



■ INTEGRAL case study area Suvalkija, Lithuania (© Redas Rutkauskas). ■ INTEGRAL case study area Oberpfalz, Germany (© Ralf Moshhammer, TUM).

# Managing Europe's forests sustainably

INTEGRAL – Future-oriented integrated management of European forest landscapes

Places of recreation and retreat or sources of raw materials? The European cooperation project INTEGRAL is examining the challenges involved in modern and sustainable forest management.

Over one third of Europe's total area is covered by forest. But who is allowed to use this forest? Who determines its value as a resource for commercial exploitation, a local recreation area or an ecosystem deserving of protection? If we are to take account of these different interests and use forests in an economically, environmentally and socially responsible way, then we need to rethink how they are managed.

## The special importance of communication

Consequently, experts from 13 countries are working to develop new policy and management approaches to sustainable forest management as part of the EU-wide project INTEGRAL (Future-Oriented Integrated Management of European Forest Landscapes). Their findings are enabling a range of actors to assess the impact of environmental, socio-economic and political factors on the development of forest landscapes. As part of INTEGRAL, the Fraunhofer Center for International Management and Knowledge Economy is formulating recommendations for action with regard to putting strategic concepts into practice. Communication is particularly important in this context. It is necessary to

create awareness among relevant actors and the general public of the need for sustainable forest management. To this end, the Leipzig researchers are also defining criteria for effective knowledge transfer.

**Duration:** 11/2011 – 10/2015

**Funding:** European Commission, 7th Framework Program of the European Union, Grant agreement -Nr.: 282887

**Partners:** 21 partners from 13 EU countries, including Germany: Technische Universität München, Institute of Forest and Environmental Policy, University of Freiburg

**Team:** Annamaria Riemer, Inga Žirkova, Jördis Winkler, Brett Aho

**Project website:** [www.integral-project.eu](http://www.integral-project.eu)



**Contact:** Annamaria Riemer

Deputy Head of Division Knowledge and Technology Transfer

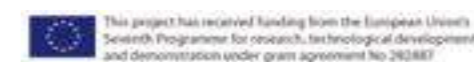
[annamaria.riemer@moez.fraunhofer.de](mailto:annamaria.riemer@moez.fraunhofer.de)  
+49 341 231039-132



**Contact:** Inga Žirkova

Research Fellow Division Knowledge and Technology Transfer

[inga.zirkova@moez.fraunhofer.de](mailto:inga.zirkova@moez.fraunhofer.de)  
+49 341 231039-146



Transdisciplinary research was conducted to analyze the current challenges for European forest policy. Forward-looking approaches to forest policy and the future management of forest landscapes in the EU were then developed on this basis.