

DIGI

BLOG

for private forestry

2022-23



rentenbank

funded through
Landwirtschaftliche
Rentenbank



**DIE WALD
EIGENTÜMER**
AGDW

executed through
AGDW

SUCCESSFUL OR NOT?
**CASE STUDY OF AN EARLY-
DETECTION-SYSTEM FOR
FORESTS**

CONTENT

1. INTRODUCTION TO „*WALD-WIKI*“
2. REPORTING-SYSTEM OF „*WALD-WIKI*“
3. EVALUATION: SUCCESSFUL OR NOT?
4. POSSIBILITIES AND COMPETITION

1. INTRODUCTION TO „WALD-WIKI“?

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



Gefördert durch:

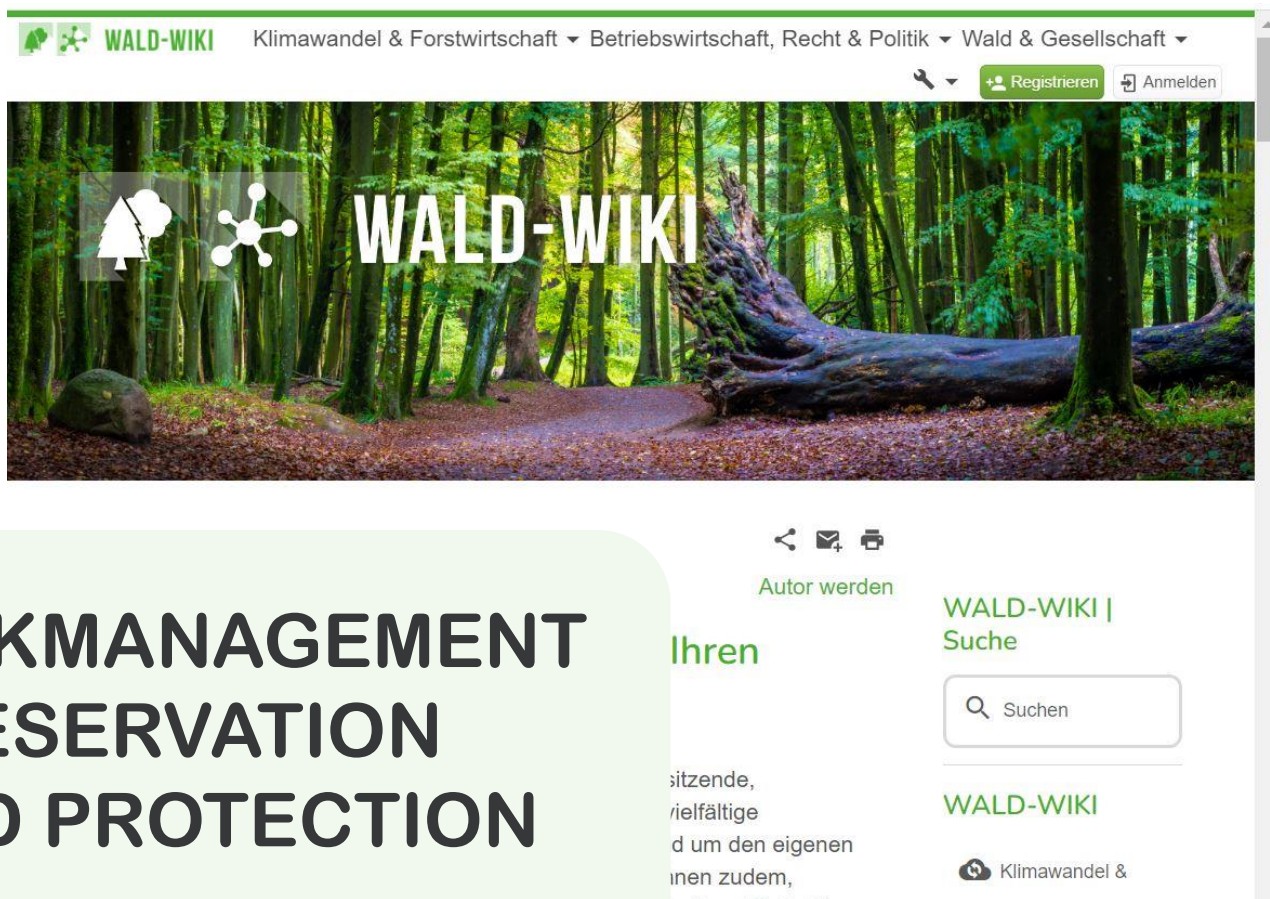


Bundesministerium
für Umwelt, Naturschutz
und nukleare Sicherheit



aufgrund eines Beschlusses des Deutschen Bundestages

1. INTRODUCTION TO „WALD – WIKI“



**RISKMANAGEMENT
PRESERVATION
AND PROTECTION**

1. INTRODUCTION TO „WALD – WIKI“

THE OBJECTIVES

- a) PROFESSIONAL SUPPORT FOR THE FORESTRY COOPERATIONS IN TERMS OF RESEARCH RESULTS AND INFORMATION
- b) ESTABLISHING A TOOL TO EXCHANGE EXPERIENCES AMONGST FOREST OWNERS
- c) OPTIMISING COMMUNICATION AND COORDINATION ACROSS COOPERATIONS AND THE PUBLIC
- d) A TOOL TOO PROVIDE INFORMATION ABOUT THE FOREST CONDITION
- e) DISSEMINATION AND EXCHANGE OF BEST-PRACTISE-EXAMPLES

1. INTRODUCTION TO „WALD – WIKI“ FUNCTION

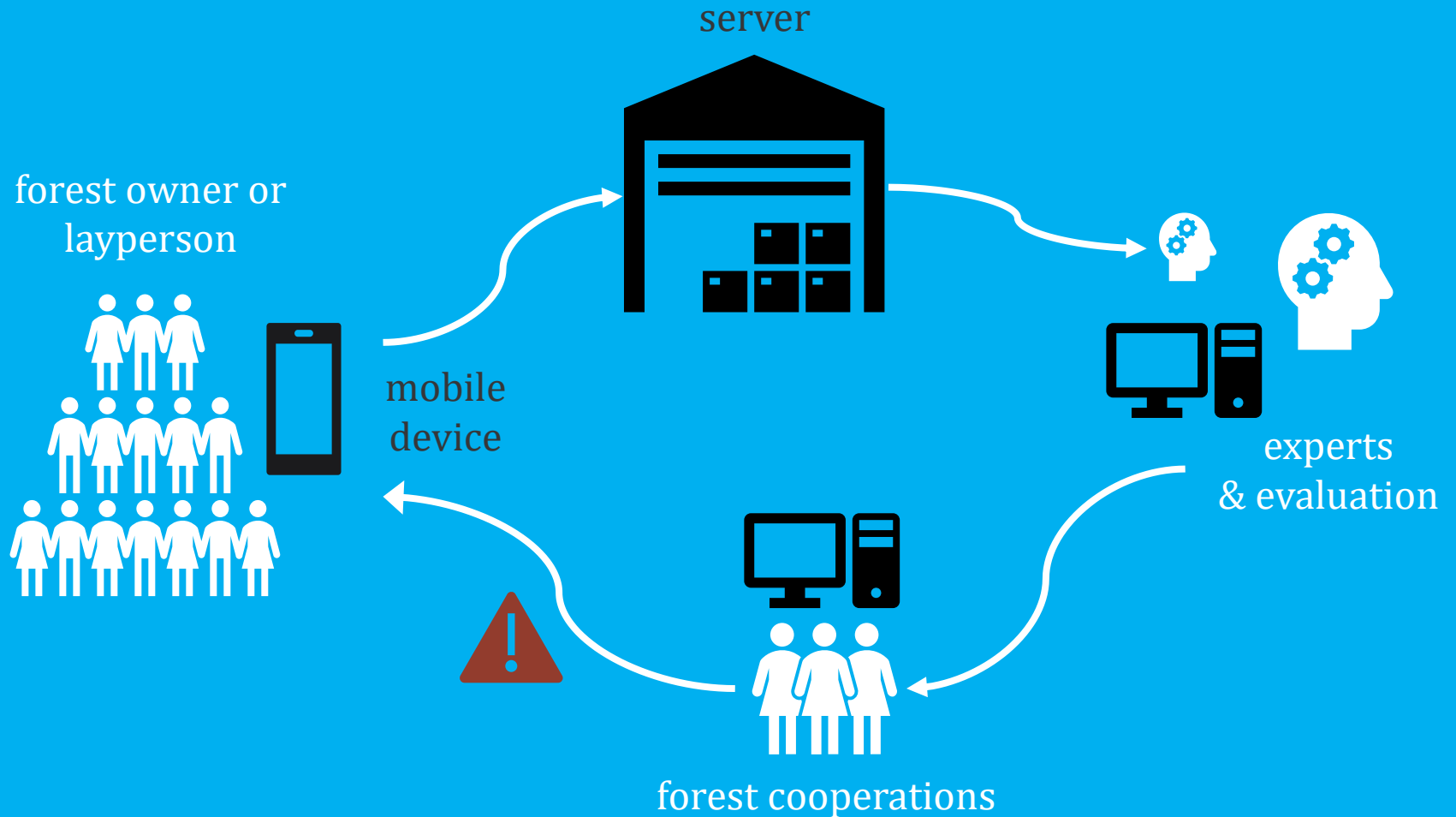
- ✓ **FOREST-FORUM**
- ✓ **REPORTING SYSTEM**
- ✓ **WEBINAR-FUNCTION**
- ✓ **NEWSLETTERFUNCTION**
- ✓ **VARIOUS DIRECTORIES**

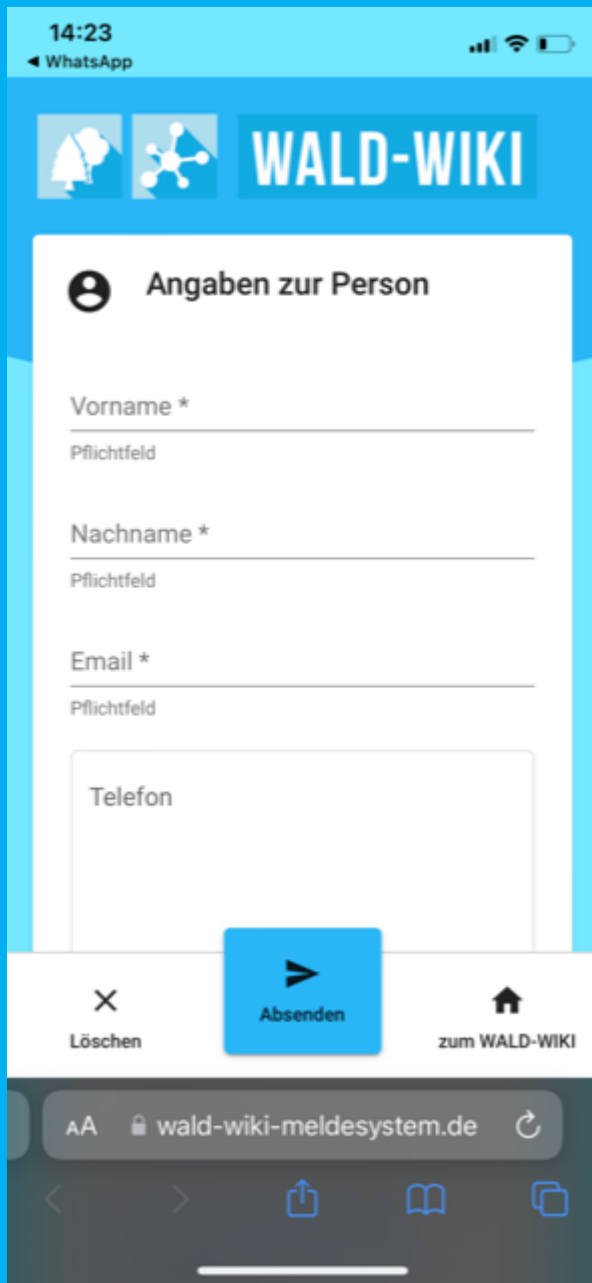
2. REPORTING-SYSTEM OF WALD-WIKI



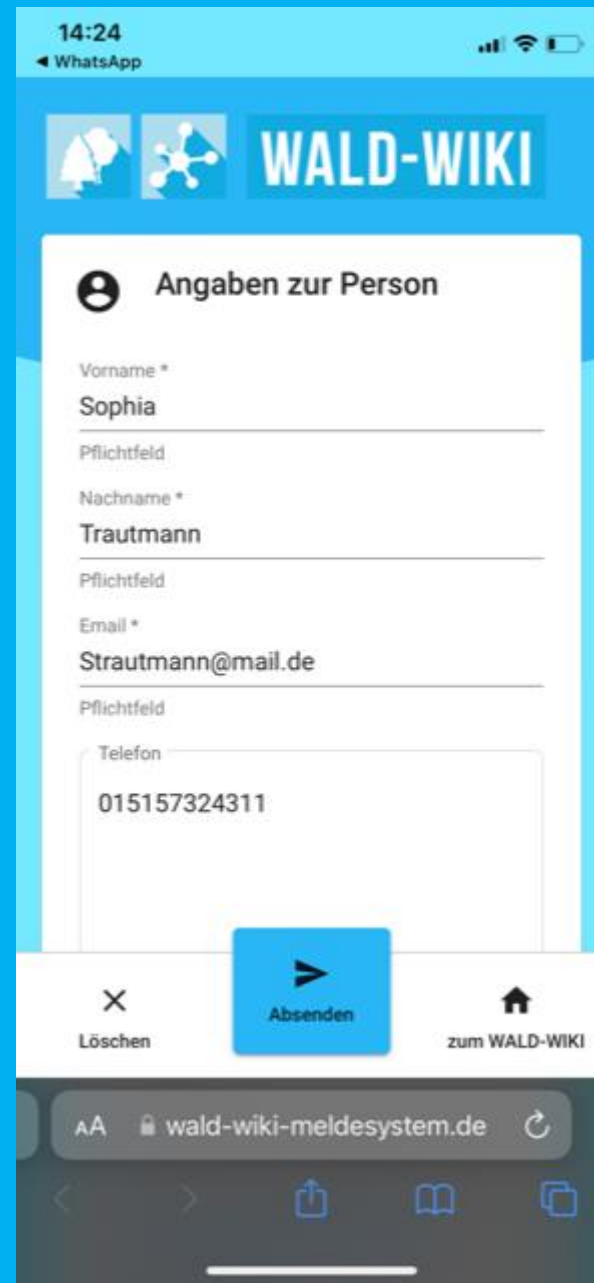
WALD-WIKI

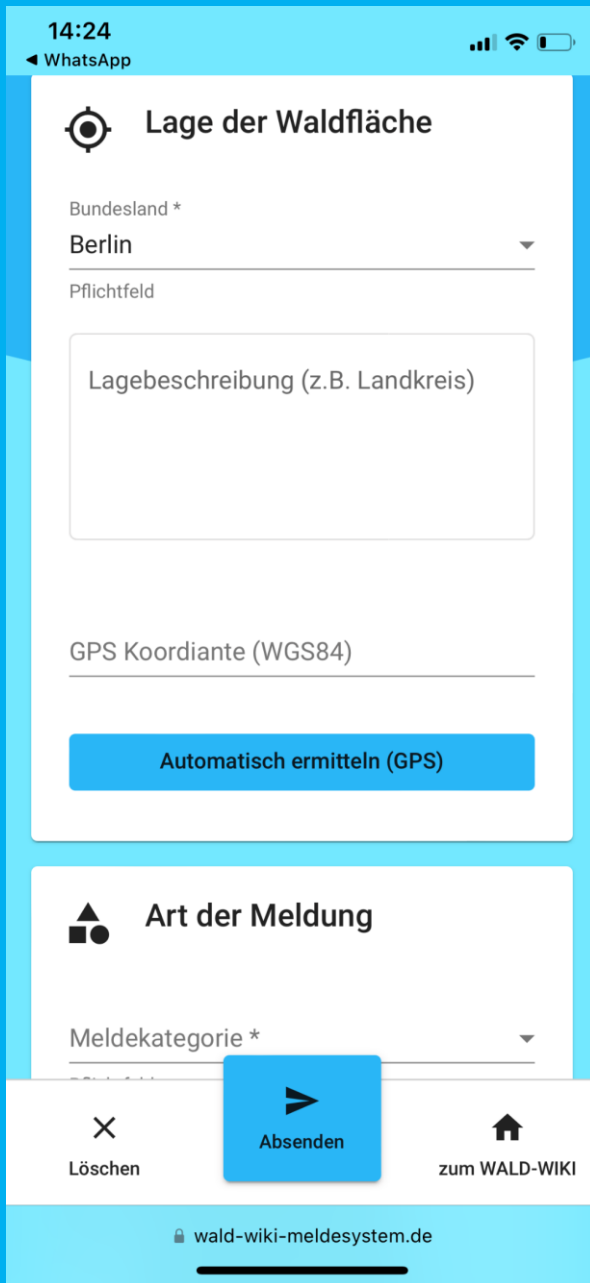
2. REPORTING-SYSTEM



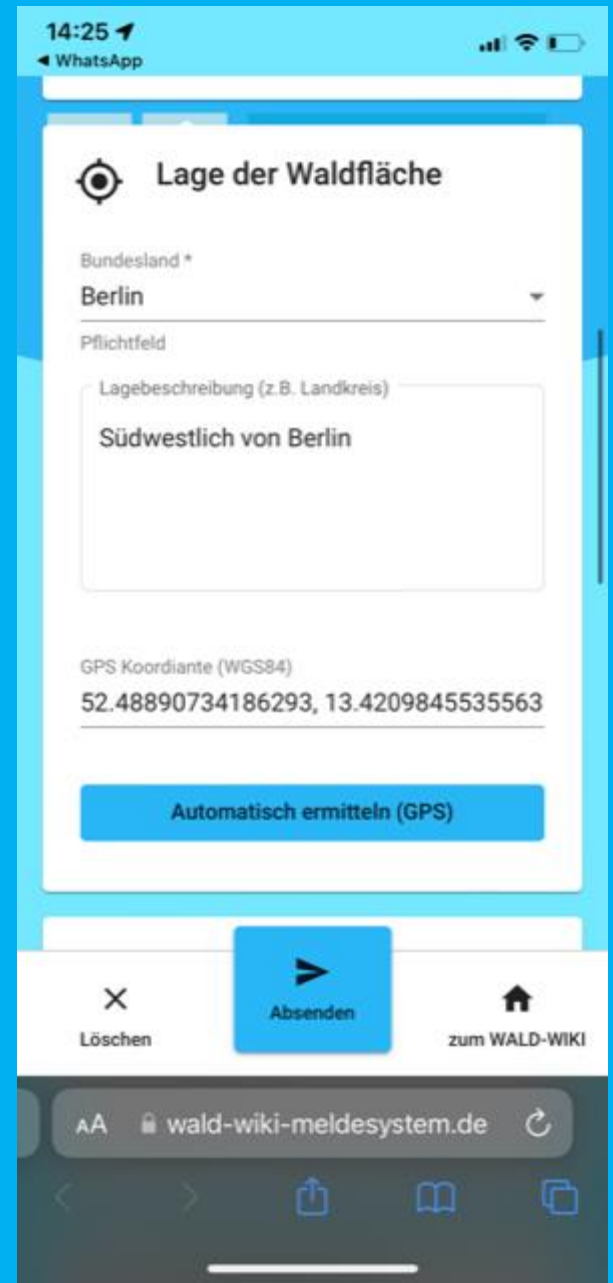


➤ PERSONAL DATA





➤ PRECISE
LOCATION
➤ GPS



14:25 WhatsApp

Art der Meldung

Meldekategorie *

Biotische Schäden / Wild und Wirbeltiere

Störungen durch menschliches Verhalten

Biotische Schäden / Schädlinge und Schaderreger

Abiotische Schäden

Wichtigste Baumartengruppe

Schadensausmaß

Einheit

Löschen Absenden zum WALD-WIKI

wald-wiki-meldesystem.de



➤ CATEGORY
OF THE DAMAGE

➤ DATE

14:26 WhatsApp

Abiotische Schäden *

Waldbrand

Pflichtfeld

Beschreibung der betroffenen Fläche

Beobachtungsdatum (nicht Meldedatum!) *

14.9.2023

Pflichtfeld

Wichtigste Baumartengruppe

Lärche

Schadensausmaß

Einheit

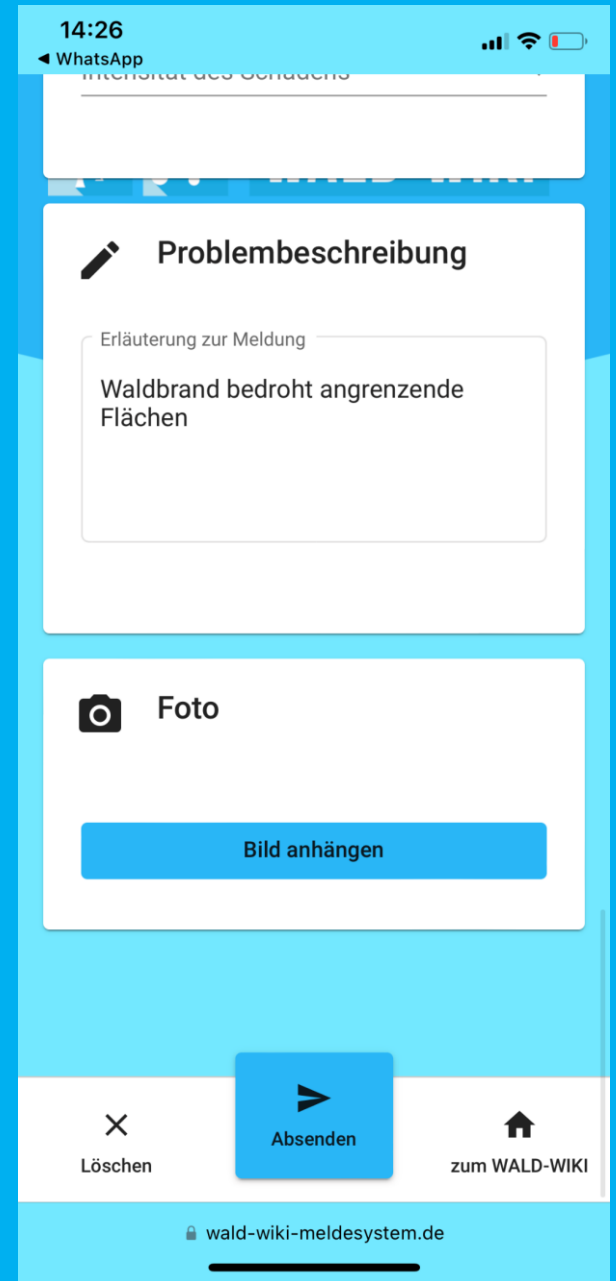
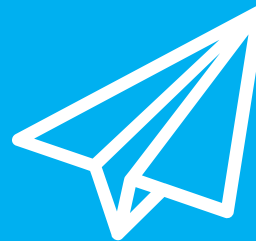
Ra...

Löschen Absenden zum WALD-WIKI

wald-wiki-meldesystem.de



- HECTARES
- INTENSITY
- TREE SPECIES
- FURTHER DESCRIPTION
- PICTURE



3. EVALUATION: SUCCESSFUL OR NOT?



3. EVALUATION: SUCCESSFUL OR NOT?

- **Wiki-Launch 2019** more than 12.000 wiki-users with a total of 40.000 page views
 - **2020** around 50 damage reports
 - **2022** official end of project
 - **2023** only ~ 160 wiki-users
- since march 2021 zero damage reports

3. EVALUATION



WHY?

- vague value proposition of the solution
- in the beginning: no nationwide feedback on incoming reports could be promised
- struggle to involve forest-research-institutes responsible for an area to participate
- not yet possible to achieve nationwide coverage with experts within the project period

3. EVALUATION



**reconsider the function of
the early-detection-
system and focus again on
main-objectives**

4. POSSIBILITIES AND COMPETITION

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**APP- AND SOFTWARE OFFERS
FORESTRY AND PRIVATE FORESTS**

4. POSSIBILITIES AND COMPETITION

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BLOG

~15

**SPECIFIC OFFERS
FOR EARLY DETECTION SYSTEMS**

4. POSSIBILITIES AND COMPETITION

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**SIMILAR EXAMPLE TO WALD-WIKI
AS AN INDEPENDEND BUSINESS:**

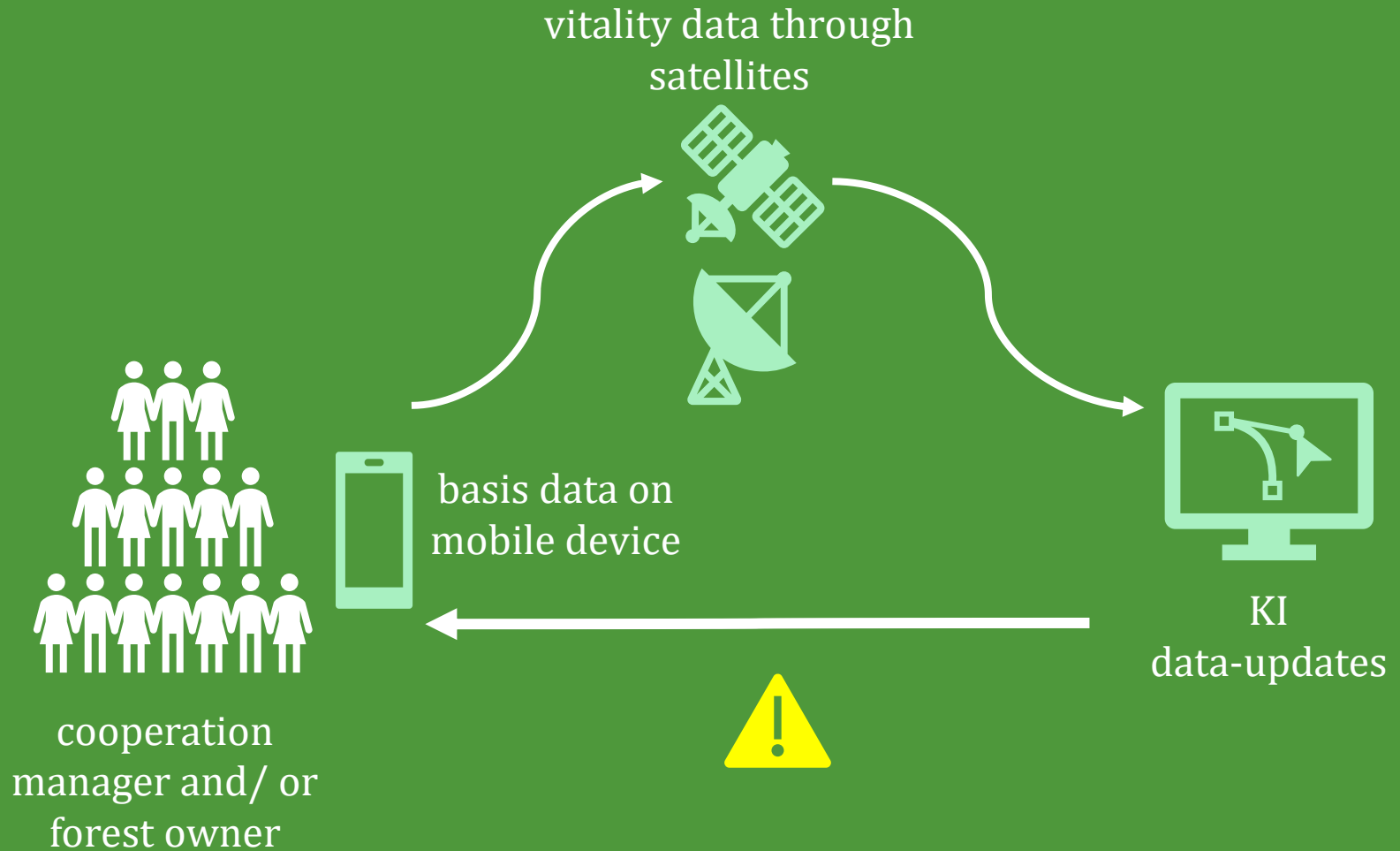
**WOODS
APP** 

4. POSSIBILITIES AND COMPETITION

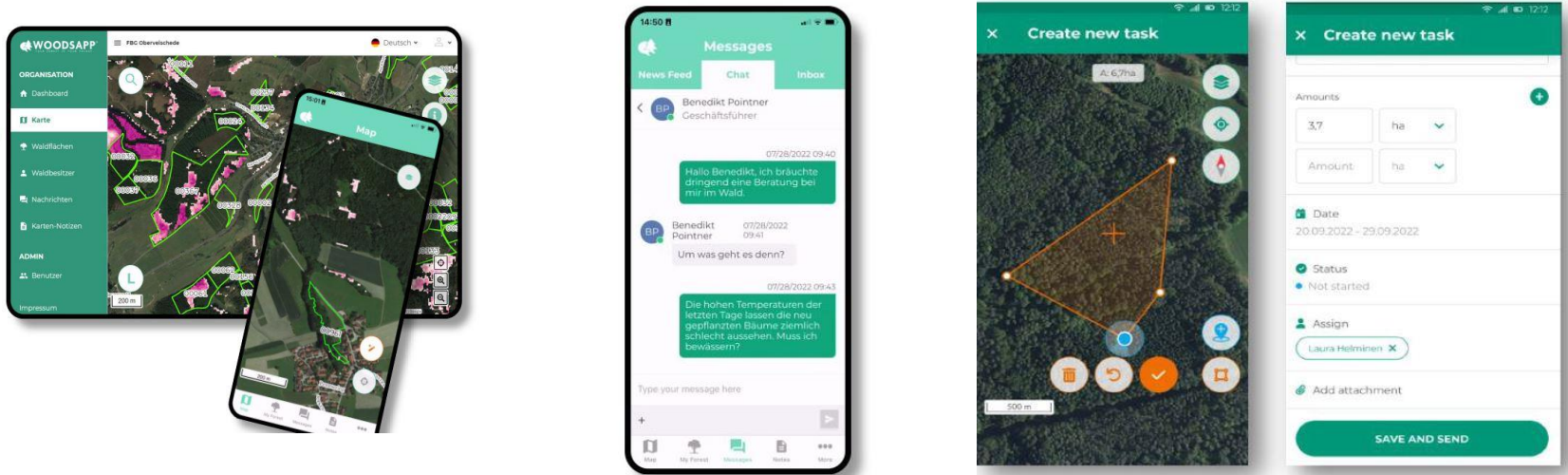
About WoodsApp:

- communication and informationplattform for forestry
- satellite, KI and mobile solutions
- network in finnland, polen and germany
- IT, software, forestry professionals

4. HOW DOES WOODSAPP WORK?



4. POSSIBILITIES AND COMPETITION



The flow:

1. vitality map (prepared data from satellite an KI)
2. communication through chat
3. creating tasks and communicate them

Conclusion

Pros / Cons

Any
questions?

**Thank
You!**