

## **Nordic-Baltic Forest Research Communicators, Activity Report 2011**

In 2011 the Network organized three meetings: Copenhagen 2011-01-19/21, Helsinki 2011-08-25/26 and Landsort 2011-11-08/09.

In the Copenhagen meeting, in January, the members visited the premises of Skov & Landskab. In the business sessions, the Network discussed the further development of the EFINORD/SNS net portal NBforest.info, in the planning, the tendering process, and the implementation of which the Network has been instrumental. It was agreed that the Network will continue as a key partner in the content provisioning of the information portal, which will open before the end of 2011.

In April, the coordinator participated in the SNS Board meeting in Åland 22.-24.5.2011 and reported about the activities of the network.

In Helsinki, in August, the members visited the headquarters of the Finnish Forest Research Institute (Metla) in Vantaa. In the business sessions, the Network compared the communication strategies of the member institutes and discussed professional issues related to development and implementation of such strategies.

In the Helsinki meeting the Network also identified the measurement of communication efficiency as a central development issue that will profit all member institutes. In professional literature, some methods for measuring the communication efficiency are presented, but due to the inherent difficulty of the task, they are not of high quality, and as they are usually designed for various business-type organizations, there are certain specific problems related to their application in research institutes. It was decided that the Network takes upon it the task of developing Key Performance Indicators (KPI) for efficient communication in forest research institutes. The objective is to create a set of criteria and indicators that is flexibly applicable in all involved research organizations and allows benchmarking and evaluation of the societal relevance and the cost efficiency of communication activities. The coordinatorship of the Network for the next two years, was transferred from Erkki Kauhanen of Metla to Erik Viklund of Skogforsk.

In the seminar in Landsort, Sweden, in November, the overall approach of the indicators was successfully defined and the theoretical framework was established. The work showed the feasibility of the approach, and it will continue in subsequent meetings in 2012.