

INCREASED ACCESSIBILITY THROUGH DIGITALIZATION

Three quarters of Sweden's total land area consists of forest and the scarce information that describes it is often complex and difficult to interpret, difficult to access and scattered in various places. The forest is used in many different ways by many different actors and stakeholders and contributes with different ecosystem services.

However, the available data describing the forest, i.e. information on soil, type of forest, degree of soil moisture and so on, are used by only a few. Today, forest data is mainly used to streamline Swedish forestry, even though it could be used to streamline and make other areas accessible.

Purpose

To increase the understanding of the obstacles and opportunities that exist for using digitalisation to make forest data available in relation to service development and business opportunities for entrepreneurship and forest ownership in the forest-related industry. Questions investigated were: How can an example of making forest data available through digitization look like a business concept? How do forest owners' needs and motivation to develop their forest ownership with the help of digitalisation look like? Two different materials are used to answer the report's two questions. For the first issue, which through an empirical example utilizes Ecotype AB's experience and knowledge, the founders themselves have described their process below and for the second issue, which deals with forest owners' needs and motivation, a market research has been conducted.

To create a business/app

The main purpose and goal of the application that the company Ecotype AB develops is that it shows where and when individuals' chances

of finding mushrooms or berries are greatest. Either by presenting specific forests where the mushrooms thrive for the less experienced people, or by describing all forests in detail and make it searchable in a map for the more experienced pickers. This, together with inspiration and the dissemination of knowledge, will mean that more people spend more time in forests and nature with the help of the service.

In the start-up phase, the company's focus was mainly on showing exactly where and when the mushrooms or berries grow. Over time, problem descriptions have changed and perhaps, above all, broadened. Among other things, safety in the forest has come into greater focus, it has been shown that many are afraid of losing themselves, and therefore feel insecure in the forest. Therefore, the applications now also focus on making the forest accessible to everyone - and de-dramatize forest visits through functions that will increase security. For example, there are major differences in nature and outdoor habits between people who grew up in Sweden and people with a foreign background. Descriptions of the forest itself and associated variables also proved to be important, not just an exact location. As more people use the application, it can collect data on how people behave in the forest, which forests people thrive in and so on.

The company can thereby also collect data about Swedish nature. All the data may be used for research purposes, both in social, economic and environmental dimensions. The fact that the application can be used as a basis for citizen research is seen by the company as a natural step in the development process. Furthermore, emphasis is also placed on the possibility of applying for soft funds from many different actors, such as Vinnova, Almi,



EUROPEAN UNION

Interreg
Botnia-Atlantica

European Regional Development Fund



Prosperous forest

Diversification through Inclusion and Specialisation

Incubators, Innovation Offices at universities, the Swedish Board of Agriculture and the County Administrative Board. Furthermore, it can also be stated that the team is more valuable than the service. Having all the skills required to run the company in the long term is also important for future financing and cannot be emphasized enough.

Furthermore, the experiences from *Ecotype's* development emphasize the importance of accelerating slowly in order to be able to develop products / services and the company gradually, and that in this case study the team has had a great variety in background and competencies that constitute a good embryo for innovation. All communication and networking during the process has highlighted the importance of diversity within companies, regardless of size.

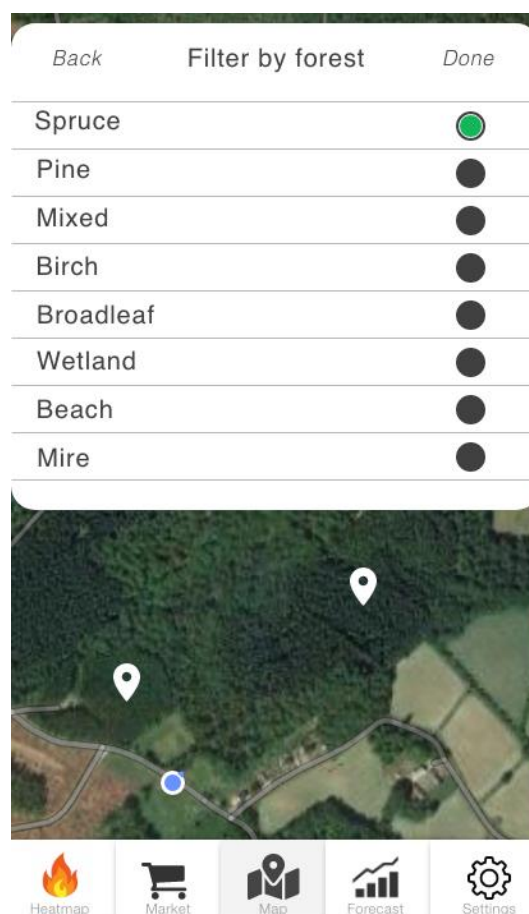
To match needs

Although Ecotype AB's target group is broader than just forest owners, forest owners and their need for, and motivation for, using digital solutions and more accessible forest information are important value measures and indicators for the opportunities to develop new service and service concepts with forest information. The market survey that was conducted was answered by 40 people. More than half (57.5%) have been forest owners for more than ten years and just over 70% describe themselves as experienced forest owners. Overall, it can be stated that today's forest owners are open to and see a need for new solutions for managing forest information. Many also feel that the services and products available today do not fully meet the needs of the forest owners.

Conclusion

The forest provides society, people, ecosystems and nature with lots of values such as hunting, recreation, botanize, forestry, and

mushroom and berry picking, yet the already existing data is utilized primarily by industrial actors. More and more people in Sweden are moving to large cities and one effect is that they distance themselves from nature. For this reason, it is therefore necessary to focus on building solutions that create benefit and use of nature in an educational, informative and fun way to get more people to discover how the forest and nature can create benefit for the person. Therefore, it is important that other companies and individuals see this need and develop products and solutions in this segment. Forest owners have also shown interest in and need for other types of, and other ways of packaging forest data than those in the traditional forestry plan, as well as information and advice on an independent basis.



PILOT SUMMARY



Prosperous forest
Diversification through Inclusion and Specialisation