

European Chainsaw Certification

COMMUNICATION PLAN

5th international meeting

March 10-12, 2010, Solsona, Spain



Communication plan

Four questions:

- Who?
- Why?
- What?
- How?



1. Who?

Partners involved:

- Countries: 13 nationalities present;
- Sectors: Training institutions, certification org., international org. forestry, arboriculturists, ...

Sectors yet to be addressed:

- Landscapers, craft workers (construction builders), governmental agencies, industry,

Target group:

Different levels of communication:

1. Other members
2. Sponsors and investors
3. End users



2. Why?

Goals of communication:

- Create awareness of necessity for safety measures
- Support of the industry
- Involvement of as many countries as possible
- sponsorship
- ...



3. What?

Message:

- Enhances safety, decreases fatalities
- Enhances mobility
- Transparent and uniform standards
- Cheapest European chainsaw certification system existing
- Standards on national level (some countries)
- Quality auditing system secured
- Database



4. How?

- **GENERAL ACTIONS:**
 - Website: www.europeanchainsaw.eu
 - Articles : 2 p partner + EFESC members
 - Posters when organising an event
 - Use of logo in communication
- **SPECIFIC ACTIONS:**
 - Looking for an NA in your own country
 - Invite possible EFESC members and NA's to international meeting
 - Involvement of the Industry (ENFE)
 - Looking for Sponsors and investors (ENFE)



4. How? (2)

- **INFORMATION PACKAGE:**

- www.europeanchainsaw.eu
- Informational paper
- Press releases
- Criteria to become an NA, their tasks and responsibilities; the fee they have to pay (2500€) until end 2011
- Mandate of KWF as secretariat to look for NA candidates
- Letter of intent (to be returned to the secretariat asap)
- Legal structure

This information package will be sent to you by MAY 15, 2010


YOUR task:

To look for an organisation within your own country who is willing to take up the role of NA by next meeting: **Sept 2010**



Website EFESC:

- 1st Product:



Website ECS:

- Newsletter
- Forum
- News (products, projects, new NA's,...)

Examples of dissemination:

Newsletter 2009 of EAC European Chainsaw Standards (ECS)

The EAC is involved in the development of a European standard for chainsaw operators. The project will result in a description of skills and knowledge. It also gives directions about how skills should be assessed and what is the minimum level. The goal is to have a clear, uniform competence standard in Europe for chainsaw users.

Important European Standards
A chainsaw is one of the most dangerous tools. For this reason, the EAC is involved in the development of a European standard for chainsaw operators. The project will result in a description of skills and knowledge. It also gives directions about how skills should be assessed and what is the minimum level. The goal is to have a clear, uniform competence standard in Europe for chainsaw users.



Pilot and final ECS 3 certification in Germany

professional chainsaw operators in many countries have to prove that they have had training and are skilled. Some European countries have well-developed standards and programmes but these do not yet exist in others. It is widely recognised that a standard would increase transparency and mobility within the European trade and strengthen the forestry and green industry.

ECS for EAC

The EAC did groundbreaking work in collaboration with the forestry sector. The EAC did groundbreaking work in collaboration with the forestry sector. The EAC did groundbreaking work in collaboration with the forestry sector. The EAC did groundbreaking work in collaboration with the forestry sector.

Tree Work News

Journal of the European and Forest Sector for all involved in forestry and arboriculture

Chainsaws continue to kill

In the last few months, too many accidents have been killed when using a chainsaw. The number of accidents is still high. The number of accidents is still high. The number of accidents is still high.

- acknowledgment of the high frequency that arboricultural contractors have to work in
- recognition of chainsaw and power
- acknowledgment of the principle of risk assessment systems employed in arboriculture and
- attention of equipment contractors and their ability to control and control risks.

A large number of accidents and fatalities have been recorded in the forestry sector. The number of accidents is still high. The number of accidents is still high.

Due to the fact that the industry is a sector of 30000 in the forestry sector, it is a sector of 30000 in the forestry sector. It is a sector of 30000 in the forestry sector.



Inverde website

