



## Sustainability / Statewide Scale



<b>Forest Stewardship Principles: Building Awareness &amp; Capacity through Webcasting</b>	
<b>Place-Based Example</b>	A webinar series was developed to assist forest landowners and forestry professionals foster an enhanced understanding of sustainable forestry concepts and practices; and how they might be applied in forest management planning and decision-making.
<b>Discussion</b>	<p><b>Description:</b> A webinar series, centered on sustainable forestry principles as outlined in the National Association of State Foresters (NASF) Stewardship Handbook, was developed as part of this project. The webinar series focuses on the 7 forest stewardship principles, explores how forest landowners can and do adhere to these principles, and includes an explicit evaluation component which will assess immediate and medium-term awareness and behavioral impacts. In this project, we focus our attention on the ability of emergent technologies to reach forest landowners and deliver effective educational programming. There are three components to this project: 1) exploring webinar participants' awareness of and adherence to stewardship principles, 2) developing and implementing the webinars, and 3) evaluating the webinars for educational and communicative effectiveness.</p> <p><b>Context:</b> The geographic focus of this project is the Northeastern United States with a primary emphasis on forest landowners of New York State. However, the advantage of webinar technology is that it allows educational material to be available nationally and internationally. Currently, registrants for webinars delivered as part of New York's Forest Connect Extension program represent 41 states, 3 countries, and 40 counties in New York State.</p> <p><b>Value Added:</b> This project will assess landowner awareness and implementation of the Stewardship Principles of sustainable forest management; deliver programming based explicitly on these principles; and include a mechanism for evaluating the effectiveness of this programming.</p>
<b>Key Resources and Web Links</b>	<a href="http://www.sustainablewoodlands.org">www.sustainablewoodlands.org</a>
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