing materials are meant to provide visibility for T after the project has ended. The main purpose of the marketing materials is to spread knowledge of ToSIA's main idea. Visibility and spreading the knowledge is important for the future of the tool. Results of case studies are important information for users. When people see the results, they realise how the program works. Users are part of the development process and the ToSIA program aims to help users in decision making.

General ToSIA brochure is valuable, because it is the only distribution material of the results. The marketing video is going to be the only video product out from the whole project. These two marketing materials can be evaluated to be more valuable. North Karelia -brochure is more relevant to regional distribution of ToSIA tool. Theme of the brochures can be used and has been used by Northern ToSIA project partners.

General ToSIA and North Karelia -brochures can be found in the project's website. The brochures were distributed in the Northern ToSIA final conference 18-20.8.2011 in Lapland, Finland. Materials will also be distributed in the EFI's other events. Afterwards General ToSIA and North Karelia brochure's will be used in marketing the ToSIA tool. The marketing video script is in production, in the Netherlands. Ka-Ching cartoons will make an animation based on to the script. The marketing video will be uploaded to the internet when it is done. Theme of the brochures has been used in partner association's brochures. Other marketing materials can be designed based on the final products. General ToSIA brochure has been translated into Russian and Chinese. This shows that the EFI is willing to market ToSIA outside of Europe. One of the functions of the brochures and the marketing video is to generate interest outside of the Northern Peri-

phery area. In the end, the work is highly usable, as the marketing materials can be used after the project. In All materials can be used for years in marketing and promoting the ToSIA tool to new users.

9.4 Usability of marketing materials to the European Forest Institute.

The work provided information for the European Forest Institute. The European Forest Institute's goal was to boost up marketing and promotion of ToSIA tool. Clear targets were given earlier via email (Kolström 2010a), when the project started. When the work was done, the Northern ToSIA project had the needed marketing materials for materials for promoting the ToSIA. Simple and clear marketing materials will give publicity to the ToSIA project. Providing clear results for the public and local people was one of the main purposes. Two brochures and a marketing video script were done the European Forest Institute's needs and standards. Overall needs of the EFI can be listed as dissemination of experiences and results of the ToSIA tool. Kolström states in an early email message, that the marketing communications have usually been quite unpretentious. (Kolström 2011c).

The work will interest in the Northern ToSIA project and for the ToSIA tool. The client can use the marketing video script for making the marketing video and use both brochures to provide outcomes of the project and information in easily and quickly. Reuse of the marketing material is possible by changing it suitable for other market areas. In the European Forest Institute, employees are interest in following how marketing materials will affect people. After evaluating the gained information, it is possible to develop future materials for other projects.

The Northern Periphery Programme gave two main goals for the marketing materials:

- Promoting innovation and competitiveness in remote and peripheral areas.

- Sustainable development of natural and community resources.

Both brochures were well designed with a carefully planned text and high quality layout. Author received also positive feedback from the European Forest Institute for creating the marketing materials. Target materials were made in time and, most importantly, were of good quality. The marketing video script got positive feedback from the producers In Ka-Ching cartoons.

9.5 Reliability and generalization of the work

To create reliable brochures, latest information and facts were used. Information for General ToSIA and North Karelia brochures was taken from various sources. These sources were mainly the European Forest Institute's database and earlier materials. Information on these brochures was analyzed by the European Forest Institute's staff. Research information is not used immediately in practical use. Users interpret the results to support their decision making and solutions. (Vilkka 2010, 4). These results are filtered and simplified for the marketing and for the brochures.

Before releasing the outcomes, the Northern ToSIA team carefully read through the brochures before sending them forward. The European Forest Institute's communication team also checked the brochures before printing. The marketing video script was analyzed by the Northern ToSIA team and Ka-Ching cartoons company. Human errors are possible in the text. Even though the brochures and marketing video script have gone through several people, faults are still possible. Using English as a secondary language in the creation process can cause misunderstandings between the developer and post-production.

The marketing video script was checked by the Finnish Northern ToSIA team, as well as teams from other partner countries. Feedback from the animation team and partners was heard and possible changes made, based on an evaluation of the Northern ToSIA

team. In the marketing video visual and audio aspects are important, but the meaning and data has to be valid. In brochures the most important parts were the layout and the text. Evaluation is done by means of research communication. (Vilkka & Airaksinen, 2003).

9.6 Further development requirements

During the planning of marketing materials, demand for further development was noticed. Produced materials are meant to be usable for a certain time, before information from case study researches is still valid. When the ToSIA tool will be updated, some information might change in the process. Corrections should be made convincing the image of the tool.

A further development task would be collecting feedback on the General ToSIA brochure, North Karelia brochure and of the marketing video. The feedback would give data of how people have perceived the marketing efforts. The marketing materials produced in this thesis, does not have feedback from user information of functional part for further development. (Vilkka 2010, 8). DAGMAR model (Defining Advertising Goals for Measured Advertising Results) describes communication targets through a modified AIDA model. The DAGMAR model could be used when evaluating marketing communication efforts of the Northern ToSIA project. (Karjaluoto 2010, 28–29.) Further study would show whether the goals of DAGMAE model have been reached

The marketing video, General ToSIA and North Karelia brochures are new products developed in the European Forest Institute. Firstly, monitoring the effect of marketing efforts on the target group would provide the European Forest Institute with useful information. This information could be used in the future by planning materials more specifically for future users. Received figures would show the effect of the marketing efforts. Researching the effect more, it would be possible to count the marketing cost effective-

ness. By thinking what has been effective so far, range of marketing materials could be raised and targeted with higher precision, to right users.

Thirdly, the range of produced marketing materials is narrow. Developing new innovative marketing materials might get people interested in the ToSIA tool. As the ToSIA tool develops in the future, marketing should be updated simultaneously. The ToSIA tool will need huge funds of venturing markets, in order to become more well-known. Cutting the target group into smaller pieces, resources could be focused for possible users This requires monitoring the new users target group and how effective the marketing materials are in new users group. The effectives of marketing materials on users and new clients should be measured.

Today, the Internet has become an important tool in marketing. Monitoring the success e.g. in social media can give tips, in which direction the marketing should develop in the future. Video services, e.g. YouTube, Vimeo etc. have given everyone a right to tell their opinion. These websites also give statistics of the views, shared videos and negative or positive impacts. Following the number of viewers and comments, conclusions can be drawn about the success of the marketing video.

9.7 Learning process

The overall thesis process was longer than expected. Getting to known with the project in 6 months before ending seemed to be busy time. Creating marketing materials for project and getting trust with marketing video script and essential brochure. Giving open hands for a creating process, gave loads of new ideas from which amount of possibilities was overwhelming. In time, the crucial parts were developed with the help of Northern ToSIA team. The whole process was also a learning process with creating marketing materials, which was expected. Project working was another learning process, which has been ongoing. Creating the main marketing materials created a suitable pressure to work efficiently.

Handling time was difficult with many options but when time goes by, options narrowed and the mainline was followed until the end. Demarcation of the subject was difficult. The ToSIA subject was new and unfamiliar. Working alone and at the same time in a group was challenging. Working, with having constant meetings required adapting to the situation. Making decisions and being creative was laborious.

The marketing video was the only video product made on the case studies. Publicity is expected to be higher, as the video will be uploaded to the Internet. The marketing video has a wide segmentation range, but the video is mainly meant for decision makers and new ToSIA users. Use of animation will make message easier to internalize. The number of people involved in the process can be surprising for a newcomer.

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Planning process of General ToSIA brochure

ToSIA – Tool for Sustainable Impact Assessment – The Brochure

It was first thought that the brochure should have less text than previous Eforwood – brochure. Still containing all the facts which is needed to give an clear picture of the whole ToSIA.

First it was thought that it should have at least four different categories. At this point concentration goes to reader's side, what they want to know about ToSIA? From this aspect research was done within the EFI headquarters.

What is ToSIA? (Basic information)

ToSIA is a tool for supporting decision making on forest based sector. With the tool industry in forest based business, national and international policy makers and researchers can analyze impacts of different future scenarios.

OR

A new decision-support software tool on sustainability impact assessment that will help policy-makers, business planners and other stakeholders to make decisions on issues related to the use of forest resources and wood products, by providing wide-ranging quantifiable assessments of the ecological, economic and social impacts of alternative policies.

Main question What if?

Source: Earlier version of Eforwood -brochure.

Target users:

- European commission /policy makers
- Forest-based industry
- Politicians/civil servants at national level
- NGO's
- Researchers

Page 2

What is possible to do with ToSIA?

Page 3

Results/experiences of ToSIA

Testimonials from partners?

Page 4

Most important parts of ToSIA

MCA and CBA?

Page 5

Developing story? Does it give more value…?

Technical stuff: What I need to run it? Where I can get it?

ToSIA is a decision support tool for the forest-based sector. With this tool the forest-based industry, national and international policy makers and researchers can analyse the sustainability impacts of changes due to deliberate action (e.g. in policies or business activities) or due to external forces (e.g. climate changes, global markets, etc.)

ToSIA is also suitable for identifying hot-spots in value chains that can contribute to improved sustainability.

This is done by:

- Selecting, weighing and analyzing indicator values
- Applying Sustainability Indicators to production processes
- Relating sustainability indicator values to material flows or another preferred reference base, e.g. value.

Target users:

- European commission/policy makers
- Forest based industry
- Politicians servants at national level
- NGO's
- Researchers

WHAT IF?

ToSIA is primarly designed to give answers to What if? questions.

- EU introduces new policies on e.g. energy/transport/recycling/habitat protection?
- Wooden frames in houses are doubled?
- Global market changes?
- Oil price doubles?

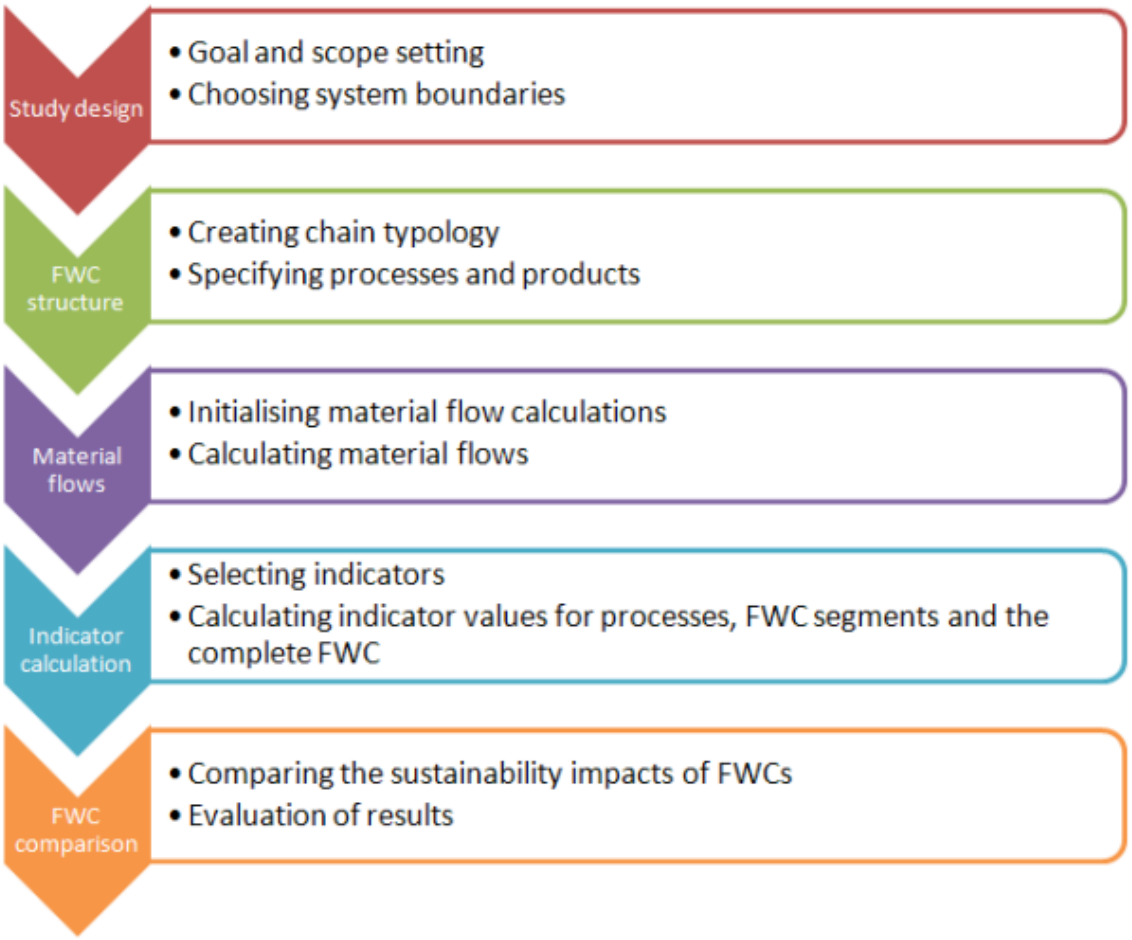
We are using the old versions, no changes.

SIVU1

MAIN ELEMENTS

Material flows, tool, baseline chains, scenarios /????

[What? Where? When? Why?]



ToSIA – How does it work?

ToSIA is a decision support tool for the forest-based sector. With this tool the forest-based industry, national and international policy makers and researchers can analyze the sustainability impacts of changes due to deliberate (=tarkoituksellinen, intentional olisiko parempi?) action (e.g. in policies or business activities) or due to external forces (e.g. climate changes, global markets etc.)

ToSIA is also suitable for identifying hot-spots in value chains that can contribute to improved sustainability.

SIVU2

An inclusive approach

SIVU3

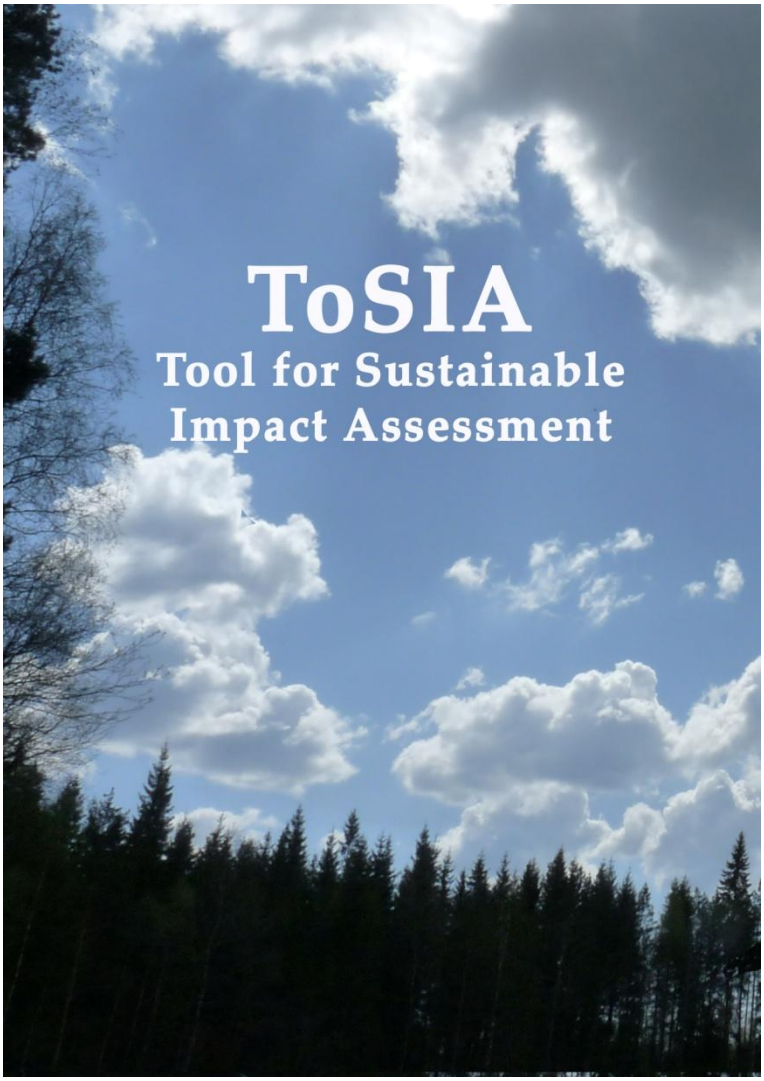
TMUG box =

SIVU4

ToSIA tool

Base structure was taken from old rejected ToSIA flyer from early Eforwood project.

First draft of General ToSIA brochure



(Something like this. Mistake in the text: sustainable > sustainability.) What if? ToSIA (Front page suggestion, picture of pine forest, taken from ground perspective towards blue-sky)

Tool for Sustainability Impact Assessment.

What if?

- EU introduces new policies on habitat protection? An still go skiing in the forest
- Global market changes?
  Will I get my newspaper from China?
  or
  Do I need to install a pellet oven in my house?
- Oil prices doubles?
- Use of bioenergy increases?

Now there is a tool that can help you with answering these questions: ToSIA.

What is ToSIA?

Short

Tool for Sustainability Impact Assessment (ToSIA) is made for supporting decision making on forest based sector. With the tool industry in forest based business, national, regional and international policy makers and researchers can analyse impacts of different future scenarios.

ToSIA is analysing environmental, economic and social impacts of changes in forestry-wood production chains. It allows user to analyse different kind of sustainability effects in a balanced way.

ToSIA is able to:

- Assess sustainability impacts of changes in a FWC as influenced by external and internal drivers.
- Assess material flows along a Forestry-wood Chain (FWC).
- Assess indicator values (economic, social and environmental) for processes defined for a FWC.
- Sustainability Indicators -picture!
- Forest-wood-chain -picture

(In here picture of the ToSIA –tool.)

New better looking picture

Why is it good?

What can it do > SIA (Sustainability Impact Assessment)

To develop a Sustainability Impact Assessment (SIA) was main idea for ToSIA project.

How does it work?

1. **Scenarios**

Is a combination of internal or external drivers and their impacts to the Forest Wood Chain. (The scenarios are built based on reference futures (i.e. selected drivers are assumed to change from their values in reference futures) and will result in alternative FWC's with different sustainability impacts compared to the FWC's in reference futures.) TOO LONG SENTENCE. CHOP IT UP!

Scenarios come in many forms, the most common characteristics of potential changes are:

Material volume changes: what happens in the available raw material availability increases (eg new forms of energy like from short-rotation plantations, storm events with large volumes in short time period need to be handled) or decreases (eg change in market conditions, new trade regulations and policies)?

Scenarios that are based on contrasting storylines can be used as a tool to explore the different ways in which the future may develop and its impacts on the sustainability of the European Forestry Wood Chain (FWC).

These scenarios are neither predictions nor forecasts, but are used to create a consistent image of a future. Each storyline assumes a distinctly different direction for future developments, and does not necessarily aim to be realistic.

2. **Material flow**

Processes

Products

MORE TEXT!!!

3. **Indicators**

An indicator has been defined as a parameter which points to or provides information about the state of a phenomenon, environment or area with a significance extending beyond that directly associated with a parameter value (OECD, 1993). It has been seen as a means devised to reduce the large quantity of data down to its simplest form. ToSIA includes multitude of environmental, social and environmental indicators. Within ToSIA, indicator values per material flow are taken from the database client. In ToSIA, the calculated process indicator values are determined based on the material flow through the process and the indicator values per material flow from the database.

4. Evaluation tools

LESS TEXT!!!!

- Multi Criteria Analysis (MCA)

Multi Criteria Analysis is used to evaluate policy options, management strategies and the outcomes of different scenarios by integrating ToSIA outputs and stakeholder value information (i.e. weights and preferences). By choosing indicator weights in MCA it is possible for stakeholders to rank sustainability impacts of scenario alternatives according to their own preferences.

MCA is a implemented as a software component of ToSIA. The main feature is indicator weighting and evaluation of alternatives for single user (and in server facilitated mode?).

- Cost Benefit Analysis (CBA)

CBA compares the benefits and the costs associated to an investment project or a policy. Cost Benefit Analysis is used to evaluate the overall sustainability impact of different policy measures on the European Forest Wood Chains (FWC's).

Cost benefit analysis compares the costs and benefits measured in monetary terms.

CBA is, at least in principle, a more objective method, as the evaluation of alternatives (e.g. policies or technologies) is based on the social values being assigned to the relevant impacts. The social values are assumed to incorporate the preferences of all affected stakeholders, and therefore, the outcome of the CBA represents an assessment of whether the alternative under evaluation is beneficial or detrimental from the point of view of social well-being.

Where has ToSIA been used before:

LISÄÄ KETKÄ ON OLLU MUKANA.

EFORWOOD cases:

1. European Forest wood chain

2. Scandinavian production driven case is forest defined and aims to describe the network of forestry-wood chains in Västerbotten, Sweden including exports out from the region.

3. Iberian product driven the approach is market driven, so main focus of the case study will consider final products as end-users know them for wood-based, fiber-based and bioenergy goods.

4. Baden Württemberg regional case of both production and consumption. This case study is regional defined and aims to describe the network of forestry-wood chains in Baden-Württemberg including imports into the region and exports out of the region and cross-links between the different production lines of sawmilling, pulp & paper and the bioenergy sector.

Northern ToSIA cases:

1. Finland is concentrated between two different size heating plants.

   Regional development, forestry center

2. Swedish case study focus goes to nature conservation, especially key habitats and protective areas, reindeer husbandry and synergy between them. The Måla Sami village is playing key role in this case.

3. Scotland case is concentrated on forest industry and tourism to forest resource use. This case study is both forest-defined and industry-defined. It will explore how changes in forest management will affect the rest of the forest wood chain and also how changes in industry operation will affect forest and consumption techniques. NATIONAL PARK.

4. Norway, studies aim is in forest industry and tourism to forest resource use. Helgeland has increasing in future their protected area of forest and decreasing sawmill industry. COUNTY GOVERNOR.

(Someway relating pictures of these four case studies. Small pictures.)

Contacts: For more information of ToSIA http://tosia.efi.int

Instructions / Thoughts.

Color scheme: Using ToSIA's main colors: Green, Blue and Grey

Typography:

- Font has to be still decided. Best is that it's not typical "Times New Roman or Arial". It makes all the text look like time wasn't send to think readers.

- To fill out the blank spaces in the bottom of the flyer, I would like to create "smooth line", which would run through the whole brochure. Also adding something on the background, that the paper won't be

- Bringing up some key notes or comments, with bigger font, which will take readers interest to read the whole thing through.

- When creating this it should still be connected visually to EFI's style.

- Adding in the front page logos of NPP, EU and NToSIA.

- Certain style has to be included in this brochure. This goes with pictures, up coming film and also North Karelia –brochure.

- Page numbers.Last page has who owns the copyrights and year when it's created.

General ToSIA brochure, first layout version

ToSIA – Tool for Sustainability Impact Assessment

Picture of pine forest, angle from the ground upwards. IN THIS SPACE:

What if?

- EU introduces new policies on habitat protection? An still go skiing in the forest
- Global market changes?

Will I get my newspaper from China?

Do I need to install a pellet oven in my house?

- Oil prices doubles?
- Use of bioenergy increases?

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ToSIA is analysing environmental, economic and social impacts of changes in forestry-wood production chains. It allows user to analyse different kind of sustainability effects in a balanced way.

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http://www.northerntosia.org

ROOM FOR PICTURE!!!! Picture of the real ToSIA –tool, that is what everyone REALLY wants to see!

(Highligthing something important from the text)

ToSIA is able to:

- Assess sustainability impacts of changes in a FWC as influenced by external and internal drivers.
- Assess material flows along a Forestry-wood Chain (FWC).
- Assess indicator values (economic, social and environmental) for processes defined for a FWC.
- Sustainability Indicators -picture!
- Forest-wood-chain -picture

Indicators

Economic	Environmental	Social
•Gross value added •Production costs •Resource use •Total production •Labour productivity •Investment,Research & Development •Trade Balance •Enterprise structure	•Energy generation and use •GHG emissions & carbon stocks •Transport distance and freight •Forest biodiversity •Forest resources •Water and Air Pollution •Generation of waste •Forest Damage •Soil condition •Transport •Water use	•Employment •Wages and salaries •Occupational safety and health •Education and Training •Innovation •Consumer behaviour & attitude •Corporate social responsibility •Provision of public forest services •Wages and salaries •Quality of employment

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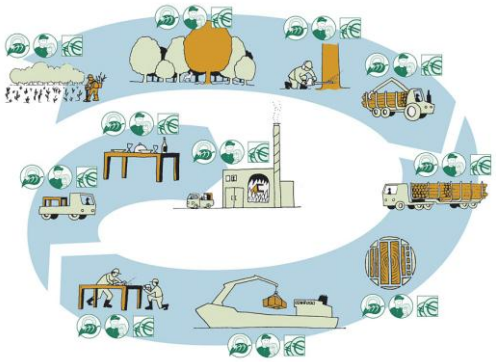
Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

How does it work?



Sustainability Impact Assessment (SIA)

Alternative forest resource use and forest value chains. Sustainable development is assessed using indicators of environmental, economica and social sustainability. Case studies of the project give aspects of bioenergy production, reindeer husbandry, forest industry and tourism to forest resource use.

Scenarios

Scenarios are neither predictions nor forecasts, but are used to create a consistent image of a future. Each assumes a distinctly different direction for future developments, and does not necessarily aim to be realistic.

Evaluation tools

MCA

Multi Criteria Analysis is used to evaluate policy options, management strategies and the outcomes of different scenarios. by integrating ToSIA outputs and stakeholder value information (i.e. weights and preferences). With MCA it's possible to rank sustainability impacts to their own preferences.

(Highligthing something important from the text)

CBA

Cost Benefit Analysis (CBA) compares the benefits and the costs associated to an investment project or a policy. Cost Benefit Analysis is used to evaluate the overall sustainability impact of different policy measures on the European Forest Wood Chains (FWC's).
Cost benefit analysis compares the costs and benefits measured in money.

Material flow

When ToSIA is calculating material flows through complex FWCs, data integrity checking is done by calculating material input/output balances for each process. Material flows are captured in two measurement units organic carbon content within the wood and in hectares. ToSIA follows material flow through the whole forest-wood-chain.

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ToSIA case studies

Cross sector

Måla Case Study

Cross sector defined
Geographical scope
• Municipality of Malå (Sweden)
Characteristics
• Sami people
• Synergy between forest conservation and reindeer husbandry
Scenario analysis
• Evaluating effects utilization of the forest and grazing land for the reindeers

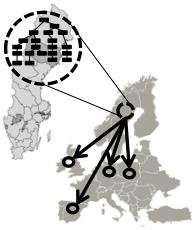
North Karelia Bioenergy Case Study

Eu Policy case
Geographical scope
• North Karelia (Finland)
Characteristics
• Sustainability of bioenergy production and forest usage in regional level
• Regional development
• Intensive stakeholder involvement (Forestry Centre)
Scenario analysis
• Analyse sustainability impacts on two different size heating plants

EU Policy

Forest-defined

Scandinavian Case Study



Forest-defined
Geographical scope
• Västerbotten (Sweden) connected with the rest of Europe
Characteristics
• Wood from forests in the area of Västerbotten is followed along the value chain from the resource to the end-users of the wood products in Europe
Scenario analysis
• Sustainability impacts of techno-logy improvement in sawmills

Scottish Case Study

Local
Geographical scope
• Cairngorms National Park (UK)
Characteristics
• Forest resources in the national park are linked with forest value chains of the local industry
• Intensive stakeholder involvement
Scenario analysis
• Assessing impacts of changes in forest management and industry operations

Local

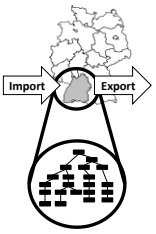
Consumer-defined

Iberian Case Study

Consumer-defined
Geographical scope
• Iberian Peninsula connected with European wood supply
Characteristics
• Wood products consumed in Iberia are followed backwards to the forest resources, including wood supply from e.g. South-west France and Scandinavia
Scenario analysis
• Sustainability impacts of changes in paper consumption

Baden-Württemberg Case Study

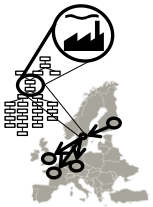
Region-defined
Geographical scope
• Baden-Württemberg (Germany)
Characteristics
• All major FWCs within the region are analyzed
• Imports and exports are considered to/from the border of Baden-Württemberg
Scenario analysis
• Impacts of bio-energy policies on regional FWC sustainability



Region

Industry-defined

A Potential Industry Case Study



Industry-defined
Geographical scope
• Resource use and product distribution are case-specific
Characteristics
• Forest resources used by the industry and major distribution channels of the products are considered
• Company assesses the sustainability of its activities for reporting on Corporate Social Responsibility

EU Forest-Wood Chain

Continental (region-defined)
Geographical scope
• EU 25 + 2 (Switzerland and Norway)
Characteristics
• FWCs described at country level
• Trade flows of wood and wood products within Europe included
• Imports and exports are considered to/from the EU border
Scenario analysis
• Natura 2000 – increased nature conservation

Continent

Contact:
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http://www.northerntosia.org

General ToSIA brochure, last draft version

Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA – Tool for Sustainability Impact Assessment

IN THIS SPACE:

http://eu.fotolia.com/id/3142367

What if ...?

- ... EU introduces new policies on habitat protection?
Can I still go skiing in the forest?

- ... Global market changes?
Will I get my daily newspaper from China?

- ... Oil prices double and the use of bioenergy increases?
Do I need to install a pellet oven in my house?

Now there is a tool that can help you with answering these questions: ToSIA.

What is ToSIA?

ToSIA is a tool to show you the way!
The Tool for Sustainability Impact Assessment (ToSIA) is made to support decision making in relation to the forest based sector. With the tool industry in forest-based business, national, regional and international policy makers and researchers can analyse impacts of different scenarios compared to a status quo..

ToSIA analyses environmental, economic and social impacts of changes in forest-wood chains. It allows users to analyse different kinds of sustainability effects in a balanced way.

Contact:
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http://tosia.efi.int
and projects: www.eforwood.org , www.northerntosia.org

Northern Periphery Programme

EFORWOOD

ToSIA

EFI

Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA is a flexible tool, based on three concepts:

- Alternative process chains: baseline and scenarios
- Material flow along the chain: eg wood, timber products, reindeer meat – all converted to tons of Carbon
- Indicators per process and indicators multiplied with the material flow

-> Assessing sustainability impacts of alternative supply chains

Picture 2: ToSIA screen shot

Indicators

Economic

- Gross value added
- Production costs
- Resource use
- Total production
- Labour productivity
- Investment,Research & Development
- Trade Balance
- Enterprise structure
- Husbandry herd balnace
- Loss and Compensation of reindeer
- Innovation

Environmental

- Energy generation and use
- GHG emissions & carbon stocks
- Transport distance & freight
- Forest biodiversity
- Forest resources
- Water and Air Pollution
- Generation of waste
- Forest Damage
- Soil condition
- Transport
- Water use
- Foraging resources

Social

- Employment
- Wages and salaries
- Occupational safety and health
- Education & Training
- Consumer behaviour & attitude
- Corporate social responsibility
- Provision of public forest services
- Wages and salaries
- Quality of employment
- Recreational value & Aesthetics

Indicators can also be new defined and free selected. Qualitative and cultural indicators are also possible.

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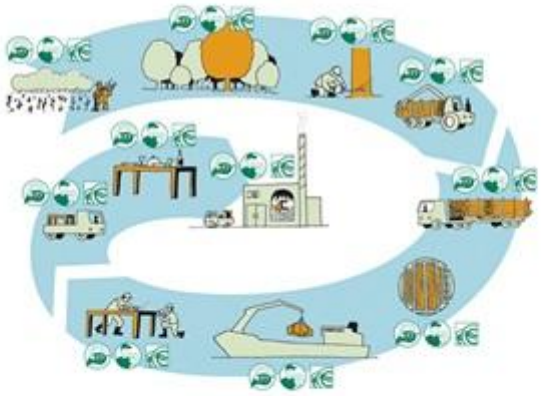
Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

How does it work?



Material flow

ToSIA follows material flows from the initialisation process(es) along the whole value chain, including import, export, and loss as defined by the user, until the final products.

Data integrity checking is done by calculating material input/output balances for each process. Material flows are captured in two measurement units: organic carbon content within the material (eg wood) and in area (eg hectares)..

Sustainability Impact Assessment (SIA)

Sustainability is a highly subjective and relative concept. Sustainability Impacts, however, are objectively quantifiable by comparing changes between a status quo and alternatives.

ToSIA compares alternative process chains, such as forest value chains. Impacts are assessed by calculating (changes in) material flows and indicators of environmental, economic and social sustainability. Case studies have assessed aspects of bioenergy production, reindeer husbandry, from forest industry and tourism to forest resource use. The scope is freely selectable from local to international, from detailed "real" company applications to a generic, aggregated level. The level of detail can be freely chosen according to the requirements of the user.

http://eu.fotolia.com/id/25136991.

Scenarios

Scenarios are neither predictions nor forecasts, but are used to create a consistent image of a future. Each one assumes a distinctly different direction for future developments, specified drivers, and does not necessarily aim to be realistic.

Analysis tools

MCA

Multi Criteria Analysis (MCA) is used to evaluate the outcomes of different scenarios. by integrating ToSIA outputs and stakeholder's own preferences, MCA compares dimensionless costs, employment, emissions, amounts and other aspects.

CBA

Cost Benefit Analysis (CBA) compares the benefits and the costs associated to an investment project or a policy, measured in monetary terms.

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ToSIA case studies

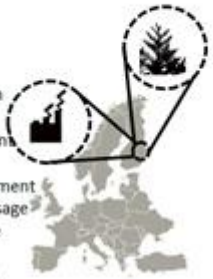
Cross sector

Malå Case Study

Cross sector defined
Geographical scope:
• Municipality of Malå (Sweden)
Characteristics:
· Reindeer husbandry
·Forest Conservation
· Synergy between forest conservation and reindeer husbandry
· Intensive stakeholder involvement
Scenario analysis:
· Evaluating effects of utilization of forest and grazing land for reindeers

Local policy case

North Karelia Bioenergy Case Study



Local Policy case
Geographical scope:
• North Karelia (Finland)
Characteristics:
• Increasing bioenergy production and forest usage at regional level
•Intensive stakeholder involvement
Scenario analysis:
• Regional and industrial development
• Customer-specific: increasing usage of bioenergy, in two different size heating plants.
• local policy: Climate and Energy Programme

Forest-defined

Scandinavian Case Study

Forest-defined
Geographical scope:
• Västerbotten (Sweden) connected with the rest of Europe
Characteristics:
• Wood from forests in the area of Västerbotten is followed along the value chain from the resource to the end-users of the wood products in Europe
Scenario analysis:
• Sustainability impacts of techno-logy improvement in sawmills

Local

Scottish Case Study

Local, cultural
Geographical scope:
• Cairngorms National Park (UK)
Characteristics:
• Linking national park forest resources with local timber and redreation industry
• Intensive stakeholder involvement
Scenario analysis:
•Changes in forest management and industry operations
• Involvement of multi-stakeholder groups

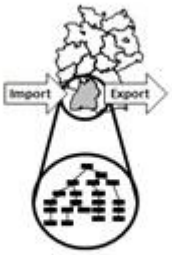
Consumer-defined

Iberian Case Study

Consumer-defined
Geographical scope:
• Iberian Peninsula connected with European wood supply
Characteristics
• Wood products consumed in Iberia are followed backwards to the forest resources, including wood supply from e.g. South-west France and Scandinavia
Scenario analysis
• Sustainability impacts of changes in paper consumption

Region

Baden-Württemberg Case Study



Region-defined
Geographical scope:
• Baden-Württemberg (Germany)
Characteristics
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Scenario analysis
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A Potential Industry Case Study

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Geographical scope:
• Resource use and product distribution are case-specific
Characteristics
• Forest resources used by the industry and major distribution channels of the products are considered
• Company assesses the sustainability of its activities for reporting on Corporate Social Responsibility

Continent

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Continental (region-defined)
Geographical scope:
• EU 25 + 2 (Switzerland and Norway)
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General ToSIA brochure, final version

Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA – Tool for Sustainability Impact Assesment

What if ...?

- ...the EU introduces new policies on habitat protection? Can I still go skiing in the forest?
- ... global market changes? Will I get my daily newspaper from China?
- ... oil prices double and the use of bio-energy increases? Do I need to install a pellet-burning oven in my house?

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The Tool for Sustainability Impact Assessment (ToSIA) is designed to support decision making in relation to the forest-based sector. When ToSIA is utilized in forest-related business and industry, policy makers and researchers are able to analyze impacts of different scenarios compared to the status quo within regional, national, and international levels.

ToSIA analyses environmental, economic and social impacts of changes in forest related value changes. It allows users to analyze various sustainability effects in a balanced and unbiased way.

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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA is a flexible tool, based on three concepts:

1. Alternative process chains (baseline and scenarios)
2. Material flow along the chain (e.g. wood, timber products, reindeer meat – all converted to tons of Carbon)
3. Indicators per process and indicators multiplied with the material flow

ToSIA assesses the sustainability impacts of alternative supply chains

Indicators

Economic

- Gross value added
- Production costs
- Resource use
- Total production
- Labour productivity
- Investment, Research and Development
- Trade balance
- Enterprise structure
- Husbandry herd balance
- Loss and compensation of reindeer
- Innovation

Environmental

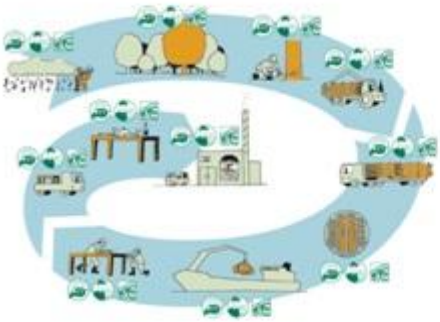
- Energy generation and use
- Greenhouse gas emissions and carbon stocks
- Transport distance and freight
- Forest biodiversity
- Forest resources
- Water and Air pollution
- Generation of waste
- Forest damage
- Soil condition
- Water use
- Foraging resources

Social

- Employment
- Wages and salaries
- Occupational health and safety
- Education and Training
- Consumer behaviour and attitude
- Corporate social responsibility
- Provision of public forest services
- Quality of employment
- Recreational value and Aesthetics

Indicators can be defined and selected to suit any particular study.
Other qualitative and cultural indicators are also possible to include.

How does it work?



Sustainability Impact Assessment (SIA)

Sustainability is a highly subjective and relative concept. Sustainability impacts, however, are objectively quantifiable by comparing changes between a status quo and an alternative.

ToSIA compares alternative process chains, such as forest value chains. Impacts are assessed by calculating changes in material flows and indicators of environmental, economic and social sustainability within each chain. Studies can range from local to international assessments, from detailed "real" company applications to a more generic, aggregated level. The amount of detail can be independently chosen according to the requirements of the user. Case studies in the Northern ToSIA project have evaluated aspects of bio-energy production, reindeer husbandry, forest resource use, and forest industry and tourism.

Scenarios

Scenarios are no predictions, but are used to create a consistent image of a possible future. Each one assumes a distinctly different direction for future developments, including specified drivers, and does not necessarily aim to be realistic.

Material flow

ToSIA tracks material flows from the initialization process(es) throughout the entire value chain, including imports, exports, and losses as defined by the user.

Data integrity is ensured by checking that calculated material inputs and outputs for each process are balanced. Material flows are captured in two measurement units: organic carbon content both within the material (e.g. wood) and in area (e.g. hectares).

Analysis tools

MCA

Multi Criteria Analysis (MCA) is used to evaluate the outcomes of different scenarios. By integrating ToSIA outputs and stakeholder preferences, MCA is able to compare production costs, employment, greenhouse gas emissions, and other aspects.

CBA

Cost Benefit Analysis (CBA) compares the costs and benefits associated to an investment project or a policy, and is measured in monetary terms.

Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA case studies

Cross sector

Malå Case Study

Geographic scope:
- Municipality of Malå (Sweden)

Characteristics:
- Reindeer husbandry
- Forest conservation
- Synergies between forest conservation and reindeer husbandry
- Intensive stakeholder involvement

Scenario analysis:
- Evaluating effects of utilization of forest and grazing land for reindeers

Local policy case

North Karelia Bio-energy Case Study

Geographic scope:
- North Karelia (Finland)

Characteristics:
- Increasing bio-energy production and forest usage at regional level
- Intensive stakeholder involvement

Scenario analysis:
- Regional and industrial development
- Customer-specific: increasing usage of bio-energy, in two different size heating plants.
- Local policy: Climate and Energy Program

Forest-defined

Scandinavian Case Study

Geographic scope:
- Västerbotten (Sweden) and connected with the rest of Europe

Characteristics:
- Wood from forests in the area of Västerbotten is followed along the value chain from the resource to the end-users of the wood products in Europe

Scenario analysis:
- Sustainability impacts of technology improvement in sawmills

Local

Scottish Case Study

Geographic scope:
- Cairngorms National Park (UK)

Characteristics:
- Linking national park forest resources with the local timber and recreation industries
- Intensive stakeholder involvement

Scenario analysis:
- Changes in forest management and industry operations
- Involvement of multi-stakeholder groups

Consumer-defined

Iberian Case Study

Geographic scope:
- Iberian Peninsula connected with European wood supply

Characteristics:
- Wood products consumed in Iberia are followed backwards to the forest resources, including wood supply from e.g. South-west France and Scandinavia

Scenario analysis:
- Sustainability impacts of changes in paper consumption

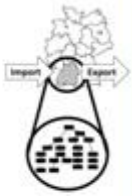
Region

Baden-Württemberg Case Study

Geographic scope:
- Baden-Württemberg (Germany)

Characteristics:
- All major forest-wood chains (FWCs) within the region are analyzed
- Imports and exports are assessed to/from the border of Baden-Württemberg

Scenario analysis:
- Impacts of bio-energy policies on regional FWC sustainability



Industry-defined

A Potential Industry Case Study

Geographic scope:
- Resource use and product distribution are case-specific

Characteristics:
- Forest resources used by the industry and major distribution channels of the products are considered
- Company assesses the sustainability of its activities for reporting on Corporate Social Responsibility

Continent

EU Forest-Wood Chain

Geographic scope:
- EU 25 + 2 (Switzerland and Norway); regionally defined

Characteristics:
- FWCs described at country level
- Trade flows of wood and wood products within Europe included
- Imports and exports are assessed to/from the EU border

Scenario analysis:
- Natura 2000 – increased nature conservation

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http://tosia.efi.int and projects: www.eforwood.org, www.northerntosia.org

North Karelia brochure, plan

Picture of powerplant (no one ones is it from real bioenergy plant, so almost everything goes.)

Headline: ToSIA – (North Karelia) Bioenergy case

1. Background

Case study area is North Karelia region in Finland. (Picture of Northern Periphery where North Karelia is clearly showed up from the map.)

Is part of Northern ToSIA case study.

In case study in Finland ToSIA has been used in the Regional Forestry Programme preparing process and in the new Climate and Energy Programme plan process. In these processes ToSIA aims to effectively support decision makers of the region.

2. A short presentation of ToSIA -tool

The decision support tool ToSIA (**To**ol for **S**ustainability **I**mpact **A**ssessment) is analysing environmental, economic and social impacts of changes in forestry-wood production chains.

The Northern ToSIA project applies the ToSIA tool in two real-world settings in its four case studies:

- Public bodies engaged in regional development strategies will employ the tool in a multi-stakeholder setting to explore better sustainable development scenarios in the region.

- Companies using forest resources will adapt the tool to their sustainability assessment routines, enabling them to improve their corporate social responsibility as a part of the whole forestry wood value chain operating in the remote conditions of the Northern Periphery region.

3. Using of forest chips (Tuupovaara ja Outokumpu)

- Theme for testing the ToSIA tool: *bioenergy use of wood*
- Comparision of alternative scenarios for increasing the bioenery use:
    - by increasing the small-scale use
    - by increasing the large-scale use
    - with a combination of these two options.
- Multi-stakeholder approach in definition of scenarios (2009) and assessment of alternatives (2010-2011)

Tuupovaara and Outukumpu are both bioenergy plants located in North Karelia region.

(Picture where can compare both of these plants.)

Tuupovaara (small)

- Produces heat with two plants 0,5 and 06 MW
- Mainly forest chips

Outokumpu (medium)

- Produces heat with two boilers, oil capacity 22MW and with solid fuels 10MW
- 80% of energy provided is produced with solid fuels
-

4. Results of Northern ToSIA (P-K)
5. Summary – Key elements

North Karelia brochure, layout version

Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

ToSIA – Bioenergy case in North Karelia, Finland

Multi-stakeholder approach

Cover: Picture of bioenergyplant is needed, also some pictures of pellets etc. Something which would visualize the whole NK-case with 2-3 pictures.

I will put some photo suggestions to here, from the same places as for General ToSIA flyer:
http://eu.fotolia.com/id/29666932
http://eu.fotolia.com/id/33390370

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Northern Periphery Programme 2007–2013

Northern ToSIA

EFI

Northern ToSIA

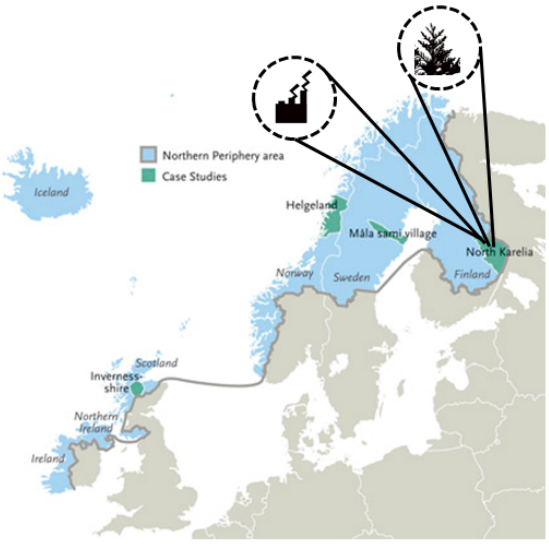
Assessing sustainability of forest based activities in rural areas of the Northern Periphery

North Karelia Case study

Case Study area

Case study area is North Karelia region,Finland, is part of Northern ToSIA case studies. In Finland ToSIA has been used in the Regional Forestry

Programme preparing process and in the new Climate and Energy Programme plan process. In these processes ToSIA aims to effectively support decision makers of the region.



Map of Case Study area

- What impacts does increasing production and use on regional sustainable development?

- Do the impacts vary between centralized and distributed heat production?

Answers to these questions can be found from the last page.

ToSIA –tool

The decision support tool ToSIA (**To**ol for **S**ustainability **I**mpact **A**ssessment) is analysing environmental, economic and social impacts of changes in forestry-wood production chains.

The Northern ToSIA project applies the ToSIA tool in two real-world settings in its four case studies: Public bodies engaged in regional development strategies will employ the tool in a multi-stakeholder setting, to explore better sustainable development scenarios in the region.

Companies using forest resources can adapt the tool, to their sustainability assessment routines. Enabling them to improve corporate social responsibility, as a part of the forestry wood value chain, operating in the remote conditions of the Northern Periphery region.

The ToSIA concept has been developed in the earlier project called EFORWOOD.

Northern Periphery

The project applied the ToSIA tool in two real-world case studies:

- In public organisations testing the tool for regional development strategies
- In companies using forest resources testing the tool for their sustainability assessment and reporting routines

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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Using of forest chips

Theme of the case study was to for test the ToSIA tool in using wood as bioenergy. Main purpose was to compare of alternative scenarios for increasing use of bioenergy. These scenarios were compared by increasing use in the small-scale (Tuupovaara) and medium-scale use (Outokumpu) bioenergy plants.

Pictures have been deleted because of intellectual copyright right.

Tuupovaara

- Produces heat with two plants 0,5 and 06 MW
- Co-operative
- Mainly forest wood chips

Outokumpu

- Produces heat with two boilers, oil capacity 22MW and with solid fuels 10MW
- Owned by municipality
- 80% of energy provided is produced with solid fuels
- Forest wood chips, peat, and waste from industry

•IS THERE SOMETHING MORE WE CAN COMPARE WITH EACH OTHER????

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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

North Karelia Case study

Results of Northern ToSIA North Karelia -case study

For the last page I would like to have YOUR input of North Karelia –case.

Most important results could be visualized with graphs.

Also picture of "Key elements of case North Karelia" will be created.

Screenshot of ToSIA –tool used in North Karelia case study.

Best side of ToSIA in this case.

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North Karelia brochure, draft version

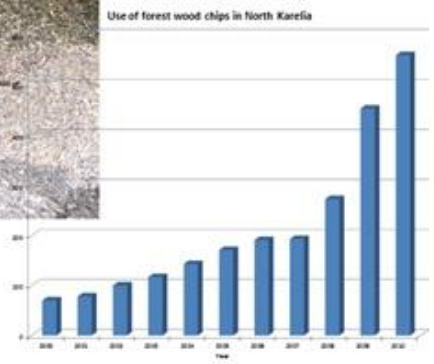
Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Bioenergy case in North Karelia, Finland

North Karelia in eastern Finaland is the region where use of bioenergy has been developed during two last decades. Current targets are aiming even more increasing production and use of forest wood chips and other bioenergy sources.

In this case study ToSIA was applied to assess impacts of increasing production and use of forest wood chips.



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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

North Karelia Case study

Case Study area

Case study area, North Karelia region, is one of Northern ToSIA case studies. In Finland ToSIA has been applied to the preparing processes of the Regional Forestry Programme and the new Climate and Energy Programme. In these processes ToSIA aims to effectively support decision makers of the region. Forestry is significant in the region; almost 90 % of the land area of North Karelia is forestry land and wood is the main energy source in the region.

ToSIA –tool

The decision support tool ToSIA (**To**ol for **S**ustainability **I**mpact **A**ssessment) is analysing environmental, economic and social impacts of changes in forestry-wood production chains.

The Northern ToSIA project applied the ToSIA tool in two real-world settings in its four case studies:
Public bodies engaged in regional development strategies will employ the tool in a multi-stakeholder setting, to explore better sustainable development scenarios in the region.

Companies using forest resources can adapt the tool, to their sustainability assessment routines. Enabling them to improve corporate social responsibility, as a part of the forestry wood value chain, operating in the remote conditions of the Northern Periphery region.

The ToSIA concept has been developed in the earlier project called EFORWOOD.

Important questions in North Karelia

- What impacts does increasing production and use of forest wood chips on regional sustainable development?

- Do the impacts vary between centralized and distributed heat production?

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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Heat production in two different scales

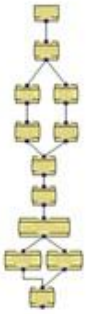
Main purpose was to compare of alternative scenarios for increasing use of bioenergy. These scenarios were compared by increasing use in the small-scale (Tuupovaara) and medium-scale use (Outokumpu) bioenergy plants.

Tuupovaara Energy Co-operative

- Small scale DHP in the village of Tuupovaara
- Two separate boilers 0,5 MW and 0,6 MW
- Uses mainly forest chips as fuel
- Co-operative is responsible of fuel procurement and operating the DHP
- Annual heat production ca. 3300 MWh

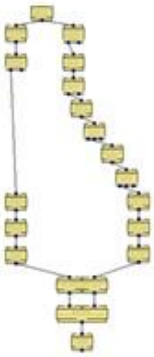
Outokumpu Energy Inc.

- Medium scale DHP in town of Outokumpu
- 10 MW and 7 MW boilers for solid fuels
- Main fuels forest chips and sawmilling by-products
- Provides heat for over 200 customers in the area
- Energy sales in 2008: 53 000 MWh



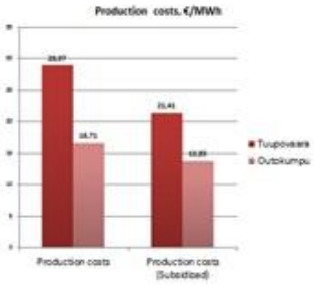
Forest Wood Chain characteristics

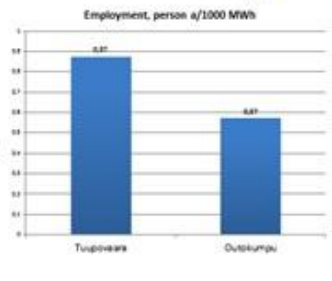
- Light harvesting equipment
  - Chainsaws
  - Forwarding with tractor and trailer
- Roadside chipping with small size disc chipper
- Transport with tractor and trailer
  - Avg transport distance 14 km

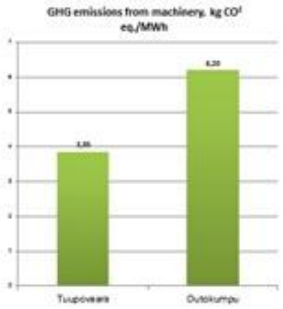


Forest Wood Chain characteristics

- Heavier harvesting equipment
  - Small size energywood harvesters and forwarders
  - Heavy harvesters and forwarders
- Roadside chipping done with powerful and big drum chippers
- Long distance transport with conventional rear unloading trucks
  - Avg transport distance 50 km







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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Regional Development

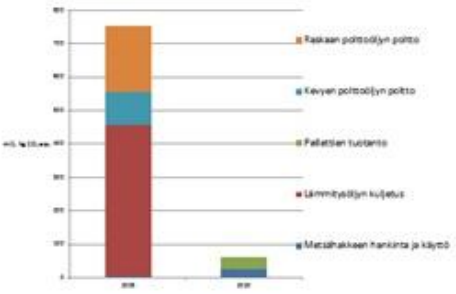
North Karelia Climate and Energy Programme 2020

Basis for the Programme

- Strong political commitment
- Strong, active and wide organisational level commitment
  - North Karelia is known as Europe's forest region
  - Educational and research bodies in Joensuu
  - A wide range of companies in renewable energy sector
- Sustainable use of forest resources
  - Forest annual growth about 8,3 Mm^3
  - Annual fellings between 4,2 – 5,4 Mm^3
  - Wood energy use about 0,5 Mm^3 - target 1 Mm^3

General Objectives 2020 in energy sector:

"Fossil Oil Free Region in heating and power generation 2020"

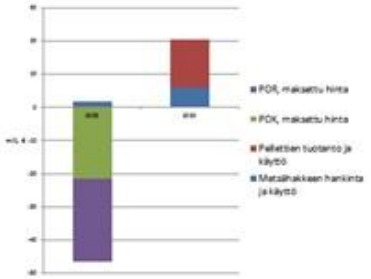


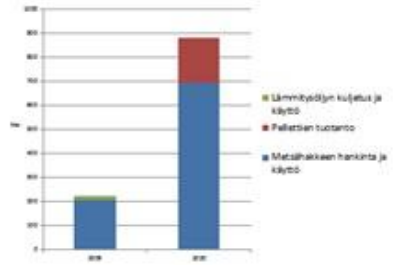
Vuosi 2005

- Metsähakkeen käyttö 171 000 m^3
- Kevyen ja raskaan polttoöljyn käyttö lämmityksessä 356 GWh ja 707 GWh

Lämmitysöljystä vapaa Pohjois-Karjala vuonna 2020

- Raskas polttoöljy ja puolet kevyestä polttoöljystä korvataan metsähakkeella (403 000 k-m^3)
- Puolet käytetystä kevyestä polttoöljystä korvataan pelleteillä (~37 000 ton)
- Pellettien tuotanto nousee 150 000 t





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North Karelia -brochure, final version

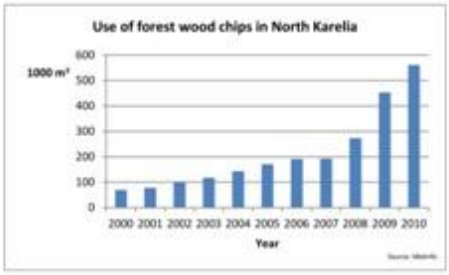
Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Bio-energy case study in North Karelia, Finland

North Karelia is a region in eastern Finland where the use of bio-energy has risen dramatically during the two last decades. Current targets aim at increasing production even more through the use of forest wood chips and other bio-energy materials.

In the North Karelian case study the Tool for Sustainability Impact Assessment (ToSIA) was applied to assess impacts of increasing production and use of forest wood chips.



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Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

North Karelia Case study

ToSIA –tool

The decision support tool ToSIA (Tool for Sustainability Impact Assessment) analyses environmental, economic and social impacts of changes in forest value chains.

Northern ToSIA case studies

The project included four regional case studies and these aimed to explore two types of ToSIA applications:

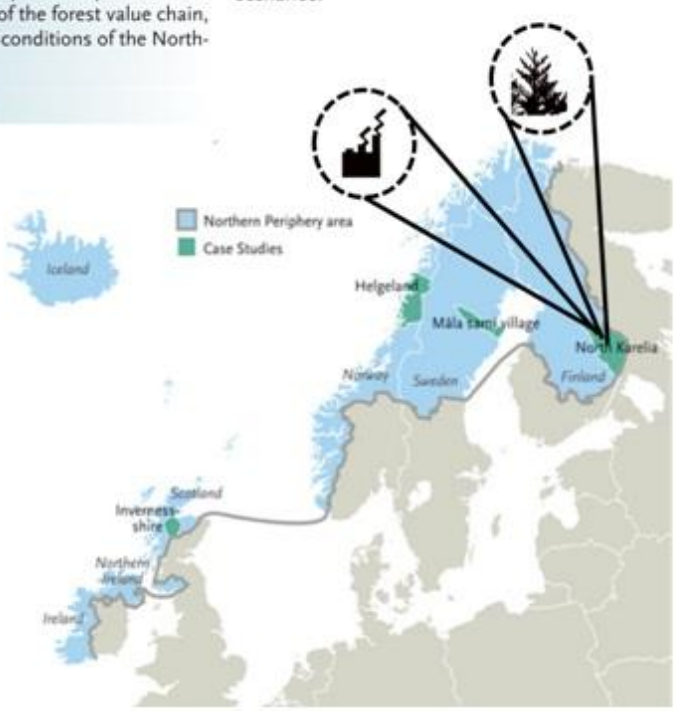
1. Public bodies engaged in regional development strategies can employ the tool in a multi-stakeholder setting to explore options for the most suitable sustainable development scenarios in the region.
2. Companies using forest resources can adapt the tool to their sustainability assessment routines. This enables them to improve corporate social responsibility, as a part of the forest value chain, operating in the remote conditions of the Northern Periphery region.

Important questions in North Karelia

- What impacts does increasing production and use of forest wood chips have on regional sustainable development?
- Do the impacts vary between centralized and distributed heat production?

Case study characterization

Forestry is significant in North Karelia; nearly 90 % of the land area is forested land and wood is the main energy source in the region. Use of forest resources is sustainable, because forest annual growth is about 8.3 Mm^3 and annual felling between 4.2 – 5.4 Mm^3. Current wood energy use is about 0.5 Mm^3. ToSIA has been applied to support decision makers in the preparation processes of the Regional Forestry Programme and the new Climate and Energy Programme. The tool was used to demonstrate sustainability impacts of alternative forest resource use scenarios.



Regional Development

North Karelia Climate and Energy Programme 2020

Strong support through regional stakeholders including research and education bodies and a wide range of companies in the renewable energy sector

General objective for the energy sector in 2020

North Karelia aims to be a fossil oil free region in heating and power generation.

Target of forest wood chips use is 1 Mm³ by 2020

ToSIA analysis

Base line year 2005

- Use of forest wood chips 171 000 m³
- Use of heating oil; light 356 GWh and heavy 707 GWh

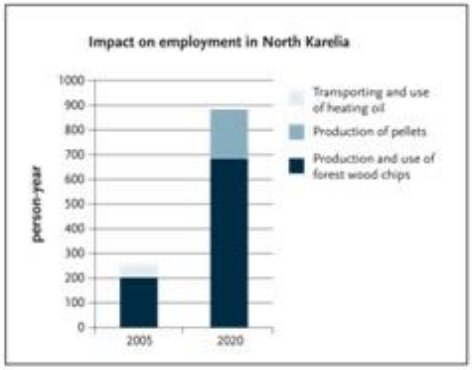
Scenario: Fossil Oil Free Region in heating generation 2020

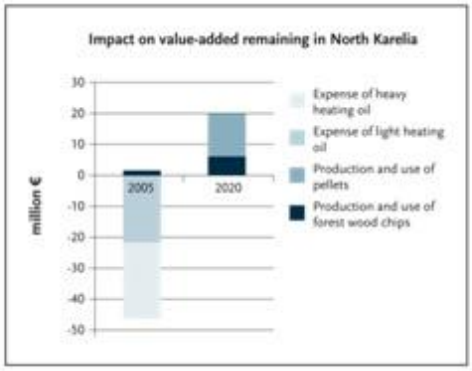
- Heavy heating oil and half of light heating oil are replaced with forest wood chips (403 000 m³)
- A further half of light heating oil is replaced with pellets (about 37 000 ton)

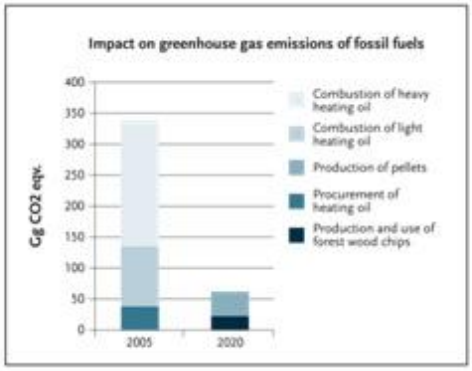
Conclusions

Replacement of fossil oil to regional wood energy:

- Improves regional employment and economy
- Significantly decreases greenhouse gas emissions of production and combustion of fossil fuel







Northern ToSIA

Assessing sustainability of forest based activities in rural areas of the Northern Periphery

Heat production in small and medium scales

Tuupovaara Energy Co-operative

- Small scale district heating plant in the village of Tuupovaara
- Two separate boilers 0.5 MW and 0.6 MW
- Uses mainly forest chips as fuel
- Co-operative is responsible of fuel procurement and operating the district heating plant
- Annual heat production ca. 3300 MWh

Forest Wood Chain characteristics

- Light harvesting equipment
  - Chainsaws
  - Forwarding with tractor and trailer
- Roadside chipping with small size disc chipper
- Transport with tractor and trailer
  - Avg. transport distance 14 km

Outokumpu Energy Inc.

- Medium scale district heating plant in the town of Outokumpu
- 10 MW and 7 MW boilers for solid fuels
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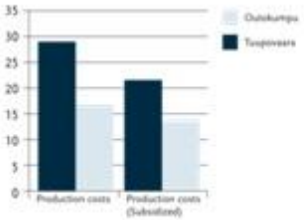
  - Heavy harvesters and forwarders
- Roadside chipping done with powerful and big drum chippers
- Long distance transport with conventional rear unloading trucks
  - Avg. transport distance 50 km

Conclusions

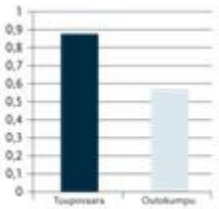
More employment and less greenhouse gas emissions in small scale heating, but higher production costs.

How these differences are evaluated depends on stakeholder's preferences.

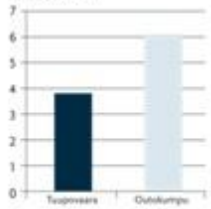
Production costs, €/MWh



Employment, person a/1000 MWh



GHG emissions from machinery, kg CO2 eq./MWh



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Alternatives of marketing video script

Planning the video!

1. Video which will make you think, more complex or has a twist in the end/middle
2. Pure explanation video of the tool. Someone will tell how it works
3. Would you like another choice?
4. Do you feel like…
5. The whole conference would be captured
6. Office type of video (maybe more for a company)
7. Kind of PowerPoint presentation. (Video clip with dia's of still/moving picture.)

Main idea:

Scene 1.

Everything will start from a view of forest. It looks nice to everyone, birds are singing etc. and people are enjoying it.

Scene 2.

There is a house, just in normal area with a happy people inside and most awesome wooden products in the house. Nice place to be overall.

Scene 3.

But what happens in between these two places?

Then will come the Forest-Wood-Chain on screen which will tell the FWC quickly from forest to the product and how people's decisions can make a real big change on the way. << This has to be visualized someway. Values to different aspects!

- "In this part, this, this and these are more/most important things for me" (let say salary and that will affect on something else.)
- "For these parts I don't mind so much who they are done." (Price can be then higher.)
- "Okay, you can do a lot more than look just the same structure. Just add your own data/chains to the system and you are ready to go." << In this part there would be a really quick showing from screen what goes on.
- Then would come a story of FWC or would it be more in the beginning.
- "THE ultimate question in ToSIA is: what if?" (This is related to the last part…)
- "Let's see what is under the bonnet (konepellin alla)!

    Then there would be short and shallow brief of different indicators (or what are used) which will affect to other indicators also.

Other explanations and stuff, then the results.

Ultimate question of ToSIA is that: WHY is this all done? ToSIA is made for helping decision making and to raise conversation between or in a group.

"Answer to the ultimate question of life, the universe, and everything is 42."

2. Explaining everything, it must be presented in visual way that it's easy to understand it and more comfortable to follow. → In this way it's more interesting.

You would show how the tool works and in the same time explain what you can do with it, maybe not the all tricks. Audio and video should be recorded separately because then there are less mistakes. This can be done really easily and in cheap way.

Also important is to show persons face in the beginning, for just to get the feeling on that. Maybe show short clips in some points.

It is important to answer to few simple questions or to keep them on mind.

- Telling a story from each case study area: Finland, Sweden, Norway and Scotland. PROBLEM → Footage from these areas, pictures etc. which could be used in actual video.

PROBLEM nr2. Video should be done fast, really quickly.

What if?

Show different scenarios from what could happen. Show visually different views of the same place if you choose this, this thing will happen, if I choose this it will affect on that.

Showing some kind of forest, reindeers, > changing to dead reindeers or forest which has been cut down. Tourism, forestry sector,

Someway to connect different options with each other. Tell a story how people's choice will affect everyday life. Some guy is standing in front of a blackboard (any kind of board which is standing) and thinking hardly what he would decide. Every move he makes will affect on something, which will affect on something else.

After this comes a voice which says that "Don't worry, the program is only giving advices. It's up to you what you will do?"

After the voice is gone the guy will still say "hmmm….what if?..." and he does something that should not be done.

3. A guy is making choices on something. Every time he makes one, he looks out the window trough the curtains and sees that it's not pleasing him. Then will come a strong voice which says "Would you like to try again?" yes and no, buttons hanging on somewhere.

Then he will get frustrated. There's small, fast, clips how he is trying to find the right target but not succeeding it. Finally he gives up and then comes the "marketing text of ToSIA".

Would you like some help into your decision making? Well there's a simple solution for you

4. Do you feel like you are not sure about your decisions? Well now we a have a little helper for you. After this tell about the good sides of ToSIA -tool.

Decision is still on your hands, so don't worry about "computerized" decision making and strict.

5. The whole conference would be captured on video. When speakers would speak the powerpoint presentations would be cutted on the screen, while they are talking in the background. BONUS: Easy to make and gives idea what has been going on for those who couldn't make for ToSIA final conference.

Marketing video script “The Ultimate question of forest” version 2.

Northern ToSIA – Project name: The Ultimate question of forest.

This version might still have some caps to fill. Just place your comments or suggestions what should be changed or added. Maybe Scene 3 and its information is needed to increase or explain in better way. We should create a case for the video or plan it?

In the beginning of the video will come following words Northern ToSIA. Like below: Style is more fading in, one letter at the time.

N	=Northern
To	=Tool
S	=Sustainability
I	=Impact
A	= Assessment

Scene 1.

Everything will start from a view of forest. Just a normal, peaceful looking forest: big and strong trees with different kind of undergrowth. People are maybe picking up berries or just enjoying the forest’s atmosphere, also hiking randomly. There could be also a small stream, which would fall into a small bond. Generally everything looks nice, birds are singing etc. and people are enjoying their life. Happy happy joy joy.

Just showing how nice can the forest be and what kind of different things you can do there. Besides cutting it down and tear it apart with big machines. We want to avoid before mentioned image on peoples head. Forest. It brings us all different kind of memories, good or bad ones. Everyone has their own unique connection to forests.

Storyteller will tell: “Everything will start from a forest. Trees grow from the ground and they affect on many things, like creatures of forests and human also. For us, it’s a place where we go sometimes to fresh up or clear our head. It is said that walking in forest is like having a therapy session.

Still some people will benefit of the trees and earn their living.

Scene 2.

Theme nr.1. Then there would be a jump into a next scene where you could see a freshly built house. Just in a normal area, where would be more wooden built houses or just this house standing somewhere. Inside of it there would be a happy family/people and awesome wooden products in the house.

There could be some close up shots of wooden structures or anything which could come from forest: paper bags, supporting structures, chairs, tables, something you haven’t seen before, anything. You just name it. [In this part concentration focuses more on to wooden products.] Nice place to be overall, if you look it closer.

In here we want to give a clear picture that wooden products are nice looking, can be modern and they are everywhere. But actually how many people thing where are those things coming from?

Theme nr.2. The house itself would be a log house or place where they are just constructing log houses. *Storyteller will tell*: In here we can see how healthy and environmentally friendly material wood is. You can use it for many things in your house. Have you ever thought in what places you can find wooden products in your house?

Now you have seen where are the products coming from and what kind of end products we can have. But what happens in between these two sections? Next we are going to tell what is going on and how you can make a difference.

Scene 3.

But what happens in between these two places? [In screen there will be picture of Forest-Wood-Chain and a voice telling of them more detailed.]

Some kind of scenario would be introduced to our person called "X". There will be an empty room with nothing in it. Then voice would come and tell, and the same time on the background would come out an image of the whole FWC. [Then will the Forest-Wood-Chain come on screen which will tell about the FWC quickly from forest to the product and how people's decisions can make a real big difference on the way.] The voice would explain it simply of what is constructed from: "The forest wood chain tells that which resources from forests are converted into services and products. There are many kind of FWCs at the more detailed levels. They can be geographically defined or linked to the main processing chains (paper, wood-products, bio-energy etc.)." Picture on the background will be the FWC from ToSIA. Time to time it would zoom into certain parts of the FWC image and focused more on them when telling, showing real life pictures of the situations.

Person X should make some choices between different options. [We could visualize this by showing person X placing a marker on the different end of line, like in the ToSIA -program.] "In Module 2 I don't care so much about salary, but price is important thing and employment is for me the most important thing. "For these parts I don't mind so much who they are done." (Price can be then higher.) MAYBE IN HERE BIT MORE DETAILED VERSION OF WHAT WE ARE LOOKING (down to earth, topic which is easy to follow).

[When Person X is making these choices it will change variables in elsewhere. Person X is looking at the screen when he is making his/her plans, camera will move and show other screen over Person X shoulder where you can visually see the effects of choices.] In the background the image of forest or something else (what?) would change dramatically! Showing that choices have consequences in the end.

Reacting to of Person X would be a bit negative or surprised. Response what he/she is seeing by saying “This is not what I wanted to do or planned it to be!?!?” [Meaning of this is to show viewers that always your results are not coming out as expected]

Person X would ask from the Voice: “Why is my result like this? Is the program working right? How is the program working?” The Voice would tell that we are going to those questions in it right now.

The Voice: “It is possible to do even more with the ToSIA -tool than what we have seen in this case. Just add your own data chains to the system and you are ready to go.” [Beginning of this line there is moving picture on the screen of ToSIA.] Then there would be short and shallow brief of different indicators (or what are used) which will affect to other indicators also. = baseline (status quo) “Next we can go deeper inside of the program which is using indicators…. Maybe here I need your help more. Not telling about the indicators deeply, just telling some good examples which would fit into this situation.

“Results are created from existing data, so we don’t need no magic tricks.”

The Voice: “After all of this we can as the ultimate question of ToSIA, what if?” “Yep, what if something goes into different direction, what if technology will take steps forward and sawing would be more efficient.” “Maybe this would increase the material usage but decrease the side products in the same time.” “We can’t know the future exactly that it will be, but we can surely make some estimation how things would look like if something we can estimate would happen.”

- “Let’s see what is under the bonnet”
    - How it works generally
- Is this needed thing if yes, and then what should be included?

After this we should see the end result, placed on the screen really visually. It will be numeric value so we need to explain a bit how it should work. The Voice: “ToSIA is made for to create an open discussion about the decisions made. Result will be more variable if larger number of people will make it. Then everyone has an opinion of how things should be.” [WHY is this all done? ToSIA is made for helping decision making and to raise conversation in a group.] So ToSIA is not made for to give the ultimate answer like in the Hitchhikers guide to galaxy.

“Answer to the ultimate question of life, the universe, and everything is 42.” – Hitchhikers guide to galaxy, Douglas Adams.

[END.]

Marketing video script “The Ultimate question of forest” version 3.

Script version number 2.0

Synopsis: Purpose of the video is to spread knowledge of ToSIA to possible clients. Subject has to be explained in simple way, that people who have no idea of it would understand it. Explanation should be targeted to wide area of expertise. ToSIA is a Tool for Sustainable Impact Assessment. It is computer based tool which people can use to support their decision making. ToSIA is mainly used in forest sector to analyze sustainable impacts of changes due to deliberate action. It is mainly made for giving answer to What if? questions.

Name: Northern ToSIA – Time for discussion (animation)
Length: 3-5min
Filming format: 16:9

Goal/Objective: Clear out the purpose of the ToSIA tool, what is it made for. Target group: People who haven’t heard about ToSIA before and are willing to try it. Mainly, decision makers from region and national level and small enterprises. **Usage:** Published in the final conference and later on placed on Vimeo (same kind as YouTube).

Film’s structure and shape: Version two would be animation which will approach subject the ToSIA with a funny animation (can be also real life film). There we would have two characters which have completely different approach on thinking forest usage. First person is appreciates the money and the second one has green values more close to hearth. With ToSIA both of them can make their own weights on different values. In the end these are compared and this will raise conversation between them. In the end with help of the tool they can make some kind of agreement what is the solution between two different ideologies.

First we have a forest which looks nice everything etc. but now it's time to do something to it. Second we introduce our two persons and tell about their views.

They tell their ideas and how things should be done. They won't end up to any result so they decide to use the tool to solve their disagreement. Result

Script 3, Version 2. Changes to old script. First version was concentrating on more to MCA, so change will be made it to concentrate more on ToSIA. How it works, forest-wood-chains and interaction with different phases.

Major change of characters: Matti and Tiina will change places.

Main sentence: "With ToSIA -tool, problems can be solved quickly and reasonably." Point of view: Audience might think that ToSIA will provide some kind of ultimate answer to problems but that isn't true or even the purpose. Human aspects are always solution for problems which might be hard to sort out in other ways.

Planning the script: ToSIA - Time for discussion.

[Person X] = Speaking person

"blah blah blah" = Line what is said on the film

In the beginning of the video will come following words Northern ToSIA. Like below: Style is more fading in, one letter at the time.

N =Northern
To =Tool
S =Sustainability
I =Impact
A = Assessment

Miten annetaan tässä vaiheessa odotus tulevasta tai mielikuva mitä on tuloillansa? Voidaan hypätä sitten takaisin aiheeseen: ”Mutta ei vielä mennä asioiden edelle..” Pieni briiffaus ToSIAsta?

Scene 1. Briefing What Where Huh?

[Storyteller’s voice] “Now we are going to tell something about ToSIA, what it is and where we can use it?” “But let’s not jump into things too fast… First we are going to see a real life situation on where we could use the tool.”

Scene 2. Our lovely forest.

Everything will start from a view of 5ha forest. Just a normal, peaceful looking forest: big and strong trees with different kind of undergrowth. Everything looks nice, birds are singing etc. and people are enjoying their life. Just showing how nice the forest can be and what kind of different things you can do there. Besides cutting it down and tear it apart with big machines. We want to avoid this image in people head.

Forest. It brings us all different kind of memories, good or bad ones. Everyone has their own unique connection to forests.

[Storyteller will tell] “Everything will start from a forest. Trees grow from the ground and they affect on many things, like creatures of forests and human also. For us, it’s a place where we go sometimes to fresh up or clear our mind of everyday life. It is said that walking in forest gives you the space and time to unwind.

At the same time some people will benefit from the trees and earn their living. This means cutting trees down.

Now we see two different perspectives on how people feel about the forest. Next up we will see how these different aspects can collide/meet into resolution which will satisfy both parties.”

Scene 3. Meeting our characters.

Description of TIINA

This time we have woman who is more into economical side and employment is also highly appreciated in her eyes. She is young but still knowing quite much about of forestry business. Her believes are quite opposite, strong opinion of forest being as a financial security, like a bank. She doesn’t really think in environmentally friendly way, but nowadays when there’s everywhere about green values, she sees herself as environmentally friendly person.

This is because before she didn’t think about these kinds of aspects. So she has mild respect to those values. Tiina also supports hard work, in forest especially so employment is close to hearth.

Description of MATTI

Matti is our old forest worker who has seen his path in ecological side. He knows from background that forest is needed to be cut for industrial purpose, but nowadays his purpose is to get greener values, such as biodiversity, greenhouse gas emissions etc., more known. He likes that forest is place where to go calm down more, pick up berries and mushrooms. Latest climate change has driven her to resist greenhouse emissions. Also he sees use of roots for fuel as cruelty and disposal of diversity.

Strong belief and determination drives him closer to targets what he has set.

Overall:

Both of them know that each other has to give loose in certain things to archive peaceful solution in the end. Both of them represent opposite sides of decision making of the forest. How is this possible to solve out without burning bridges. Tiina wants to harvest and Matti wants to protect the forest.

Underneath script:

Some steps on the screen, it is one of our characters: Tiina the Forester. This girl is old school, a young person and she only things forest is a bank and a way to make money. She really doesn’t care much about environmental aspects, but nowadays wants to say that she takes into concider environmental aspects also. Sometimes even respects and work with those values. She really supports people who are doing hard and honest work with their hands (so she wants that people have work in every sector.

In the other side of the forest we can see Matti, our green person. He supports green values and is highly in favor of saving forests, reducing greenhouse emissions, that foresters should not dig roots from the ground etc.)

Scene 4. What if we put these two people in the same forest?

Telling about the problem and giving a tool as for a resolution to raise conversation, the overall problem.

[Storyteller] “What would happen if these two could decide future of the forest? What kind of measurements would happen in future, that can satisfy both persons.”

“We know that in the end, actually nothing would happen without third party. Both of their strong believes would go over each other and it would be endless fight. ““Just if there would be any easier way to solve this problem, also in the same time satisfy both sides of the solution.” “Maybe there is a more calm way to fix this problem…hmm…”

Well here we have one solution to raise a well-organized conversation with fact figures. Why wouldn’t they try program which gives an uncommitted result in the end.

Scene 5. Evaluation with ToSIA’s

Matti and Tiina will start using the program and also making their own adjustment. Adjustment will be made what is told earlier by the persons. Matti is more concentrated on the economical side and Tiina is more into environmental side, but it’s not so black and white. Matti has a starting interest about the environmental side, still the concentration is more with money and working people. Main values for him.

Tiina has more soft side, if we can say that way. Protection of the forest, carbon emissions and green values overall are important. But she also understands how forestry business works, but feels like not giving anything to them. Reason is that she is representing small field and forestry side has kind of advantage.

(Both of them start to make their own adjustments with ToSIA -tool. Choosing alternatives which describe them the best way in their characteristic. In the end we show results which look to both someway odd.

Conversation starts from these results.

Tiina says that “this is bunch of (censored word) and it is adjusted to support industry’s objectives, that way guiding my result to wrong tracks.” Even Matti is surprised of what has happen. Then will start conversation of the results, why did this happen. Matti is surprised to see how he has done and a solution for future has found. Both of them have end result which is guiding into going for the same plan. There is just some variation with the results, at the level of questions.

Scene 6. What does this mean?

[Storyteller] “In the end, result is just a number which really doesn’t say much to anyone.” “Still we can clarify a bit what is it all about: closer it is to number one, more closer it is to your point of view of the subject.”

End result is explained more detailed way that Matti and Tiina will get some kind of reason why results are like this. [[NEEDS SOME DETAILED PLANNING WHAT IS GOING TO BE TOLD TO THEM]]

[Storyteller] “If you want to test ToSIA and see how it works. Just go to our website to find more information: www.tosia.com.”

Marketing video script “ToSIA - Time for discussion” version 4 with lines.

Script number 4.1 ENG.

Planning the script: ToSIA - Time for discussion

[Person X] = Speaking person

“blah blah blah” = Line what is said on the film

In the beginning of the video will come following words Northern ToSIA. Like below: Style is more fading in, one letter at the time.

Description of our main characters:

HENRIK: Is big typical lumberjack guy, beard, chainsaw, helmet, big boots and little bit of gravel on cheeks. Huge guy overall.

TIINA: This time we have woman who is more into economical side and employment is also highly appreciated in her eyes. She is young but still knowing quite much about of forestry business. Her believes are quite opposite, strong opinion of forest being as a financial security, like a bank. She doesn’t really think in environmentally friendly way, but nowadays when there’s everywhere about green values, she sees herself as environmentally friendly person.

This is because before she didn’t think about these kinds of aspects. So she has mild respect to those values. Tiina also supports hard work, in forest especially so employment is close to hearth.

MATTI: Matti is our old forest worker who has seen his path in ecological side. He knows from background that forest is needed to be cut for industrial purpose, but nowadays his purpose is to get greener values, such as biodiversity, greenhouse gas emissions etc., more known. He likes that forest is place where to go calm down more, pick up berries and mushrooms. Latest climate change has driven her to resist greenhouse emissions. Also he sees use of roots for fuel as cruelty and disposal of diversity.

Strong belief and determination drives him closer to targets what he has set.

Overall: Both of them know that each other has to give loose in certain things to archive peaceful solution in the end. Both of them represent opposite sides of decision making of the forest. How is this possible to solve out without burning bridges. Tiina wants to harvest and Matti wants to protect the forest.

Some steps on the screen, it is one of our characters: “Tiina the Forester. This girl is old school, a young person and she only things forest is a bank and a way to make money. She really doesn’t care much about environmental aspects, but nowadays wants to say that she takes into consider environmental aspects also. Sometimes even respects and work with those values. She really supports people who are doing hard and honest work with their hands (so she wants that people have work in every sector.)

In the other side of the forest we can see Matti, our green person. He supports green values and is highly in favor of saving forests, reducing greenhouse emissions, that foresters should not dig roots from the ground etc.”

OVERALL of the script:

The whole film will occur between two characters; Tiina and Matti, in time to time speaker will guide these two on to right tracks or tells about things more in detailed level.

It all starts from a view from a lakeside, where you can easily see forest and nearby house/summer cottage, which fits to the location. From the shore you can find Sauna, where Tiina and Matti are in the beginning of the story. When discussing about the subject of cutting, they decide to move out to balcony. (or maybe somewhere inside.)

In some point they are talking about cutting, and then there could be “dreamy” looking scene where Tiina is seeing piles of logs and money falling down. But then Tiina would be awakening from this dream when Matti says something to it.

Discussion goes on, in the balcony or indoors, after a while the Speaker will intervenes their discussion and that time they notice, that they are now in office room. (in some mystical way.) Discussion will continue, characters can move next to a window, where Tiina is pointing out Matti’s bad roof.

When looking at ToSIA, they are both sitting next to a computer where the whole thing will end.

Beginning: Our small story will start from a view where you can see an idyllic Finnish shore view. From here you can find house, sauna cottage in shore. When we have seen the bad condition of the cottage, camera will move to Sauna facilities, where Tiina and Matti are having discussion. Tiina and Matti are neighbors and Matti has invited Tiina to Sauna….

So shooting locations: Forest, (Sauna), cottage, fireplace inside the cottage. Actual shooting will be done in EFI headquarters (= (sauna and) fireplace inside the cottage).

- [SPEAKER]: Now we are going to tell something about ToSIA. What it is and where we can use it. Let's not jump to things too fast. First we are going to see a everyday situation of where we could use the tool. May I introduce you two persons. Here we have Tiina and Matti.
- [TIINA]Matti, old bloke! So nice to meet you. Good that we made it to the Sauna. Here have another beer!"
- [MATTI]Kiitos.
- [TIINA] Wow, it's warm. There's nothing better than a wood-heated sauna in the forest by the lake. Let's go outside to the lake and a short dip to cooldown.
- [MATTI]Nice ***
  (Tiina slaps Matti with the branches.)

  After this both go outside to talk in balcony, when Sauna is heating up too much.

- [TIINA] Look at that view, gorgeous, isn't it?
- [MATTI] Yeah, it's great. Big trees over there, lot of them. It's old forest.
- [TIINA] Yeah, but *sigh* (HAH!) it has been growing for many generations and now it's time for harvesting. Tiina sees already on her mind all the logs piled up next to the road and money is pouring from the sky
- [MATTI]You ******! We are not harvesting that forest. It's where I pick my mushrooms and my berries.
- [TIINA] (Instant answer) Yeah, but look at those trees, they are just decaying and falling down.
    - MATTI tries to interrupt: "That's…."
- [TIINA] They are at their prime and ready to be harvested. There will grow new trees.
- [MATTI] That's deadwood, it's important for the insects and the birds need to eat the insects, and I like looking at birds.
- [TIINA] Yeah but, think about the insects: they will come to destroy the forest. But if you cut a bit here and *umm* over there… I I mean, a small, cute, little clear cut, and maybe some more harvesting to the side...
- [MATTI] Clear cuts are evil!

- Yeah but, think about bioenergy, that is the good energy that keeps you warm in winter and cooks your sausages/steaks.
    - MATTI interrupts after phrase “in winter” and continues: [MATTI] Yes, but you don’t make bioenergy from the old trees.
- [TIINA] (long pause)But timber production is what they are growing for. You wouldn’t slaughter a cute little tree, would you?

  [SPEAKER] INTERUPS: They both, Tiina and Matti, look up with big round eyes, feeling like where is that coming from? (In this point we could have moved on to Sauna’s dressing room, which is actually EFI’s upstairs break room.

- [SPEAKER] Hey, hey, Tiina and Matti, we might have a solution for you. Maybe we first look at the facts!

Tiina starts summarizing her “facts”.

- [TIINA] It creates a sustainable raw material with very versatile and unique characteristics. It creates economic value to cut, especially now that the prices are good. You need to live, I need to live and our next door neighbor, Henrik, needs to live. He’s a lumberjack, he gets his income from the cutting. Do you like he would become unemployed?

When Tiina is telling about Henrik, their neighbor image of a typical lumberjack guy would appear on the screen just for a while. From the screen should come a clear image of Henrik as a typical neighbor.

- [MATTI] interrupts: YES, he’s lazy anyway.
- [TIINA] answers quickly: But then…he has to move to Helsinki then, which is over populated anyway. And these rural areas get depopulated and decline.
- [MATTI] reacts on that with excitement: GOOD, GOOD, let him go away. I have more space for myself (with a greedy, wide smile on his face) But if you cut down all the trees it will be awful and value of my cottage will go down. You have to pay me 20 000 euros!

We are now next to a window where Tiina points out Matti's bad roof.

- [TIINA] For your cottage? It's falling down! You need the timber for fixing your roof, the roof is leaking. What do you do with….(TIINA looks surprised of MATTI's demand)
- [MATTI] I GO TO HARDWARE STORE! (MATTI smiles contently)
- [TIINA] Well, where do you think your Hardware store get's its timber from? (TIINA sarcastically)
- [TIINA] Local, harvest local! You can be proud of the timber you grow in your own forest…
- [MATTI] (Interrupts) Okay, you can cut down five trees. (MATTI with serious face)
- [TIINA] ….. That's the top bid and then you can fix half of your roof. You can fix left side of the roof, but then right side would be leaking. (TIINA laughs)
- [MATTI] That's true. I need to build a new toilet as well.
- [TIINA] That's at least 5 trees for the toilet.
- ~~On wrong tracks…~~
- [TIINA] Would you like to get your timber from Russia, and increase your carbon foot print with all those emissions that come from long-distance transport?
- [MATTI] No, Russian timber is bad.
- [MATTI] *Long pause* it has bullets inside.
- [TIINA]That is not good for the saws and for the industry.
- [MATTI] When saws break it can be really awful, people could get hurt.
- [TIINA]Yeah, true true….
- And our technology is much better. We have good harvesters going in….

SPEAKER: yes, you have both mentioned important aspects. These can be assessed by indicators, which measure these. For example economic indicator, Investment and Technology local value added, or Environmental indicators like Soil impact, GHG emissions, carbon stock and Social indicator as Safety and health. Employment, import, and these kinds of indicators you can assess with a tool named ToSIA.

- [TIINA] So that tool, ToSIA, I have heard about that. Can that tell us more about our options?
- Jassooo
- [TIINA] Maybe we should try the tool…hmmm.
- [TIINA] Hey, could you help us? (TIINA asking this from the SPEAKER, when they both are looking up.)
- [TIINA continues…] How…I mean I want to cut the forest, he doesn't want to cut the forest, but I think it's good for the economy, value of the timber, employment...
- [SPEAKER] Maybe it's really time to look at the situation and gather all facts to a forest-wood-chain and indicators.
- [TIINA]Yeah
- [SPEAKER] How the wood material flows from that forest and what impacts this material flow will have.
- TIINA is asking [TIINA]: How do you do that? How? Could you show that to me?

Then would be the run with the tool. For this we need still something more guidance. What? Also time should be kept on mind. Keeping it short.

Both are sitting next to a computer and Matti is doing all kind of choices when Speaker is telling him what to do.

NK test.

~~After this the both persons are showing out the main things out with fingers.~~

- First of all, we are loading the chain and the process. Looking at the situation in North Karelia. As it's now.
- Baseline and one scenario? Maximizing current cuttings

After this the both persons are showing out the main thing out with fingers.

- [TIINA] says: MATTI, look at the nice colors. See economic value is good….
- [MATTI] This one is from me and this one is from you - and they are completely different!
- [MATTI] I think that yours is bad.

- [TIINA] but look at the values! Mine is higher in employment
- [MATTI]Yeah, it is true but in MINE options: see how high the biodiversity is! [MATTI] That has lot of mushrooms, insects and birds…
- [TIINA] *hmmmmm*
- [MATTI] SO it's better.
- [TIINA asks] How about the water values and the employment?
- [MATTI] It is true. Your has more employment, but maybe it, see the biodiversity is gone, it is not good!
- [TIINA] So, can we have in-between solution? What if we take only some young trees and old stumps, and stuff which is laying around anyway?
- [TIINA] Okay, that is good forest maintenance but what do you do with the old forests? That is very important.
- [TIINA says, really unsurely] Cut a bit from aside….?
- [MATTI] If you want to if you take every second tree and leave the big trees in there.
- [TIINA] answers quickly: right it can then regenerate, good point, you are an old forester MATTI!
- [MATTI] Yes I am.
- [TIINA] But that also gives some spaces for the young trees to grow and then we have a continuous forest cover.
- [MATTI] YES.
- [SPEAKER] Let's make a scenario…
- [MATTI] That is better idea.
- [TIINA] I'm curious to see that run
- [MATTI] Me too.

I was thinking that at end there would be just plain text coming up "ToSIA" and fading in would emerge "http://."in front and behind ".efi.int." At below of the screen would come official logos of Northern ToSIA, EU and Northern Periphery.

(Blinding in text: if you want to learn more about how to use ToSIA and what else it can do, visit our website http://tosia.efi.int and projects where ToSIA has been used: www.eforwood.org, www.northerntosia.org. or write us an email: Tosia@efi.int

(Maybe some more links to publication materials like the brochures or SIA-Making a difference, flipping through them in pointing out some highlights:

It has already been used in most divers cases like in resource based-cases in Västerbotten, industry-driven case in Iberia, policy-case in North Karelia, reindeer husbandry and forestry interaction in Malå, at European level, regional cases like in Baden-Württemberg, multifunctional forests in Scotland, …). Overall this would be too much information in a short video.

General speaker	student			
(ToSIA) Speaker	Marja		My ideas:	
Matti	Tommi		Remember we don't need to tell every little bit of ToSIA, people can find information their own. Just showing the website where they can find it is enough. Again waste of time for us and the viewers.	
Tiina	Diana		I think if we have two storytellers in such of a shortfilm, it will be kind of mixing up audience and I don't really see reason WHY we should have two speakers. There ain't so many lines, it doesn't give any value more and as I said, it might feel strange.	
			We will leave out Matti's house, which is in bad shape right now. Easier for cameramen and not so relevant to the story...	
content of scene	**actors**	**place**	**in script:**	
Beginning with title	none	blackscreen	fly-in of "N TOSIA"	
General impressions about forests and trees	general speaker	images of forests and timberuse **(DO WE REALLY NEED THIS IN THE BEGINNING?)**	**Beginning:** Our small story will start from a view where you can see an idyllic Finnish shore view. From here you can find house, sauna cottage in shore. When we have seen the bad condition of the cottage, camera will move to Sauna facilities, where Tiina and Matti are having discussion. Tiina and Matti are neighbors and Matti has invited Tiina to Sauna....	
		fireplace	**(SPEAKER)**: Now we are going to tell something about ToSIA. What it is and where we can use it. Let's not jump to things too fast. First we are	
	none	In the balcony of Sauna building	START (NO TIME FOR THE BEGINNING PART) (We will leave the beginning part away...)	
			[COMMENT] Maybe a really short introduction to the topic. Earlier one is way too long, as that way.	
Building up of conflict of interest	Matti, Tiina	fireplace	**[TIINA]** Look at that view, gorgeous, isn't it? But now it has been growing for many generations and now it's time for harvesting!	
			Tiina sees already on her mind all the logs piled up next to the road and money is pouring from the sky.	
			MATTI will interup Tiina's vision...	
			[MATTI] You brutal woman! We are not harvesting that forest. It's where I pick my mushrooms and my berries.	
			[TIINA] (Instant answer) Yeah, but look at those trees, they are just decaying and falling down.	
			[MATTI] tries to interup: "That's...."	
			[TIINA] They are at their prime and ready to be harvested. There will grow new trees.	
			- **[MATTI]** That's deadwood, it's important for the insects and the birds need to eat the insects, and I like looking at birds.	
			[TIINA] Yeah but, think about the insects: they will come to destroy the forest. But if you cut a bit here and "umm" over there... I mean, a small, cute, little clear cut..	
			- **[MATTI]** Clear cuts are evil!	
			- **[TIINA]** Yeah but, think about bioenergy, that is the good energy that keeps you warm in winter and cooks your sausages/steaks.	
			o **[MATTI]** interups after phrase "in winter" and continues: Yes, but you don't make bioenergy from the old trees.	
			[TIINA] (long pause) But timber production is what they are growing for.	
			[TIINA continues asking from Matti] If you won't cut, some else will. Would you like to get your timber from Russia, and increase your carbon foot print with all those emissions that come from long-distance transport?	
			[MATTI] No, Russian timber is bad.	
			(pause)....It has bullets inside.	
			[TIINA] that is not good for the saws or for the industry	
		VAIHDA!!!	- **[MATTI]** When saws break it can be really awful, people could get hurt.	
			- **[TIINA]** Yeah, true true....	
			- **[MATTI]** And our technology is much better. We have good harvesters going in....	
describing different views/scenarios/aspects of sustainibilty	Tiina, Matti	fireplace (maybe plus some indicators as words/images?)	**[SPEAKER]** INTERUPS Tiina and Matti: They both, Tiina and Matti, look up with big round eyes, feeling like where is that coming from? (In this point we could have moved on to Sauna's dressing room, which is actually EFI's upstairs breakroom.	**5min!!!**
			[SPEAKER] Hey, hey, Tiina and Matti, we might have a solution for you. What you have earlier mentioned, can be assessed by indicators which measure values you both told. For example economic indicator:, Investment and Technology local value added, or Environmental indicators like Soil impact, GHG emissions, carbon stock and Social indicator as Safety and health. Employment, import, and these kinds of indicators you can assess with a tool named ToSIA.	Jumping into ToSIA subject already?
			No, we're right on track. Socio-economic indicators: employment, local value added, import, environmental indicators: GHG emissions, carbon stock	
			Maybe these indicators can be played in text during the discussion as fly-in-and-fade	
			Maybe we could even show every indicator how it is, when it comes out by using text on screen. For example "...when saws break it can be really awful, people can get hurt" > Social indicator, safe and health.	
			Social indicator: Saftety and health	<==
			Economic indicator: Research and Development, Investment and Technology,	
			Environmental indicators: Soil impact, Waste	
			- **[TIINA]** So that tool, ToSIA, I have heard about that. Can that tell us more about our options?.	
			- **[MATTI]** Jassooo	
			[MATTI] Maybe we should try the tool...hmmm..	
			[TIINA] Hey, could you help us? (**TIINA** asking this from the SPEAKER, when they both are looking up.)	
			- **[TIINA** continues...] How...I mean I want to cut the forest, he doesn't want to cut the forest, but I think it's good for the economy, value of the timber, employment...	
			- **[SPEAKER]** Maybe it's really time to look at the situation and gather all facts to a forest-wood-chain and indicators.	
			TIINA] Yeah	
			- **[SPEAKER]** How the wood material flows from that forest and what impacts this material flow will have.	
			- **[TIINA]** is asking: How do you do that? How? Could you show that to me?	
ToSIA runs	Speaker	ToSIA run (plus speakers voice) Both are sitting next to a computer and Matti is doing all kind of choices when Speaker is telling	- First of all, we are loading the chain and the process. Looking at the situation in North Karelia. As it's now. - Baseline and one scenario? Maximizing current cuttings ... Both are sitting next to a computer and Matti is doing all kind of choices when Speaker is telling him what to do.	
		ToSIA run (plus speakers voice)	- **[TIINA]** says: MATTI, look at the nice colors. See economic value is good....	

ToSIA results	Tiina, Matti	Both are sitting next to a computer	- **[MATTI]** This one is from me and this one is from you - and they are completely different! - **[MATTI]** I think that yours is bad. - **[TIINA]** but look at the values! Mine is higher in employment **[MATTI]**Yeah, it is true but in MINE options: see how high the biodiversity is! **[MATTI]** That has lot of mushrooms, insects and birds... - **[TIINA]** "hmmmmm" - **[MATTI]** SO it's better. - **[TIINA** asks] How about the water values and the employment? - **[MATTI]** It is true. Your has more employment, but maybe it, see the biodiversity is gone, it is not good!
request of new scenario/compromise solution	Tiina Matti	ToSIA run (plus speakers voice) Both are sitting next to a computer	- **[TIINA]** So, can we have in-between solution? What if we take only some young trees and old stumps, and stuff which is laying around anyway? - **[TIINA]** Okay, that is good forest maintenance but what do you do with the old forests? That is very important. - **[TIINA** says, really unsurely] Cut a bit from aside....? - **[MATTI]** If you want to if you take every second tree and leave the big trees in there. - **[TIINA]** answers quickly: right it can then regenerate, good point, you are an old forester MATTI! - **[MATTI]** Yes I am. - **[TIINA]** But that also gives some spaces for the young trees to grow and then we have a continuous forest cover. - **[MATTI]** YES. - **[SPEAKER]** Let's make a scenario... - **[MATTI]** That is better idea. - **[TIINA]** I'm curious to see that run - **[MATTI]** Me too.
			TOO MUCH INFORMATION BELOW with + ToSIA INTRODUCTION. (No time for all of this)
End/contact and more info	General speaker	black screen	[GEN SPEAKER] "If you want to learn more about how to use ToSIA and what else it can do, visit our website http://tosia.efi.int and projects where ToSIA has been used: www.eforwood.org, www.northerntosia.org. or write us an email: Tosia@efi.int You can also find some readymade publication materials from actual cases like the brochures of Northern Tosia or Making a difference: Sustainability Impact assessments for Europe (http://www.efi.int/portal/virtual_library/brochures). Official logos of EFI, Northern ToSIA, EU and Northern Periphery Programme.
			In here would be only: " FOR MORE INFORMATION GO TO: htto://ToSIA.efi.int"
			WE DON'T NEED TO TELL EVERYTHING FOR THEM! LET THEM CHEW SOMETHING BY THEMSELF.