

## Changing attitudes: **Core messages for the forestry and wood-using sector**

### Our core messages

---

**“Modern forestry and wood processing is unique in the sense that greater economic activity delivers greater environmental benefits”**

Or

**“Forestry and timber delivers a wide range of benefits for our economy, environment and communities”**

- Planting trees takes carbon from the atmosphere and using wood from our forests locks that carbon up;
- Harvesting trees sustainably secures local, well paid jobs, reduces imports and provides the everyday products that are all around us;
- Planting modern productive woodlands, and managing existing woodland, benefits us all (places for wildlife and people, mitigating flooding, etc);
- Wood is renewable, low carbon and suited for many uses, especially housing.

→ Audiences: all

## Additional messages for specific audiences

---

### **“Forestry and wood processing is a green, responsible and modern industry of the 21st century and offers a wide range of quality jobs.”**

- Forestry and wood processing is a sophisticated and high-tech industry from £300,000 machines harvesting trees to £30m sawmills and £100m panel board plants making low-carbon, everyday products;
- The industry offers a wide range of jobs and welcomes people from a wide background – it is not about men in check shirts;
- People need timber. It is a sustainable, renewable, low-carbon material, ideal for the 21<sup>st</sup> Century and the challenge of fighting climate change;
- The UK is the second largest net importer of timber in the world after China. Our standards for managing forests are among the best in the world. We should aim to use more home-grown wood.

→ Audiences: the media and other influencers, possibly general public

### **“Modern forests are very different from those planted in the 1970s; they are good for the environment and for people.”**

- Modern forests take into account wildlife, water management, public access and landscape design;
- Harvesting, including clearfell, is a normal part of the productive forest cycle, and provides an opportunity to adapt planting patterns to benefit wildlife;
- Producing wood and providing places for wildlife go hand-in-hand in modern forests.

→ Audiences: rural stakeholders and communities, E-NGOs, general public

**“Forestry can be a significant asset for farmers, both in economic and environmental terms.”**

- Forestry is a profitable land use; it not only creates economic value for the owner and the local community, but also delivers environmental benefits and recreational amenities for the public;
- Integrating forestry into farms can provide a diversified income for farmers and improve animal welfare and productivity;
- Planting more trees on farms can help farmers tackle flooding, protect soils, lock up carbon and bring unproductive land back to providing valuable income.

→ Audiences: farming sector and farming press

**“Timber is the green building material of the 21st century.”**

- Timber uses much less energy to produce compared to other building materials such as brick, concrete or steel;
- Wood is superior to other materials in terms of thermal insulation;
- Using wood in construction creates healthy living environments;
- Home-grown timber is fit for purpose, competitively priced and sustainably sourced.

→ Audiences: construction sector, politicians