



forest+change

new approaches in

**KNOWLEDGE MANAGEMENT**

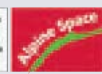
international conference

25-27 october 2006

freiburg/germany



This project has received  
European Regional  
Development Funding  
through the INTERREG III  
community initiative



Interreg III B

## NEW APPROACHES IN KNOWLEDGE MANAGEMENT *new*

The exchange of knowledge in a community of experts is one of the major tasks for a sustainable, future-proof forest management. Knowledge is the pivotal resource in business, administration and strategic management. **forestXchange** wants to meet this challenge, discuss the key concepts and enforce new impulses for handling knowledge in forestry. Beyond classical ways of knowledge transfer, new approaches in knowledge management are emerging. Additionally, the concept of knowledge management raises fundamental questions in forestry, such as the relationship between scientists and practitioners, knowledge and know-how, explicit and tacit knowledge.

## CONFERENCE OBJECTIVES *objectives*

**forestXchange** seeks to be a platform upon which new approaches for the valuation of and the exposure to knowledge in the field of forestry will be discussed, implications for the practical management of knowledge assets will be presented, and established ways of knowledge management will be critically examined.

- The conference aims to take advantage of new theoretical approaches, conclusions, and experiences from the fields of communication theory and technology, sociology and knowledge management in forestry.
- Experts in forestry, knowledge management, and social sciences concerned with expert-layer-person communications, community-building, and knowledge brokering share their experiences.
- The conference covers theoretical, applied, social and technological aspects of knowledge management.

## ORGANISERS *organisers*

### The conference is jointly organised by

Forstliche Versuchs- und Forschungsanstalt Baden-Württemberg, Freiburg, Germany (FVA)

*(Forest Research Institute of Baden-Württemberg)*

Eidgenössische Forschungsanstalt für Wald, Schnee und Landschaft, Birmensdorf, Switzerland (WSL)

*(Swiss Federal Institute for Forest, Snow and Landscape Research)*

Bundesforschungs- und Ausbildungszentrum für Wald, Naturgefahren und Landschaft, Wien, Austria (BFW)

*(Federal Research and Training Centre for Forests, Natural Hazards and Landscape)*

Bayerische Landesanstalt für Wald und Forstwirtschaft, Freising, Germany (LWF)

*(Bavarian Forest Institute)*

### Co-organisers

European Forest Institute, *Joensuu, Finland (EFI)*

International Union of Forest, Research Organisations, *Vienna, Austria (IUFRO)*

Div. VI „Social, Economic, Information, and Policy Sciences“ (Brown, Johnson)

Task Force „Public Relations in Forest Science“ (Krott, Kleinschmit, Miner)

Group S 6.06-01 „Technology Transfer“ (West, Miner)

Group S 6.06-02 „Extension“ (Beck, Begus, Norland)

Group S 6.15-00 „Improving education and further education in forestry“ (Schinnerl, Lewark)

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## **From Knowledge Transfer to Knowledge Management**

### **Knowledge as an organisational resource**

Implications of new theories and concepts for knowledge management

Scientists, practitioners, and the role of experts

Classifying knowledge assets: tacit and explicit knowledge; expert knowledge and know-how; material, individual and collective knowledge

From data collections to Knowledge management: identification, acquisition, maintenance, search and retrieval of knowledge

## **The Learning Organisation**

### **Implementation of Knowledge Management Strategies**

Knowledge networking: connecting experts beyond established structures

Creating incentives and dealing with restraints: What motivates practitioners and scientists to exchange knowledge and know-how?

Knowledge management, public relations, extension, training, and the science-policy interface: the role of communication experts in the realm of a controversial environmental discourse

Participation in knowledge exchange: How to enhance the willingness and abilities of participants in knowledge exchange

## **Knowledge Engineering**

### **Information Systems and New Media**

Net-based communication: Taking advantage of exciting technologies

From information to communication platforms: new approaches in network building in the new media context

Tool or toy: Integrating media in a comprehensive strategy

Computer-based processing of knowledge: acquisition and representation of explicit and tacit knowledge assets

Information systems: effective tools for forest management and problem-solving?

## **Practical experiences**

### **Communicating Knowledge and Know-how**

Transgressing the border: connecting experts and laypersons, scientists and practitioners

Cost pressure: How to compensate decreasing face-to-face contact

The unknown forest owner: What are our partners' communication needs?

Keeping the thread: Editing information for communication needs in politics

In competition for public perception: How NGOs and forestry communicate with stakeholders

- Forest scientists and professionals in the fields of extension and knowledge management, public relations, new media, stakeholder participation, education and the science-policy interface.
- Decision makers in the fields of knowledge management, environment education and communication in business and administration.
- Researchers in the field of knowledge transfer and management, education, policy, communication sciences, and psychology.

# CONFERENCE SCHEDULE *schedule*

The conference comprises two days of plenary and parallel sessions and one day for excursions. Both conference days start with two keynote presentations covering following topics:

- Wikis, Blogs and P2P – digital commons of knowledge
- Knowledge as an economic resource
- Science, experts, practitioners and the communication of Knowledge
- Worldwide communication in practice – overcoming boundaries

Presentations may be 20 minutes long, with an additional 10 minutes for discussion. Presentations are organized within parallel sessions addressing the topics listed in the conference objectives. Each session opens with a keynote paper and covers both theoretical and applied aspects in a given field.

## **Day 1: October 25<sup>th</sup> 2006**

Sessions: 9:30 – 16:00

Info-market, posters: 16:30

Evening program – conference dinner

## **Day 2: October 26<sup>th</sup> 2006**

Sessions including open space: 9:00 – 18:30

Evening program

## **Day 3: October 27<sup>th</sup> 2006**

Two fieldtrips

# SCIENTIFIC BOARD *board*

**Prof. Dr. Frank Fischer**

*Knowledge Media Research Centre, Tübingen, Germany*

**Dr. Eeva Hellstrom**

*IUFRO Science-Policy Interface vice chair, Director Forest Forum for Decision makers, Finland*

**Michèle Kaennel Dobbertin**

*Knowledge management, WSL Birmensdorf, Switzerland;  
IUFRO Working Party „Trends in forest terminology“*

**Prof. Dr. Werner Konold**

*Institute for Landscape Management, University of Freiburg, Germany*

**Prof. Dr. Max Krott**

*Universität Göttingen, Germany; IUFRO task force „Public Relations in Forest Science“*

**Dr. Michael Pregernig**

*University of Natural Resources and Applied Life Sciences, Vienna, Austria*

**Mike Rauscher**

*USDA Forest Service, Southern Research Station, Asheville, NC;  
Senior Editor Forest Encyclopedia Network*

**John Stanturf**

*USDA Forest Service, USA; IUFRO Forestry Sciences Laboratory*

**Prof. Dr. Klaus Tochtermann**

*Professor of Knowledge Management, University of Graz, Austria*

# GUIDELINE FOR CONTRIBUTORS *guideline*

To contribute to the **forestXchange** conference please submit a one-paged abstract (approx. 400 words) containing goals, methodology, and results. Contributions may be suitable for oral presentation or presentation at the info-market. Please indicate the preferred format.

**Deadline for submitting abstracts: May 06**

**Letters of acceptance: July 06**

**Please submit your abstract to: [abstract@forestxchange.org](mailto:abstract@forestxchange.org)**

## CONFERENCE OFFICE office

The conference team at the FVA Baden-Württemberg is your partner on behalf of the conference consortium. Please do not hesitate to contact us in case of any questions.

For questions concerning the programme:

Dr. Roderich von Detten, Dr. Andreas Reinbolz

Phone: +49 (0)761 4018-600 /-214



[www.forestxchange.org](http://www.forestxchange.org), [info@forestxchange.org](mailto:info@forestxchange.org)

For organizational questions:

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FVA Baden-Württemberg

Wonnhaldestraße 4, 79100 Freiburg, Germany

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Fax: +49 (0)761 4018-333

## VENUE venue

The conference is held at a modern convention center directly in the center of Freiburg in southern Germany – the sunny capital of the Black Forest.

Wintererstraße 1, 79104 Freiburg

**Accommodation:** Participants of the conference are expected to make their own accommodation reservation: [www.fit-buchungsservice.de](http://www.fit-buchungsservice.de) (german) or [www.hrs.de](http://www.hrs.de) (international)  
Tel. +49 (0) 761 88581-145

## REGISTRATION registration

Please use the form at [www.forestxchange.org](http://www.forestxchange.org)

*(online registration preferred)*

Deadline is September 15th, 2006.

## CONFERENCE FEE fee

Before August 25th: 220 €

After August 25th: 250 €

Reduced fee for students/Ph.D. students: 150 €

Excursion: 30 €

Conference fee includes icebreaker, info package, snacks and conference dinner. For payment details please refer to our website [www.forestxchange.org](http://www.forestxchange.org)

