



Action Research



Multipurpose trees and non-wood forest products, a challenge and opportunity

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SEVENTH FRAMEWORK
PROGRAMME

“Action research...”

...a reflective process of progressive problem solving led by individuals working with others in teams or as part of a "community of practice" to improve the way they address issues and solve problems.

“Action research involves actively participating in a change situation, often via an existing organization, whilst simultaneously conducting research.”

https://en.wikipedia.org/wiki/Action_research

“ACTION
RESEARCH”



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Initial remit:

Design, undertake market research, launch and monitor reactions to regional branding for NWFPs

(Reforesting Scotland and Llais y Goedwig)



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ACTION RESEARCH,



Initial research:

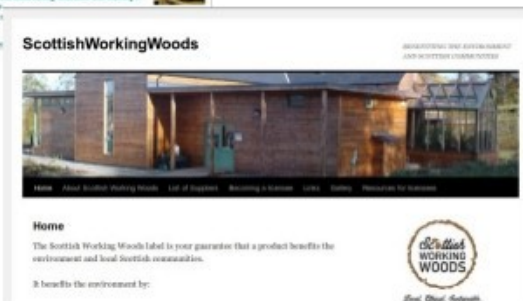
Regional Stakeholder Group
Report: "NWFP initiatives in the UK and worldwide"
Consultation with SWW, SWHA, RS



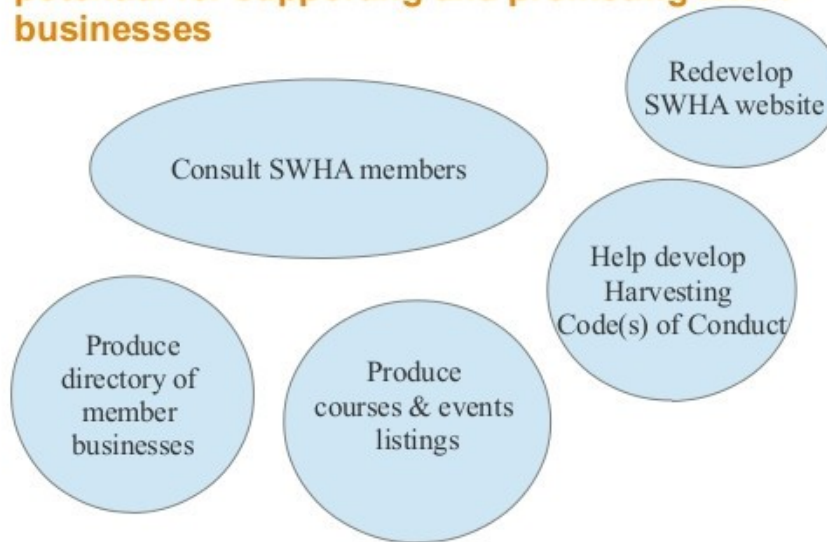
Making the Scottish Working Woods label available & attractive to NWFP businesses

Redevelop SWW website

Survey current and ex licencees



Developing the Scottish Wild Harvest Association's potential for supporting and promoting NWFP businesses



Potential answers from Action Research:

- ♦ **Species by species best practice info**
- ♦ Portal of business directories
- ♦ **SWHA member business directory**
- ♦ **Code of Conduct**
- ♦ Information sheets on NWFP management
- ♦ Knowledge building seminars
- ♦ Delphi study – regulations, customs, practice
- ♦ NWFP sector collaborative promotion
- ♦ Joint presence at Forest Product Fair, Wales

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Communications with coppicers



Circulate
2014
Coppice Network
report

Create
online forum for coppicers

Consult about
SWW label
criteria

Provide
networking
opportunities

Encourage
links with
SWHA



Develop coppice criteria for SWW label

Promote SWHA's sustainable harvesting credentials

Marketing & awareness raising – more details below

Potential seminar:

SEMINAR: Land, lore and law **- the potential of** **responsible wild harvesting in Scotland**

*landowners *harvesters *ecologists *policy makers



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Potential seminar:

SEMINAR/EVENT: Food, Fibre & Fuel - managing coppice & hazelnuts as non-wood forest products

*landowners *harvesters *ecologists *policy makers



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A wider promotion?

ROYAL ROADS UNIVERSITY
CENTRE FOR LIVELIHOODS AND ECOLOGY

Search this site: Search



Buy BCwild

Products from the wilds of British Columbia

Home Listings Events Recipes About Buy BCwild Shop the Wild

Supporters

Welcome

The Buy BCwild Directory is a unique resource guide to products from British Columbia's non-timber forest product (NTFP) sector. The Directory is comprised of over 200 listings of mainly small-scale NTFP-based businesses and service providers.

There is no charge to list a qualified business in the Directory.

You can learn about, locate and purchase from businesses and organizations that provide wild foods, native plants, natural body care products, First Nations art, specialty wood & crafts, education & workshops, and eco-tourism opportunities.

Search by Category



Arts and Culture



Holiday and Recreation



Body, Mind and Spirit



Homes and Gardens



Education and Resources



Wild Foods



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NTFP sector collaborative promotion:

The Scottish NTFP sector is made up of the wild and woodland element of a number of other sectors:

- Crafts – fibre, bark, dyes...
- Wild food foraging
- Herbalism
- Basketmakers and willow growers
- Traditional orchards
- Coppice workers
- Tutors – craft, bushcraft, foraging
- Tree nurseries, plant growers, seed collectors
- Game
- Firewood
- - and others?



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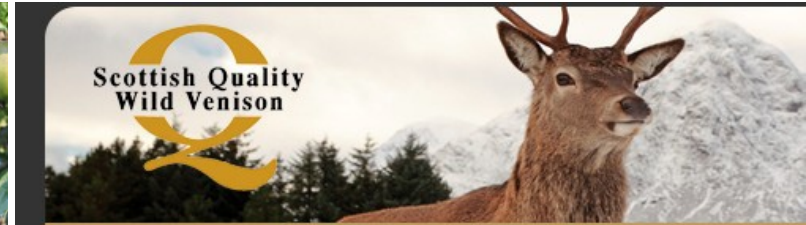
Collaborative Wild & Woodland ?
promotion:

?



Who's on board

?



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2nd Regional Stakeholder Group meeting



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