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Session Chair	Session 5.1	Comparative analysis of policymaking and implementation regarding integrated forest management.
Presentations	Session 2.1	<i>Rethinking forest entrepreneurship and policy as a newly emerging cross-sectoral field: Insights from theory and empirics.</i>

Abstract Session 3.3 – Sustainable Economy Projects Creating New Challenges for Forests: Results from a forest owner survey.

Seeking to mitigate the effects of climate change and the general awareness of natural resource scarcity, have led to the discussion and implementation of many new policies. Sometimes the broad stroke policies at the international or national level aimed at the reduction of CO₂ emissions or the sustainable use of limited resources, have very concrete and in some cases conflicting effects at the local level. One of these effects results from the fact that many climate change mitigation and sustainability efforts are implemented in forests, therefore promoting management efforts beyond timber production. This paper analyses the stated preferences of forest owners on two kinds of forest management adjustments in line with sustainable economy goals. The case study deals with the emergence of private and state-supported markets for CO₂ certification of forest growth and management. The current revision of the CO₂ regulation in Switzerland will open new opportunities for forest owners to receive remuneration for the contribution of their forests to the environment as carbon sinks. The shift from a wood production oriented sector to one providing environmental values can be perceived as highly compatible if it can be integrated into current forest management, or highly conflictual if it reduces the use of wood as a renewable resource. Allocated at the cantonal level, the case study addresses these questions in a conjoint survey experiment, allowing a more realistic decision-making process where forest owners are asked to choose between different pre-defined options. The forest management options are derived from existing policies as well as from potential policies currently in the political debate. The paper therefore makes a contribution to an ongoing discussion about the politically desired uses of natural resources and informs the current debate as to which policy instruments find appeal amongst forest owners and are likely to be implemented.

Keywords: Sustainable economy trade-offs, policy preferences, forests