

TREES AND TIMBER INDUSTRY STEEP ANALYSIS

	Sociological	Technological	Environmental	Economic	Political
DRIVERS	▪ More recreation ▪ Access to the countryside ▪ Increasing demand for land for different purposes ▪ Regeneration of rural communities ▪ Relative unattractiveness of careers in industry ▪ Demand for environmentally certificated products ▪ Social enterprises ▪ Role of volunteers ▪ Demographics	▪ New products ▪ New markets ▪ Increased mechanisation ▪ Increased use of ICT ▪ GIS to monitor and manage resources ▪ GPS to assist surveying, harvesting ▪ Reduced waste ▪ Production maximisation	▪ Climate change amelioration ▪ Renewable energy ▪ Environmental standards (e.g. CAP cross-compliance) ▪ Waste Management ▪ Water run-off reduction ▪ Land management ▪ Biodiversity	▪ Globalisation ▪ Expanding labour markets ▪ Higher value products ▪ Extension into value and supply chain ▪ New products ▪ Market analysis	▪ Opening up trade, product and labour markets ▪ Role of public sector in production ▪ Reducing subsidies ▪ Climate change ▪ Sustainable development ▪ Voluntarism /regulated labour and skills markets
SKILLS IMPACT	▪ Recruitment ▪ Retention ▪ Atypical career paths ▪ Lifelong learning ▪ Skills for diversified businesses ▪ Recognition of skills of volunteers ▪ Recognising skills of migrants ▪ Customer and stakeholder relationships	▪ ICT ▪ Research and development ▪ Materials technology ▪ Product development ▪ Manufacturer training ▪ Lifelong learning ▪ Wider recruitment ▪ Sales and Marketing	▪ Diversified skills base ▪ Lifelong learning ▪ Knowledge exchange ▪ Business diversification ▪ Stakeholder relationships ▪ Public relations ▪ Environmental management	▪ Business re-engineering ▪ Financial management ▪ Languages ▪ Timber technology ▪ Knowledge exchange ▪ Sales and marketing ▪ Migrant labour skills	▪ Higher level negotiation skills ▪ Effective networking ▪ Stakeholder relationships ▪ Health and Safety

