



Funded by
the European Union

Participation as a stand holder to exhibitions and how to activate youth there.

Näyttelyihin osallistuminen kojunpitäjänä ja nuorten aktivointi niissä

Minna Luoto

Title of the good practice /activity

Participation as a stand holder to exhibitions and how to activate youth there

Title of the good practice /activity (native language)

Näyttelyihin osallistuminen kojunpitäjänä ja nuorten aktivointi niissä

Main photo



Legend for photo

Silva Forest Exhibition on 8-9 September 2023 in Joensuu

“why” section

Silva Forest Exhibition brings forestry professionals, forestry students and all forest minded people together. Silva is a warm and welcoming event for a whole family where you meet forestry operators, forest scientists, and get to know about natural forest products and lumberjack tradition.

In September 2023 Silva Forest Exhibition gathered around 28 000 people. Participation as a stand holder in an event of this size brings visibility. It's important to participate with interesting and current theme, not to mention how valuable attractive looking stand is, because that's how you make people visit your stand.

A Seppo-game was played throughout the event. Seppo-game is based on a mobile phone application where a player needs to navigate through tasks in the exhibition area that a player sees on the map in the mobile phone. In Silva Forest Exhibition the Seppo-game was played by young. The game had

“why” section (native language)

Syyskuussa 2023 Silva Metsänäyttely toi yhteen noin 28 000 metsäalan ammattilaista, metsätieteiden opiskelijaa ja muuta metsähenkistä ihmistä. Silva on koko perheen tapahtuma, jossa voi tavata metsäalan toimijoita ja metsätieteilijöitä sekä tutustua muun muassa luonnontuotteisiin ja metsuriperinteeseen. Tapahtumassa pelattiin nuorille suunnattua Seppo-puhelinpeliä, jossa ideana oli navigoida tapahtuma-alueella suorittaen kojuilla erilaisia metsäaiheisia tehtäviä.

Osallistuminen kojunpitäjänä tämän kokoluokan tapahtumaan tuo näkyvyyttä. Jotta ihmiset saadaan vierailemaan kojulla, on kojun teeman oltava mielenkiintoinen ja ajankohtainen, ja itse kojun visuaalisesti miellyttävä.

forest-themed tasks that the young had to complete.

“how” section

North Karelia Living Lab attended Silva Forest Exhibition on a stand called Climate and Forest. The stand presented how forests can adapt to climate change and how climate change affects forests. Theme was wide and it included huge number of practical outcomes. As a result, it was important to assemble a team that works with this topic as a daily basis. It gave synergy benefits.

Team had expertise in Climate-sustainable Forest management, such as mixed forest cultivation, uneven aged forestry, and forest fertilization. It also had expertise on forest damage interpretation using remote sensing techniques, such as bark beetle damages' detection from satellite images.

Wide and current theme with a few practical outcomes attracted people to visit our stand. People wanted to know how to manage forests so that forests would be resilience in the future. Specially bark beetle damages and forest fertilization interested people.

Seppo-game at North Karelia Living Lab stand was about identifying tree species from seedlings. This turned out to be an interesting task, as it gathered a lot of young to the stand.

“how” section (native language)

Pohjois-Karjalan “elävä testilaboratorio”, niin sanottu Living Lab, osallistui Silva Metsänäyttelyyn kojulla nimeltä Ilmasto ja Metsä. Koju esitteli, kuinka metsät voivat sopeutua ilmastonmuutokseen ja kuinka ilmastonmuutos vaikuttaa metsiin. Kojulla oli mukana ilmastokestävän metsänhoidon asiantuntija ja metsätuhojen satelliittitulkinnan asiantuntija.

Laaja-alainen ja ajankohtainen aihe houkutteli ihmisiä vierailemaan kojulla. Ihmiset halusivat tietää, miten metsiä voidaan hoitaa siten, että ne kestävät tulevaisuudessa. Erityisesti kirjanpainaajatuhot ja metsien lannoitus kiinnosti ihmisiä. Lisäksi Seppo-peli keräsi paikalle paljon nuoria suorittamaan kojun tehtävää, jossa tunnistettiin puulajeja taimista.

Advantages of the practice/activity

Forest Exhibitions are an excellent place to meet people working on the same topic and as a result, find possible partners to the future. It is also a great opportunity to distribute information to forest owners and other forest driven people. The atmosphere at the exhibitions is usually good and relaxed, which allows for casual conversation. Compared to webinars and seminars the conversations are more fluent and people are more active to start a conversation about the topic of interest.

It is easier for young people to approach things via mobile phone. Different mobile games are a great way to get attention from

Advantages of the practice/activity (native language)

Metsänäyttelyt ovat oivallisia paikkoja tavata saman aiheen kanssa työskenteleviä ihmisiä, ja samalla löytää mahdollisia yhteistyökumppaneita tulevaisuudelle. Näyttelyissä on myös hyvä tilaisuus levittää informaatiota metsänomistajille ja muille metsistä kiinnostuneille ihmisille.

Mobiilipelit ovat hyvä keino saada nuoret kiinnostumaan asioista, jotka muuten koettaisiin itselle vieraiksi tai vaikeiksi. Monet nuoret esimerkiksi tunnistivat Seppo-pelin jälkeen sellaisia puulajeja taimista, joita eivät pelin alussa olleet tunnistaneet. Seppo-peli oli yksi syy, miksi kojua oli menestynyt: Ilmasto ja

youth. Subject may be unfamiliar to young people, which makes it difficult to catch, but through a fun mobile game, information flows completely unnoticed. For example, many young people didn't recognize tree species of the seedlings, but after the game they recognized at least the ones that were included in the game.

Other benefits:

Seppo -game was utilized by the teachers, so that they let pupils go alone/in small groups to the exhibition. When all the questions are answered, teacher saw that the schoolwork was done, and pupils were free for the weekend. The Seppo-game was one thing to do our stand success: we estimated 1000 visitors in our E2A stand during the 2-day exhibition.

Metsä -kojulla arvioitiin käyneen noin 1000 vierailijaa kahden näyttelypäivän aikana.

NUTS3 location

North Karelia

Main partners in good practise, if any (names of the organizations/ stakeholders groups)

Bitcomp Oy, Natural Resources Institute Finland

Further information: link to the www pages

<https://www.metsakeskus.fi/fi/hankkeet/ekosysteemipohjainen-sopeutuminen-keinona-parantaa-metsien-ilmastokestävyyttä-tulevaisuudessa-eco2adapt>

Author(s) name(s)

Minna Luoto

LL coordinator name

Leena Leskinen

e-mail of LL coordinator

leena.leskinen@metsakeskus.fi

Institution coordinating LL

Finnish Forest Centre

Address of institution coordinating LL

Siltakatu 20 B, FI-80100 Joensuu

About this practice abstract and eco2adapt

Publisher: Finnish Forest Centre

Authors: Minna Luoto

Permalink:

<https://www.eco2adapt.eu/practice-abstracts>

<https://doi.org/10.57745/BFQDRW>

This practice abstract was elaborated in the eco2adapt project, based on the EIP AGRI practice abstract format.

eco2adapt - Ecosystem-based Adaptation and Changemaking to Shape, Protect and Maintain the Resilience of Tomorrow's Forests, is running from September 2022 to August 2027.

The overall goal of eco2adapt (a multi-actor, participatory project) is to create smart and practical solutions that will help forests thrive for generations to come. With the support of local communities, we're working on new ideas for managing forests to keep them healthy and resilient in the face of challenges such as climate change.

Project website: www.eco2adapt.eu