



SOPRONI
EGYETEM



Draft Programme **SILVA Network Annual Conference**

11 – 13 April, 2023



SILVA Network Annual Conference: Draft Programme

Communication – a neglected topic in higher forestry education and further education?

University of Sopron - SOE, Faculty of Forestry, Sopron (on behalf of the SILVA Network)

Tuesday: 11th April 2023	
11.00 – 12.30	Conference Registration: Venue: SOE Campus, Dean's Office of the Faculty of Forestry - Building 'A', 9400 Sopron, Bajcsy-Zs. u. 4.
12.30 – 14.00	Lunch: Venue: Nyugat Restaurant, SOE Campus, RK hostel building
14.00 – 14.40	Welcome speech: Prof. Dr. Ferenc Lakatos, vice-rector for research and foreign affairs, SOE Introduction of forestry and forest education in Hungary: Dr. habil. Bálint Heil, dean of the Faculty of Forestry, SOE
14.40 – 15.00	Conference Opening: Prof. Dr. Norbert Weber, President SILVA Network & Chairman of Forest Policy and Forest Resource Economics, TU Dresden (Germany) IUFRO Announcement – <i>Mika Rekola</i> , IUFRO Research Group 6.09 "Forest Education" coordinator & Director, Master of Science programme, Forest Sciences, University of Helsinki (Finland)
15.00 – 16.30	Session I: The role of universities in forestry and forest science communication Venue: SOE Campus – Lignum Showroom Forestry innovations, the best way facilitating communication outside of the forestry sector – <i>Dr. habil. Kornél Czimmer</i> , vice-dean for research and foreign affairs, Faculty of Forestry, SOE (Hungary) The pedagogical and psychological benefits of forest - The importance of connection and communication – <i>Dr. Katalin Tóth-Merza and Dr. Éva Hartl</i> , Institute of Educational Sciences and Psychology, SOE (Hungary) Communication in modern world – the role of Faculty of Forest Science and Ecology in Lithuanian society – <i>Gediminas Brazaitis, Vitas Marozas, Jolanta Stankevičiūtė</i> , Faculty of forest science and ecology, Agricultural Academy Vytautas Magnus university (Lithuania)
16.30 – 17.00	Coffee break
17.00 – 17.45	Poster session Agroforestry can contribute to meeting the growing demand for wood - <i>Andrea Vityi, Dániel Winkler, Katalin Tuba, András Polgár, Andrea Vágvölgyi</i> , SOE (Hungary) Changes in the number of forest visitors in the Bakony region (Hungary) during and after the COVID-19 epidemic waves - <i>György Czibula</i> , SOE (Hungary) Communication skills in Higher Forestry Education as a key to perfect future engineers in the curricula – <i>Ignacio J. Diaz-Maroto</i> , Department of Agroforestry Engineering, University of Santiago de Compostela (Spain) Assessment of recreation forestry through society communication: on the case of National Park "Burabay" - <i>Sara Kitaibekova</i> , Saken Seifullin Kazakh Agrotechnical Research University (Kazakhstan)

Wednesday: 12th April 2023	
9.00 – 11.00	<p>Session II: Levels, content and tools of communication in forestry education and forest management, Venue: SOE Campus – Ligneum Showroom</p> <p>Paradigm shift in the communication of the Hungarian forestry sector – <i>Gergely Lomniczi and Rudolf Merena</i>, Indigo Communications Ltd. (Hungary)</p> <p>Transforming scientific language into messages for the general public: Dissemination and communication of a European R&D project in the field of forestry – <i>Sandra Liebal</i>, Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany)</p> <p>There will not always be light. Forestry risk and crisis communication needs innovative concepts to promote acceptance by society – <i>Anne Austen</i>, Chair of Forest Policy and Forest Resource Economics, TU Dresden (Germany)</p> <p>Higher Education Globalisation: E-learning and Information & Communication Technologies – <i>Ignacio J. Diaz-Maroto</i>, Department of Agroforestry Engineering, University of Santiago de Compostela (Spain)</p>
11.00 – 12.00	<p>Session III: How to implement the increasing need for communication skills in forestry education curricula, Venue: SOE Campus – Ligneum Showroom</p> <p>The importance of communication as a discipline in the bachelor's degree education of forestry in Romania and its legal limitations - <i>Attila Farkas and Gábor Molnár</i>, Sapientia Hungarian University of Transylvania (Romania)</p> <p>Forest Europe's work on Forest Education and Green jobs – <i>Juliet Achieng Owuor</i>, European Forest Institute, Bonn (Germany)</p>
12.00 – 13.30	Lunch: Venue: Nyugat Restaurant, SOE Campus, RK hostel building
13.30 – 16.00	<p>Session III (part two), Venue: SOE Campus – Ligneum Showroom</p> <p>Communicating Forestry in the Public Sphere: A View from the University of British Columbia – <i>Prof. Dr. Robert Kozak</i>, Dean of Faculty of Forestry, UBC (Canada)</p> <p>The art of not being an “expert” – About the importance and content of communication training in higher forest education – <i>Prof. Dr. Stefanie Steinebach</i>, Professur Kommunikation und Waldpädagogik, University of Applied Forest Sciences Rottenburg (Germany)</p> <p>Sustainability of forest communication and contribution for sustainable forestry in Kazakhstan: on the case of Seifullin University - <i>Sara Kitaibekova</i>, Saken Seifullin Kazakh Agrotechnical Research University (Kazakhstan)</p> <p>Do good and talk about it! - But how? Communication as teaching term and value at the faculty of forestry in Tharandt, Germany - <i>Konstantina Fotiadi, Anne Austen, Jesper Horst, Jacob Riedel</i>, Students, TU Dresden (Germany)</p> <p>Communication and relations between the students and teachers – <i>Zsombor Kele</i>, SOE (Hungary)</p>
16.00 – 16.30	Coffee break
16:30 – 17:00	Group discussion: How to proceed with the request of ASIIN about quality assurance for the European Higher Forest Education?
17:00 – 17:30	General Assembly of the SILVA Network
19.00	Conference Dinner: Venue: Sopron, City Center

Thursday: 13th April 2023	
9.00 – 15.00	Field excursion Morning: TAEG Educational Forestry Ltd. Afternoon: Fertő-Hanság National Park (https://www.ferto-hansag.hu/en)
15.00	Departure

CONFERENCE TOPIC

Communication – a neglected topic in higher forestry education and further education?

Human life on Earth can only be sustained with the survival and proper functioning of natural systems, especially forests. However, large-scale deforestation and forest degradation takes place in many countries in the world. In other parts of the World, the unstoppable process of urbanization increasingly leads to the physical and mental separation of people from nature. More and more this is resulting in total refusal of active measures in forests aiming at wood production. In political decision-making and economic processes, you barely find representatives of forest related sciences. While we are exceeding the limits of our planet's carrying capacity, awareness of that wicked problem is limited and nature-based solutions are underrepresented in the political discussions on problem solving.

Representatives of the forestry profession agree that a certain amount of utilization of forests for wood production is necessary. However, the use of wood in the construction and furniture industry, the replacement of fossil-based energy production with renewable wood, and the utilization of forest by-products do only cover a part of societal needs. In addition to this, the demand for ecosystem services such as the provision of good air and clean water, recreation/tourism, and nature conservation is increasing. The latter demands often appear in an ideological form, increasing the conflict between farmers and foresters, lay people, NGOs and representatives of nature conservation in the assessment of the various possibilities of multi-purpose utilization of forests.

What can professionals of higher forestry education and further education do against the unfavourable processes described here? What and how to communicate? To what extent can forest sciences assess and determine the weight with which different societal needs are satisfied? How can the gap be bridged between the knowledge background and perceptions of forest scientists, political decision makers and lay people? And how can this be used to adapt the contents of teaching and further education in forest and nature related disciplines?

VENUE

The conference will be hosted by the Faculty of Forestry, University of Sopron (SOE). Our location gives us a unique opportunity to host the conference in a pleasant environment within a 17.2 ha botanical garden, established in 1922 to give home to the former Academy of Mining and Forestry of Selmechánya, moved here after the 1st World War.

Address: SOE Campus, H-9400 Sopron, Bajcsy-Zs. u. 4.

[UNIVERSITY OF SOPRON - OUR FUTURE IS NATURE - YouTube](#)

[University of Sopron - 2030 Climate Action - International Green Gown Awards 2022 winner - YouTube](#)

REGISTRATION & FEES

For online-only participation, you can register here: <https://forms.office.com/e/97hw6Sh6e4>

For online-only participation a full fee of €50 applies. For students, we offer a discounted registration fee of €20 for online-only participation.

The registration for onsite participation is closed.

ACCOMODATION

Participants should make their own arrangements for accommodation when attending the conference. Please book your room individually. For your convenience a pre-reservation is offered for Hotel Sopron (<https://hotelsopron.hu/en>) and Hotel Fagus (<https://fagushotel.hu/>). Please feel free to choose any other hotel you like!

TRAVEL TO/FROM THE CONFERENCE

Participants are responsible for their own travel arrangements and payment. The SOE campus is located in a 17.2 ha botanical garden, less than a kilometre from Sopron city centre. Access to the city and to the nearby hotels (within 2 km range) is easy by local bus (tickets will be available at the conference welcome desk).

Distance to Vienna International Airport is only 73 km on highway, or you can use the frequent train connections of CityAirportTrain Vienna to Vienna centre and connect to Sopron.

ORGANIZATION AND LOCAL ORGANIZER DETAILS

Dr. habil Bálint Heil (Local organizer): emk-dekani@uni-sopron.hu

Prof. Dr. Norbert Weber (SILVA president): norbert.weber@tu-dresden.de

Sandra Liebal (SILVA secretary general): sandra.liebal@tu-dresden.de