

# Sustainable Forest Management Perception Survey

Born Global Internship Website Slides

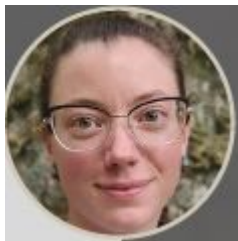


# SFM Survey Team Members

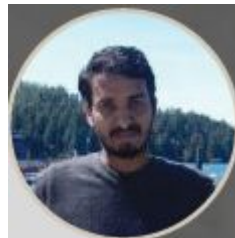
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## Mentors



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UMaine



# Goals and Objectives

**Goal:** Understand the Maine general public's perceptions on sustainable forest management (SFM) through an innovative stakeholder engagement lens.

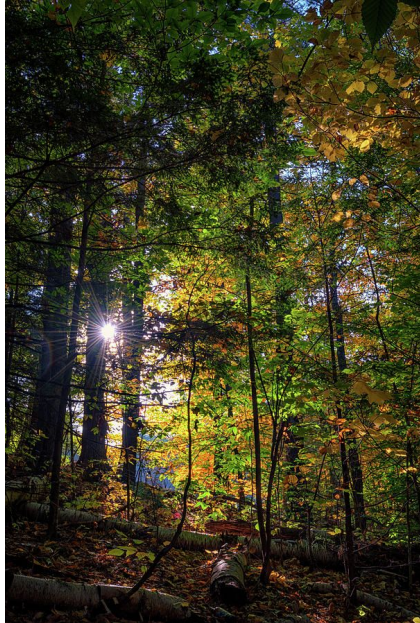
**Objectives:**

- Develop an SFM survey to be distributed in Maine.
- Determine how forest perceptions will impact Biohub development in Maine.





# What is SFM?



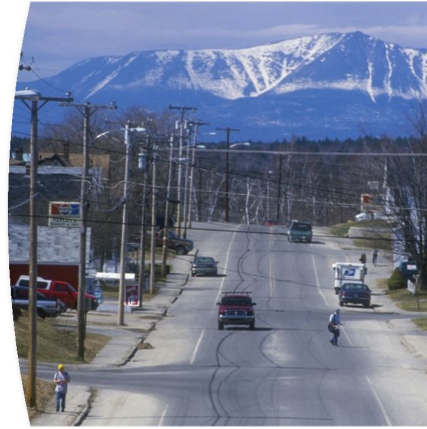
**“Sustainable forest management” refers to the attempt to derive economic and social value from forests without compromising their environmental value, in order that they can continue to provide for human needs into perpetuity.**

Researchers around the world have conducted public opinion surveys on forest management. Most surveys have been conducted in Canada, given the economic importance of industrial forestry there.

- These surveys sought respondents' opinions on the sustainability of forest management in their region or on their land
- Respondents' relationship and proximity to forests influenced their opinions
- Respondents cared about forest health and sustainable practices

# Why Maine?

- Maine is 89% forested
- 90%+ of forested land is privately owned
- Industry is complex and has faced significant challenges
  - Mill closures / shifting demand
  - **Perceptions of resource utilization**
  - Climate change / carbon sequestration
  - Growing recreation / ecotourism
  - Increased conservation land
  - Shifting demographics
  - Community values acting as dilemmas
  - Political conservatism vs. liberal values
- The above will likely impact how people perceive new biohub locations.



## 'Mass Exodus,' Possible Closure Feared As Jay Paper Mill Reduces Workforce

By WILLIS RYDER ARHOLD • DEC 4, 2020

PROGRAM  
All Things Considered with Nora Flaherty

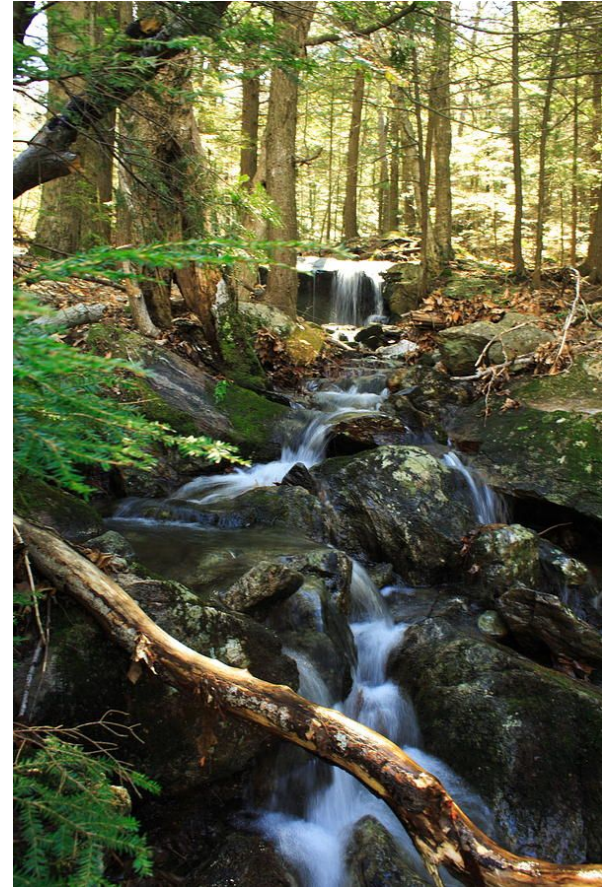
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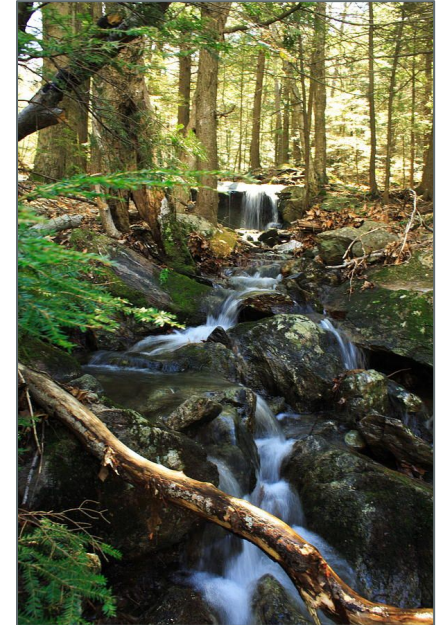
# What do we include in a Forest Perception Survey (FPS)?

- This new method of data collection aims to gather both qualitative and quantitative data from the people in a community and how they perceive the forest and how that will affect future projects
- Will look at demographic information from communities (quantitative)
- Will look at how the forest has shaped people's standard of living and perception of the world (qualitative)



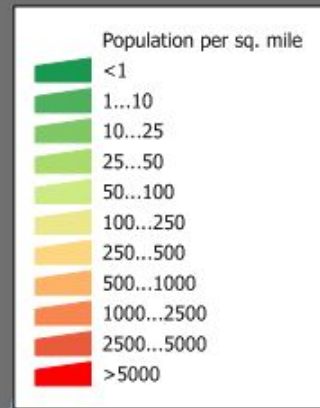
# Why and how is this forestry perception study different from other ventures?

- New type of stakeholder engagement:
  - Some information collected is the same, but the reason for its collection is different
  - Not trying to extract from the community, but to give back
  - Trying to give a voice to the formerly neglected stakeholder
- New teamwork and regenerative planning process that includes a variety of research experts:
  - Seeking a design that will fit into or be extended by multiple dimensions of psychological, anthropological, and regenerative methodologies and knowledge, as well as traditional responses, that lead to greater innovation and increased comprehension of the communities' existing cultural values
  - These values may augment or change what has been learned by preceding surveys and may present challenges, surprises, or additional dilemmas to be addressed in follow-up research

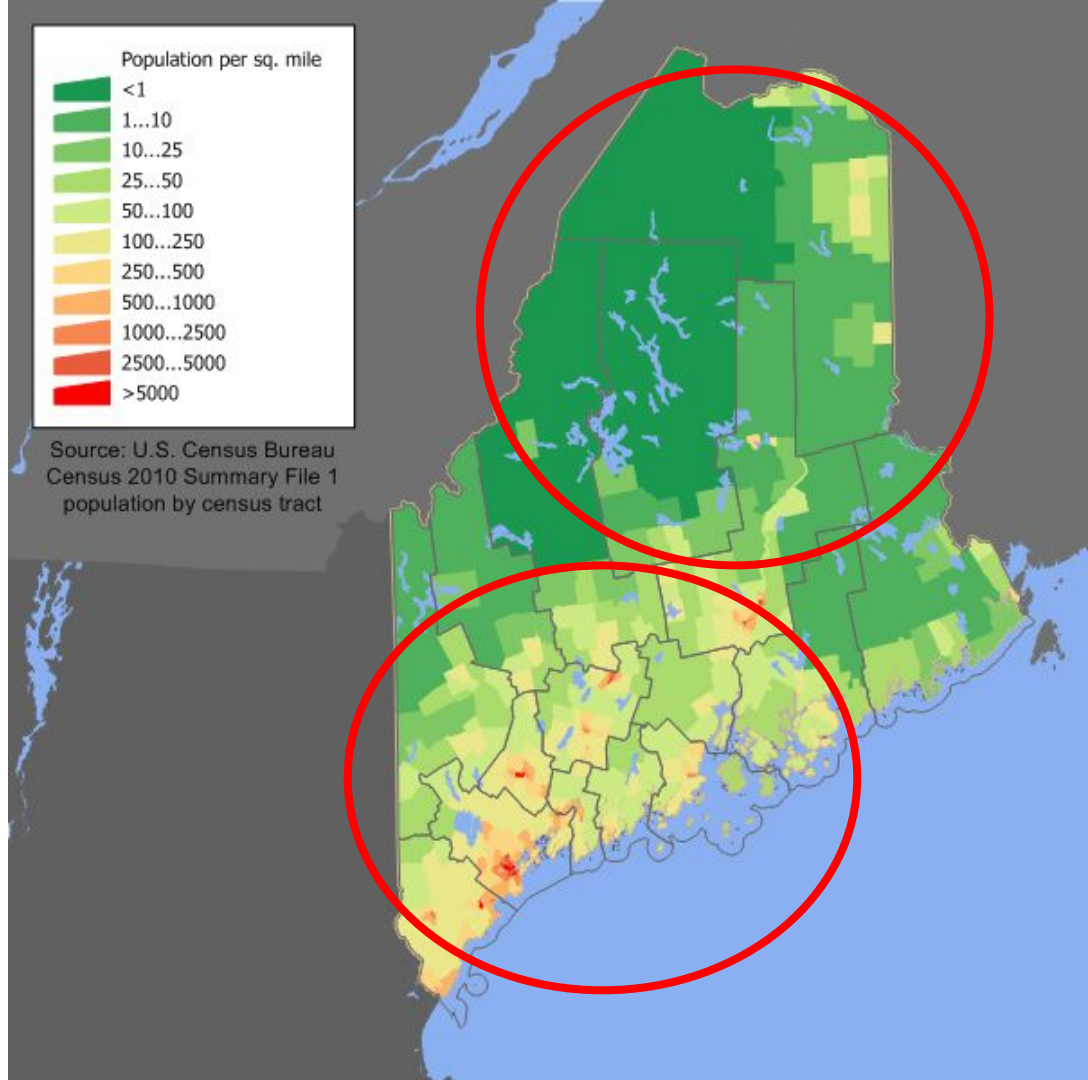


## “Two Maines”

- Northern and Eastern Maine are much more dependent on natural resources and have a smaller population.
- Southern Maine is much less natural-resource-dependent and has a much larger population.
- Views and values differ, especially regarding forest management.
- Whose opinions matter most?
- Which opinions most influence policies?
- New technique will help map out both



Source: U.S. Census Bureau  
Census 2010 Summary File 1  
population by census tract







# Survey Design & Analysis

- Best survey design practices
  - Not too long
  - Add methodological innovation
  - Where do we survey?
  - Analytic plan created before survey design
  - Use to augment existing literature
  - Ask demographic *and* psychographic questions
  - Agree on the right segmentation
  - Include professional, industry, and indigenous segments as well as mixed segmentation of regular Maine citizens
- Best survey analysis practices
  - Use proper controls
  - Good data management and verification
  - Graphic display of findings
  - Connect with interested BornGlobal cohorts (storytelling, HomeDash, LCA) to enhance data visualization



## Progress To Date

- Completed Regenerative Design Lab
- Review of previous research
- Survey Design

## Future Plans

- Analytic Plan
- Survey Distribution
- Analysis

