

# One Address for Forest Information: Metsään.fi

The most used forest web service in Finland: Metsään.fi

## Almost all private forests in Finland are covered

The Finnish Forest Centre collects remote sensing based forest resource data, which is diversely utilized for the regional planning of forests and commercial forestry, to support the assessment of tree utilization and generally for developing forest businesses.

The forest resource data will cover all the private forests in Finland by the end of year 2020.

## Private forests are in a key position as raw material sources for forest-based bioeconomy

Private forests cover roughly 60 percent of the forest land, but about 80 percent of the domestic raw wood used by commercial forestry. Today, the value of the forest industry production is 2.1 billion euros, which is a fifth of the entire industry production value. The forest industry export in 2017 was worth about 12 billion euros, which covers a fifth of the entire export of goods.

In addition to raw wood material, the forests produce gathering products, opportunities for recreation and other ecosystem services.

## Metsään.fi is a service for forest owners and for actors

- supports active decision-making among forest owners by offering forest resource and environmental data as well as maps on forest properties
- provides the opportunity for actors and forest owners to manage forest errands as e-services regardless of time and place
- acts as a platform for offering forest services
- free of charge service, which requires authentication.

## Open forest data available for everyone without authentication

- nationwide forest information that does not contain personal information
- saves costs by allowing advance planning and speeding up field work
- generates new business opportunities.

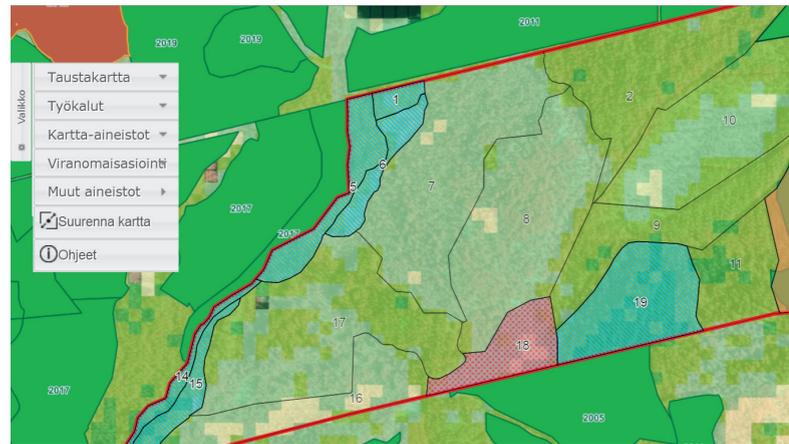


## End user experiences for Metsään.fi-webpages and -services

Around 110 000 forest owners have used Metsään.fi-service. The forest owners that use the service own forest properties that are larger than average. The Metsään.fi service's usage activity was increased in particular by forest owners experiencing that the presented suggestions for forest management operations matched their own objectives.

87 percent of the users considered wood production to be an important or very important purpose of forest owning. On the other hand, the majority of forest owners also appreciated nature and leisure values and scenery, and about a third appreciated hunting possibilities.

Forest sector actors emphasize the role of open forest data in cost effective activities.



From the perspective of both forest owners and actors, the up-to-datedness of forest resource data and improvement of quality rose as the most important development objects.

### The future of Metsään.fi

The main topics in developing Metsään.fi-webpages and -services are

- one entity that offers forest owners and actors all forest and nature data simultaneously
- the service remains free of charge for forest owners and actors with possible supplementary services subject to charge
- marketing the service especially to new forest owners
- easy to use and clarity should not decrease and mobile application should be offered to the users
- informing the users of the purpose, method and limits of the forest resource data offered by the Metsään.fi website should be emphasized further than before, so that the expectations for the material become more realistic
- material related to nature and leisure values and more diverse forest treatment options will have their own user base in the future
- the control of global warming and the support of the biodiversity of the nature will likely receive more attention in the future: Metsään.fi-service acts as an important platform for relaying information and it makes it more effective to focus counselling towards forest owners
- the service platform planned in connection to the Metsään.fi-website is a significant step in advancing information sharing.

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