

# Lowering the stakes: improving stakeholder engagement

**WHETHER THE ISSUE IS PESTICIDES, HARVESTING OR WOODLAND CREATION, IT'S TEMPTING TO WAIT UNTIL THE ISSUE ARISES, AND WORK IN THIS DIRECTION...**

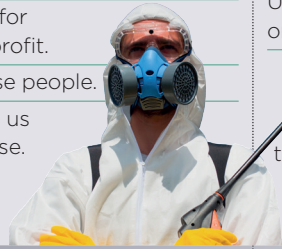


## **You want to talk about *your* facts...**

- Drinking water is safe.
- No pesticides within 10m of watercourses.
- Operators spraying pesticide hold professional qualification.
- Acetamiprid is sprayed directly on apples and hops for human consumption.
- Trees are sprayed every 35 years at most, agricultural crops several times each year.
- Acetamiprid is far less toxic than its predecessors, and we are developing even safer alternatives.

## **But you need to listen to *their* genuine concerns...**

- I don't understand it and don't trust any trace in my children's drinking water.
- The first sign of forest management I saw is figures in white suits.
- Neonicotinoids are killing bees.
- The forest is run for someone else's profit.
- I don't know these people.
- No-one talked to us until an issue arose.



## **And start conversations and build trust *before* the issue strikes...**

- Tell positive stories about the forest: a photo of you at work today, the local mills it supplies, the products its timber will become, its history, how its management has improved.
- Use the community facebook group and on-site signboards.
- Meet key stakeholders through small, face-to-face meetings rather than big public debates. Invite them to the forest for a visit.

**... BUT THERE'S A LOT OF TIME AND MONEY TO BE SAVED BY STARTING TODAY, AND WORKING IN THIS DIRECTION**

