



EUROPEAN FOREST INSTITUTE
CENTRAL EUROPEAN REGIONAL OFFICE - EFICENT

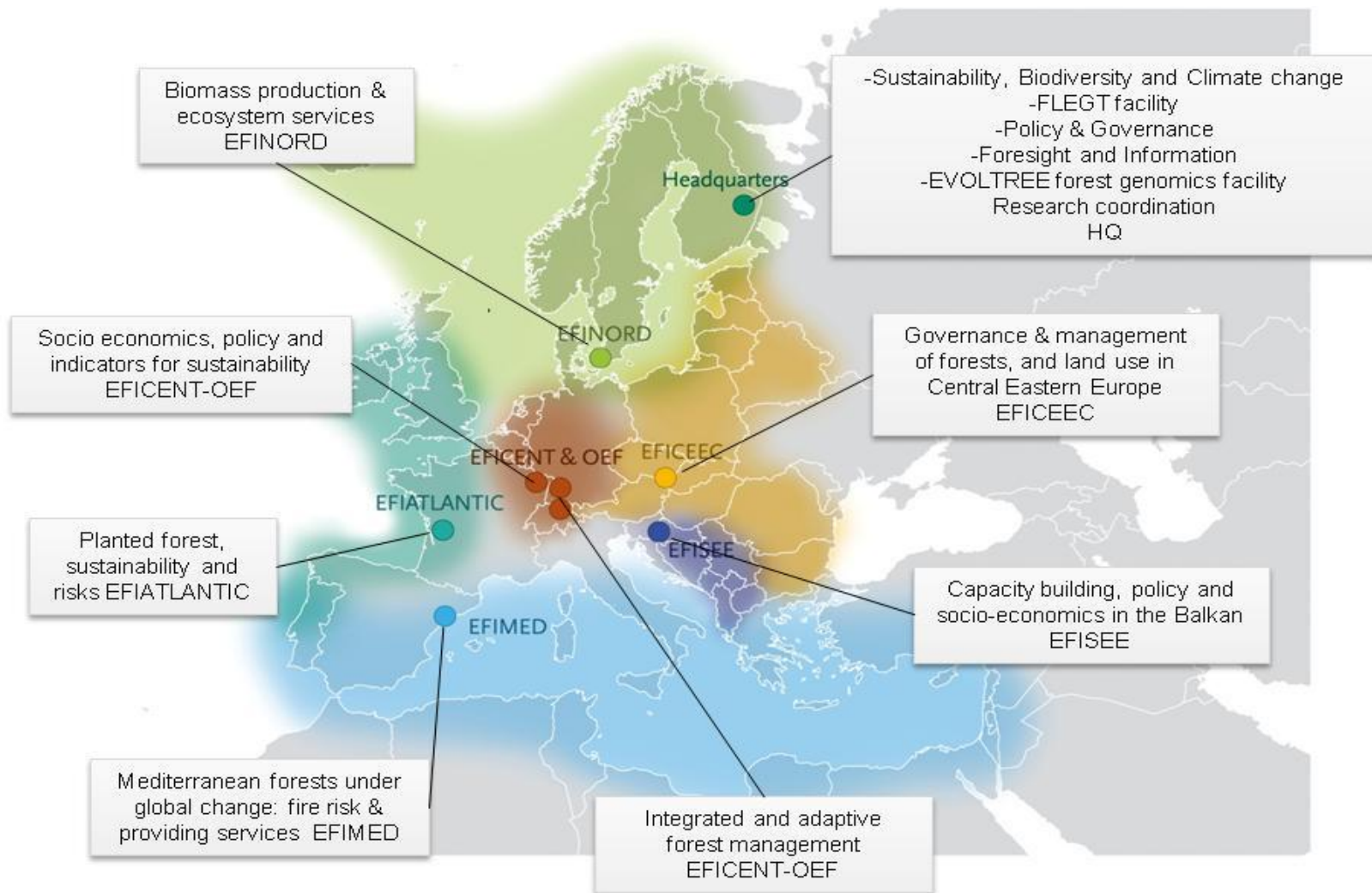
Roundwood Market Transparency & Marketing Information System

Ibrahim Favada

Seminar on Non-industrial Private Forest Owners

University of Helsinki, December 9, 2011

EFICENT
and its Observatory
for European Forests





OUTLINE OF THE PRESENTATION

1. Importance of NIPF in Europe
2. Market transparency
3. Marketing information system
4. Concluding remarks





Importance of NIPF in Europe

- ✓ 50% of forest and other wooded land (23 countries, 2006-7 survey, UNECE 2010; UnasyIva 228, Vol. 58, 2007)
- ✓ Countries having large share of private individual forests: **Austria** (80%), **Finland** (56%), **France** (64%), **Iceland**, **Norway**, **Slovenia**, and **United Kingdom** (51%)





Importance of NIPF in Europe



Source: Private Forest Ownership in Europe, UNECE 2010





Importance of NIPF in Europe

- ✓ Timber supply scenarios:
 - Participate in timber market only (I)
 - Participate in payment for environmental services (PES) market only (II)
 - Participate in both (III)
 - Neither market (IV)





Importance of NIPF in Europe

Scenario	Harvest (m ³ /ha)	Forest carbon (t/ha)
I	x (Yes)	0 (No)
II	0 (No)	y (Yes)
III	X (Yes)	y (Yes)
IV	0 (No)	0 (No)

→ Bi-probit and bi-tobit analysis





Market transparency

- ✓ Actors (forest owners and companies) are well informed about the market conditions (**information symmetry**)
- ✓ Actors can easily obtain information at cheaper costs (**availability and affordability**)
- ✓ Actors can effect transactions without incurring much costs (**minimum transaction costs**)





Market transparency

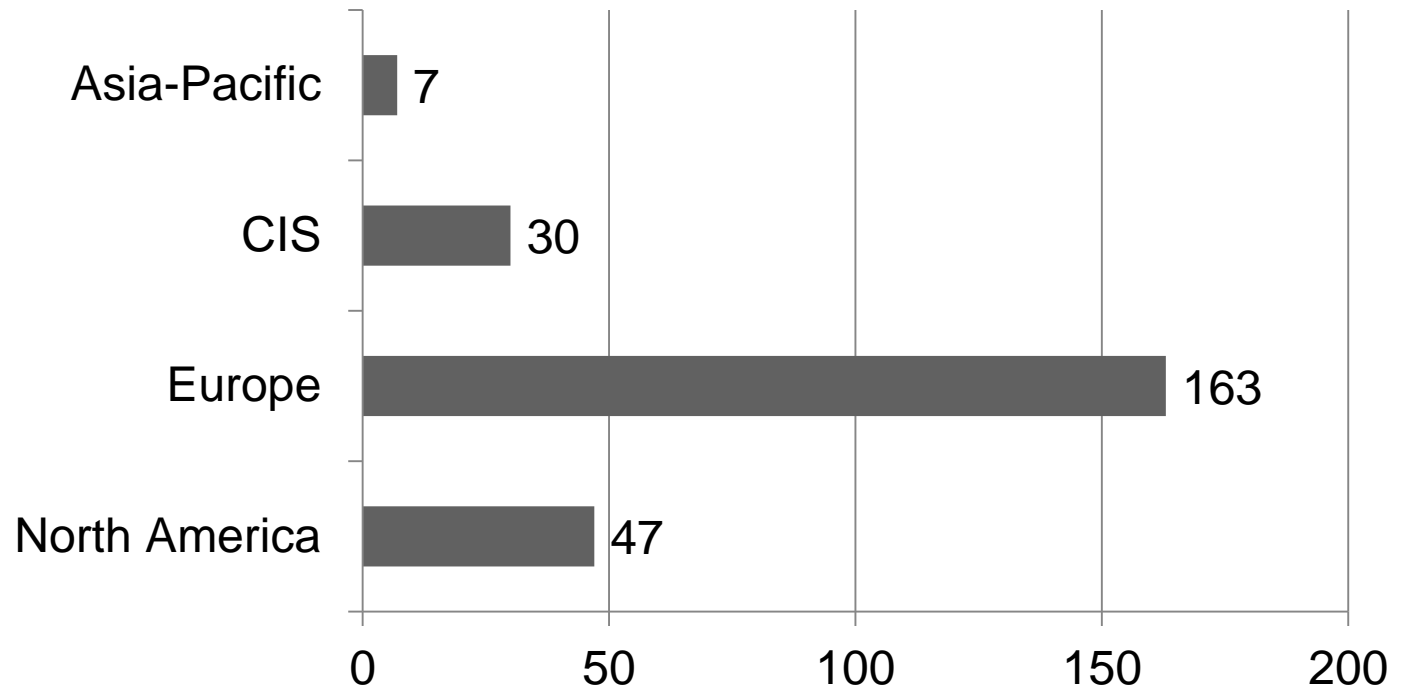
- ✓ European Forest Institute (EFI) and the UNECE/FAO study on improving int'l forest products price information, objectives:
 - To improve data coverage and quality of price information
 - To provide quick access to price information worldwide





Market transparency

Information Resources by Region





Market transparency

Information Resources by country

Class	Nbr of countries	Countries*
0 to 10	23	AU, AT, BY, BE, HR, DK, EE, FI, HU, IE, IT, JP, LV, LT, NL, NZ, NO, PL, RO, SK, SI, CH & UK
11 - 20	4	CA, CZ, DE & SE
> 20	3	FR, RU & US

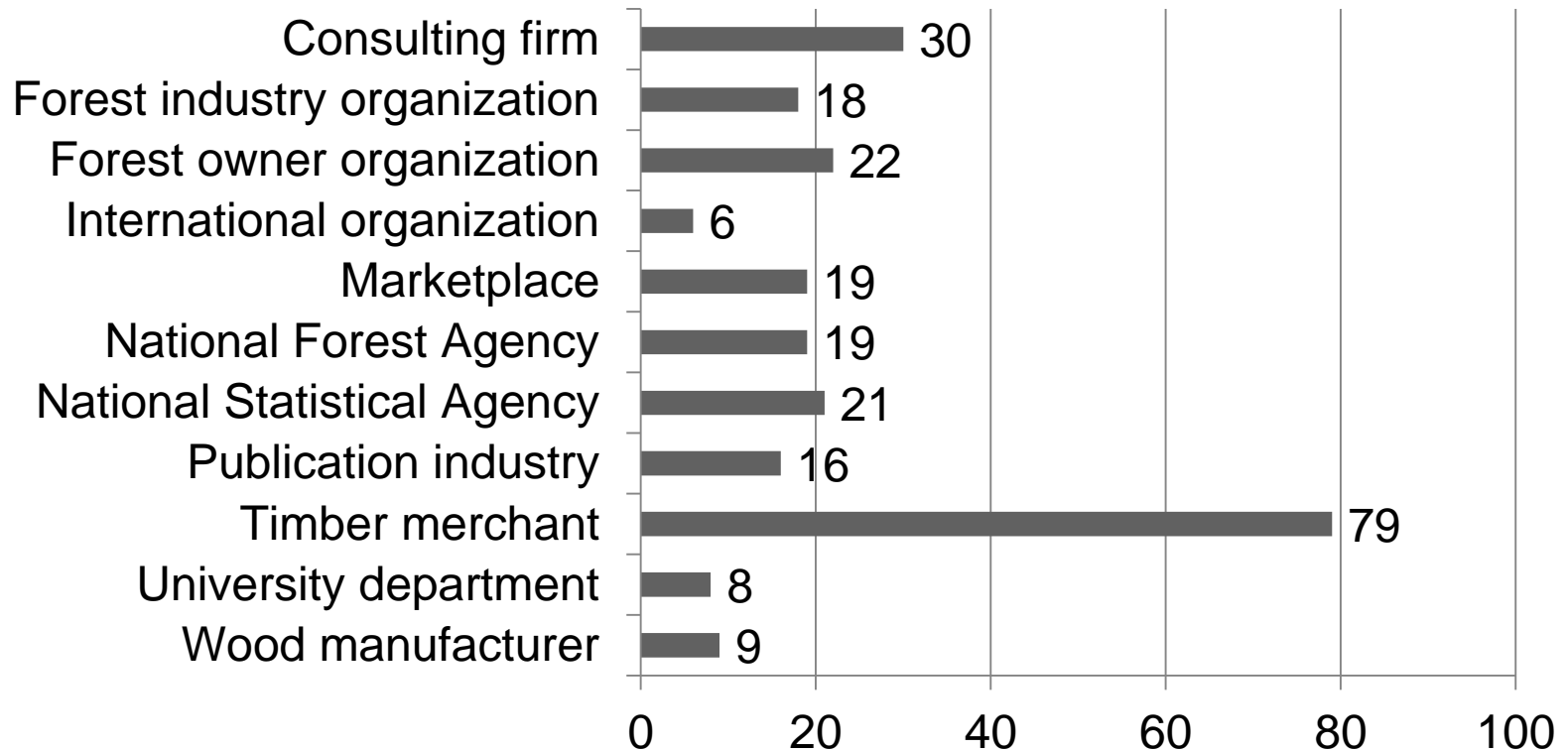
* Internet domain abbreviations





Market transparency

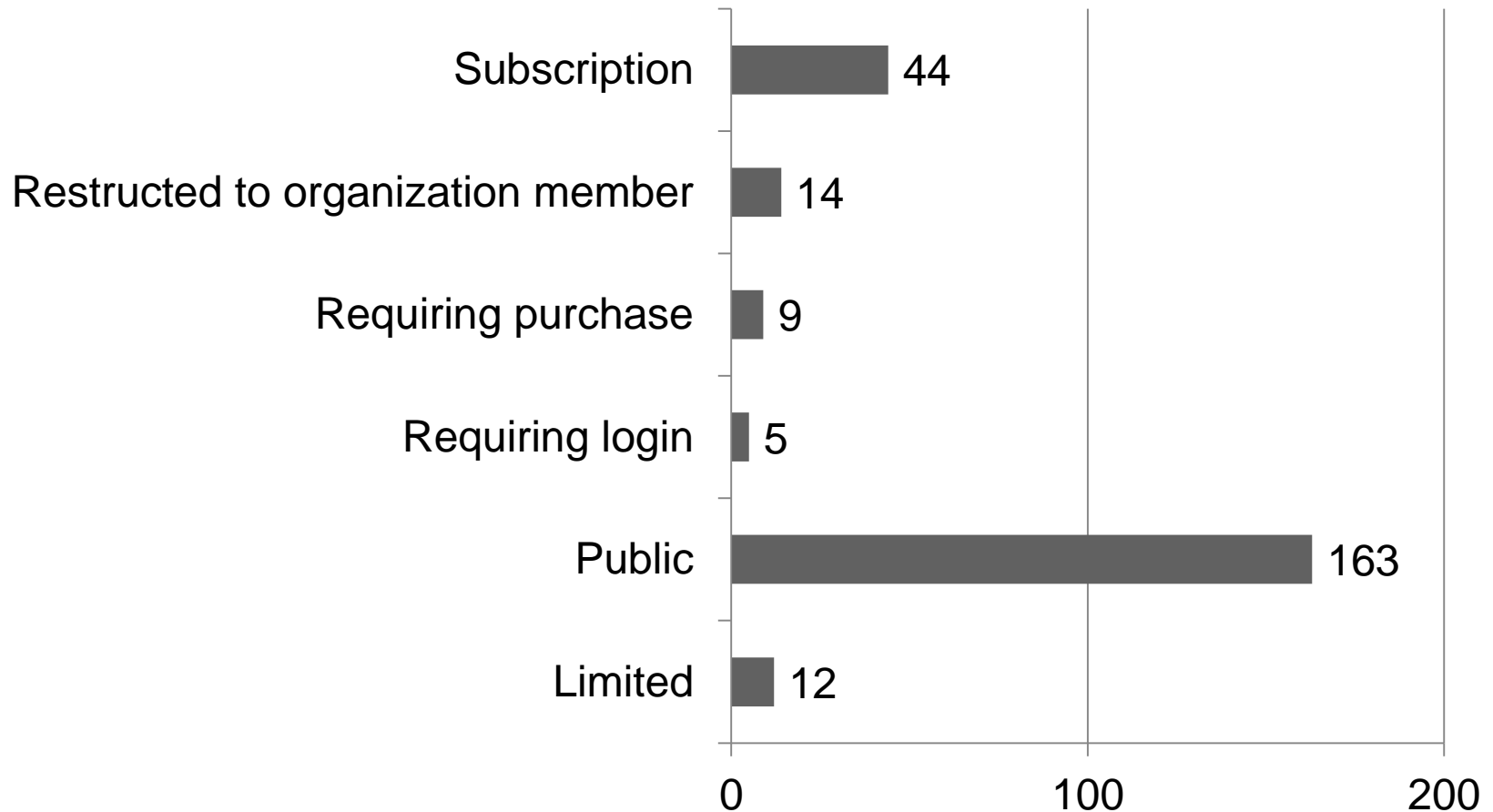
Information Resources by Organization type





Market transparency

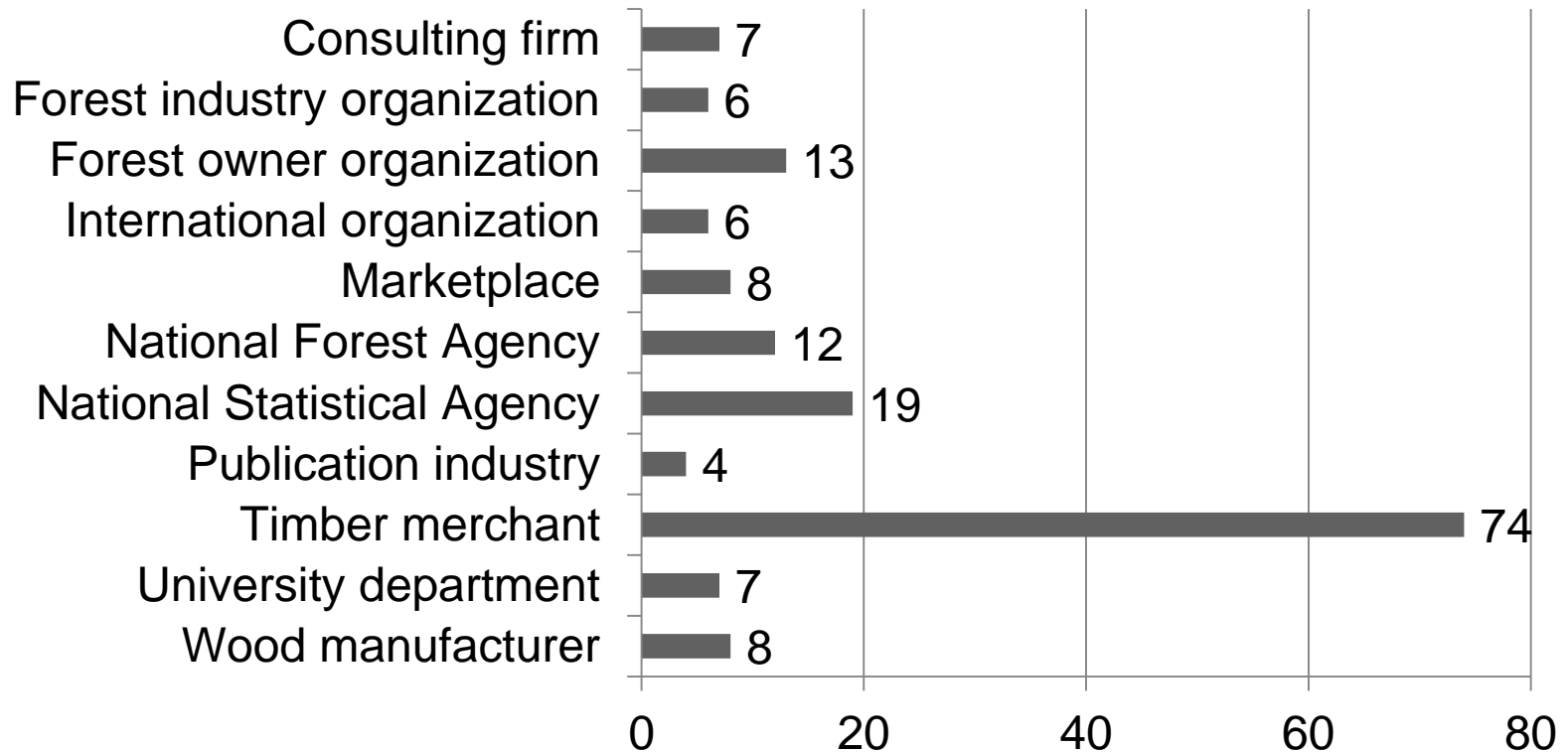
Information Resources by Access





Market transparency

Information resources by organization with public access





[HOME](#) | [PRODUCT CATEGORY](#) | [GEOGRAPHIC AREA](#) | [MARKET AREA](#) | [ADVANCED SEARCH](#)

Home

This portal provides metainformation about websites that report forest products price information. It includes price series data, non-series price data, online marketplaces, timber market analysis and forest products trade statistics, etc.

Products include sawlogs, pulpwood, wood pellets, firewood, wood based panels and pulp and paper.

The data are reported by different stakeholders such as retailers, manufacturers, governmental agencies, consulting firms, forest owner organizations, forest industry organization, etc.

For more information, see also [feasibility study on improving forest products price information](#).

<http://fppi.efi.int>

[Feedback](#) | [About](#) | [Propose a link](#) | [Contact](#)





Marketing information system

- ✓ Components
 - Internal records
 - Marketing research
 - Marketing intelligence
 - marketing decision support system





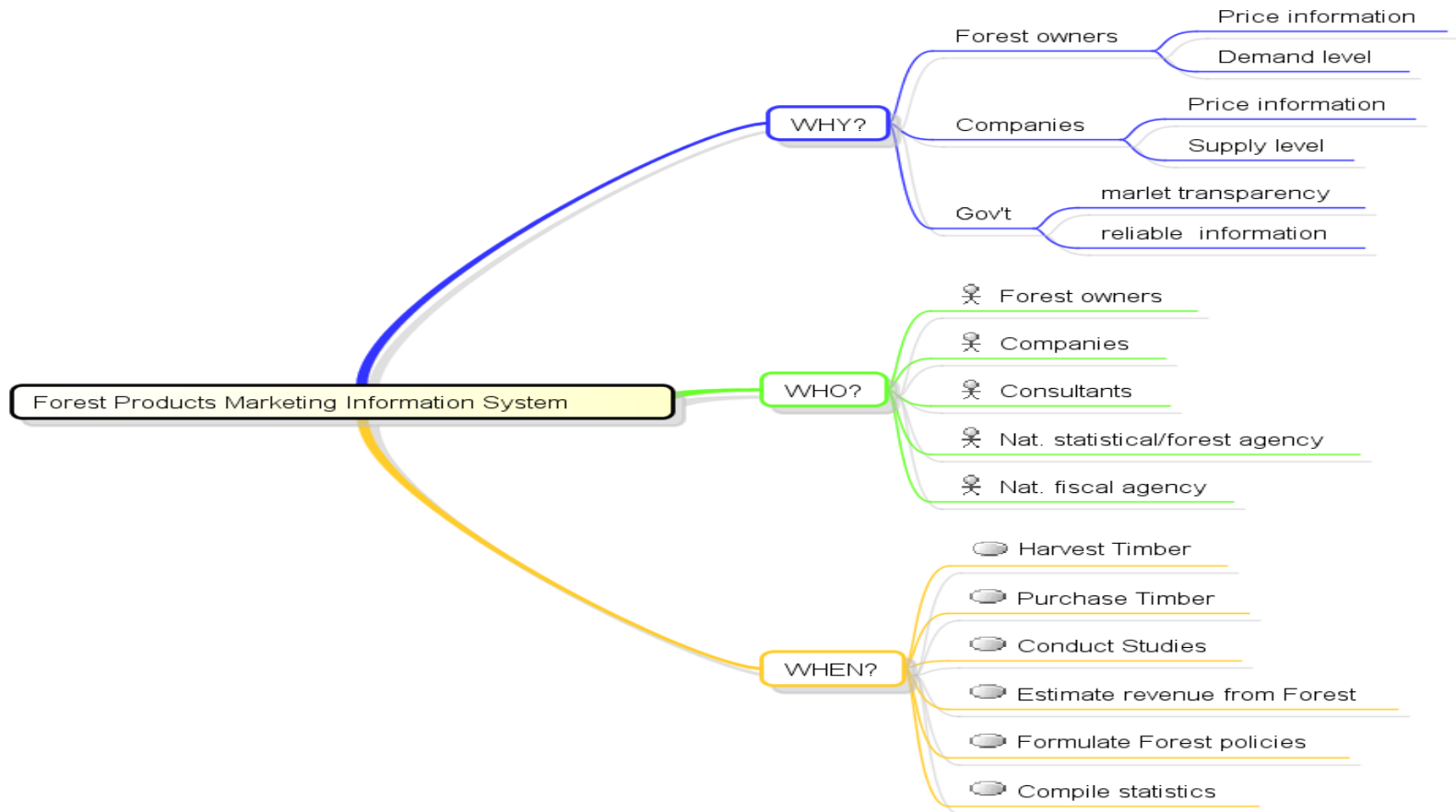
Marketing information system

- ✓ System design :Requirements
 - The **Why** concept: motivation, stakeholders and their interests
 - The **Who** concepts: potential users
 - The **When** concept: use cases





Marketing information system

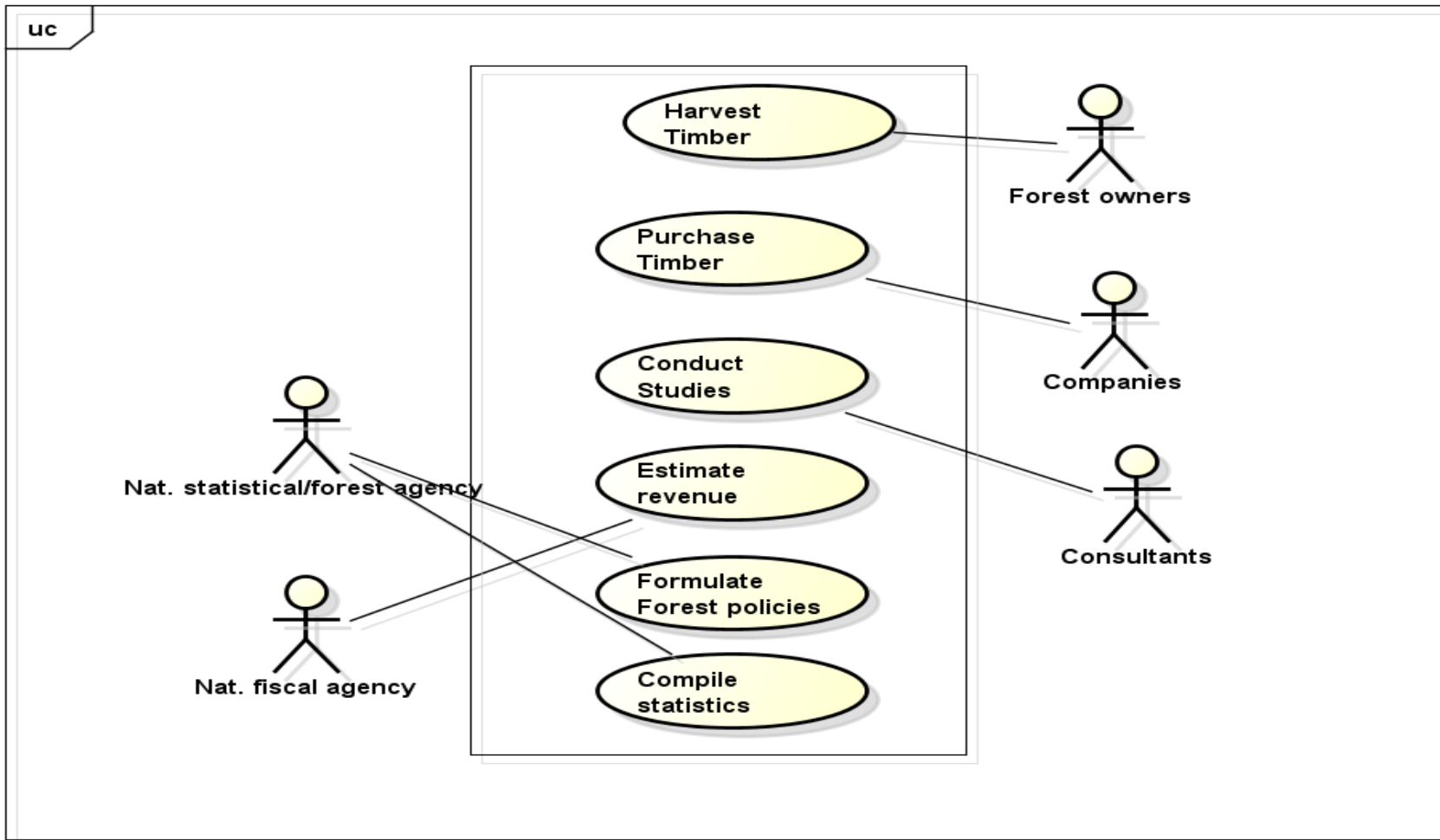


Astah UML ([www. http://astah.net](http://astah.net))





Marketing information system





Concluding remarks

- ✓ Forest owners needs price information and should contribute to data collection
- ✓ Timber supply analysis from NIPF becomes complex
- ✓ Improvement in international forest products price information





Thanks for attention!

Ibrahim.favada@efi.int

