ACTION RESEARCH, SCOTLAND

Initial research:

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

SWHA
SCOTTISH WORKING WOODS

Emma Chapman

Toni Dickson

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

- Consult SWHA members
- Redevelop SWHA website
- Help develop Harvesting Code(s) of Conduct
- Produce directory of member businesses
- Produce courses & events listings

SWHA
Scottish Wild Harvests Association

Communications with coppicers

- Cicrulate 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

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

- Redevelop SWW website|
- Survey current and ex licencees

Scottish WORKING WOODS
Local. Ethical. Sustainable.

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

*landowners *harvesters *ecologists *policy makers

Potential WP5.6 outputs:
- Best practice guidelines
- Information for landowners on NWFP opportunities

Potential partners: SNH, SWHA, FCS, SLE?

Building on WP4 IDCS

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

*landowners *harvesters *ecologists *policy makers

Potential WP5.6 outputs:
Info for landowners on marketing & managing for NWFPs

Potential partners:
SWHA, Scottish Crannog Centre, Tayside Biodiversity Partnership

Building on WP3 supply chain survey

Building on WP3 supply chain survey

Building on WP3 IDCS

WP5.6 output

Building on WP3 IDCS

Create physical & online display materials to present the Scottish NWFP sector:

Including StarTree outputs

WILD FOOD
HONEY & BEES
COURSES
"limited resource" "enabling rural livelihoods"
"enriching lives" "culture - old & new"
"ecological harmony"
"wild & woodland products" "sustaining forests"
"the wood that pays is the wood that stays"
HERBS
BEVERAGES
FIREWOOD
BUSHCRAFT
BASKETS
ORCHARDS

Website material: could go on RS website, SWHA website, SWW website, ForestHarvest, a new website – one of these or a combination.

Includes online directories – businesses, events, courses

Printed versions: posters? leaflets? pop up banner?

RSG request

RSG request

PROMOTION & AWARENESS RAISING:

Using materials generated during Action Research, & working with stakeholder partners

- Public event(s) in Scotland
  Survey public reaction to NWFP branding
- Articles, talks, web updates
- Wales KEE, May 2016
  Strong Scottish stakeholder presence, reporting of event within Scotland
- Scottish/Welsh stakeholders attend each other's events?

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StarTree
Multipurpose trees and non-wood forest products, a challenge and opportunity
www.star-tree.eu