

# Eierskap til data – utfordringer og grensedragning

## ***SKOGFORUM PÅ HONNE*** ***2.-3.11.2017***

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Vice managing director of the **Trade Association**  
of **Finnish Forestry, Earthmoving and Energy**  
**Contractors**

Vice president of **Ceettar (Forestry)**



# Content of the material baggage

1. **Koneyrittäjät association**
2. **Forest machine Data ownership and rights of use**
3. **Impacts on business**
4. Background information about Contractors Association and Forestry Contracting in Finland (only in written material)
5. Basics of Ceettar (only in written material)

# Trade Association of Finnish Forestry , Earthmoving and Energy Contractors (TAFSEC) - 2400 member companies



Forestry



Energy; wood chips



Energy; Peat



Silviculture



Rural contracting



Earth moving, tractor contr.

**KONEYRITTÄJÄT**

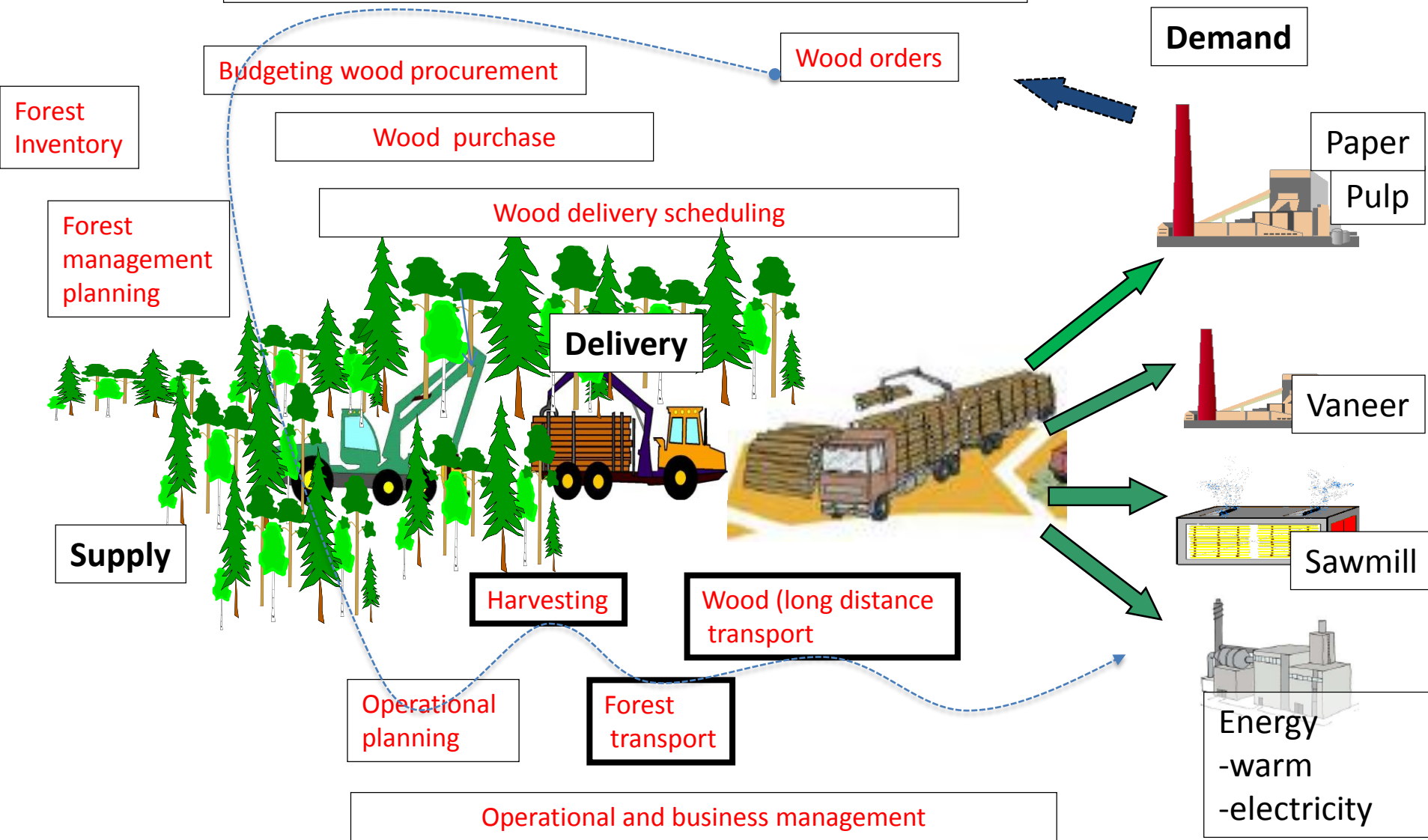
**Topic of the day:**

**Forest machine data**

**Ownership?  
Right to Use?**



# Wood based value chain until a mill



**BASIC ELEMENT: Wood procurement chain is in the hands of industry** 5

# Lots of information / data exists:

- Forest inventory data
- Management plans
- Landscape plans, ...
  - Protection areas
  - Valuable habitats
  - Relic information
  - Maps
- Property information
- Soil information
- Weather data
- Customers IT-systems's data
- etc.....





1. Receiving Orders, work planning, scheduling work in reasonable chains

2. Road maintenance



3. Cutting and measurement

4. Stump treatment



5. Forwarding

# Forestry multiservice production

**12. Production of new data for management and further utilization + for invoicing + forest inventories, + for weather services + other needs**



11. First silvicultural treatment of growing plants



6. Energywood



10. Planting



9. Site preparation



8. Self control – securing quality



7. Transportation of machines

## Contracting in progress

**Contractor**  
1990's

**Employer** (biggest in forest sector),  
2000's

**Multi service provider**  
2010's

# Lots of information / data is produced:

Volume, m3  
Sortiments  
Number of Stems  
Length  
Diameter  
Cutting time  
Log location

Position , GPS  
Route, length

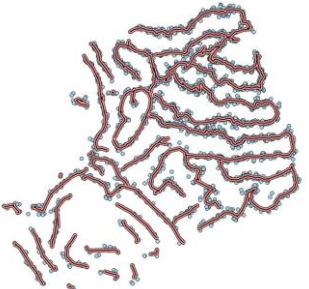


Running time  
Working time  
Break time  
Processing time  
Unutilized time  
Etc..

Consumption, l/h  
Operational data  
Technical machine  
data



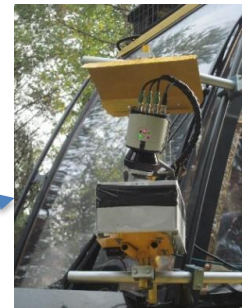
# More information / data will/can be produced in the future:



**Strip road density – GNSS  
Hectars**



**Rut/ track depth**  
-Time-of-flight imaging or laser  
Picture: Lari Melander, TUT



**Thinning  
intensity**  
- Laser



(e) Phase 9 (f) Original image  
**Tree damages - Camera**

Picture: Jyry Eronen, UEF

What else?

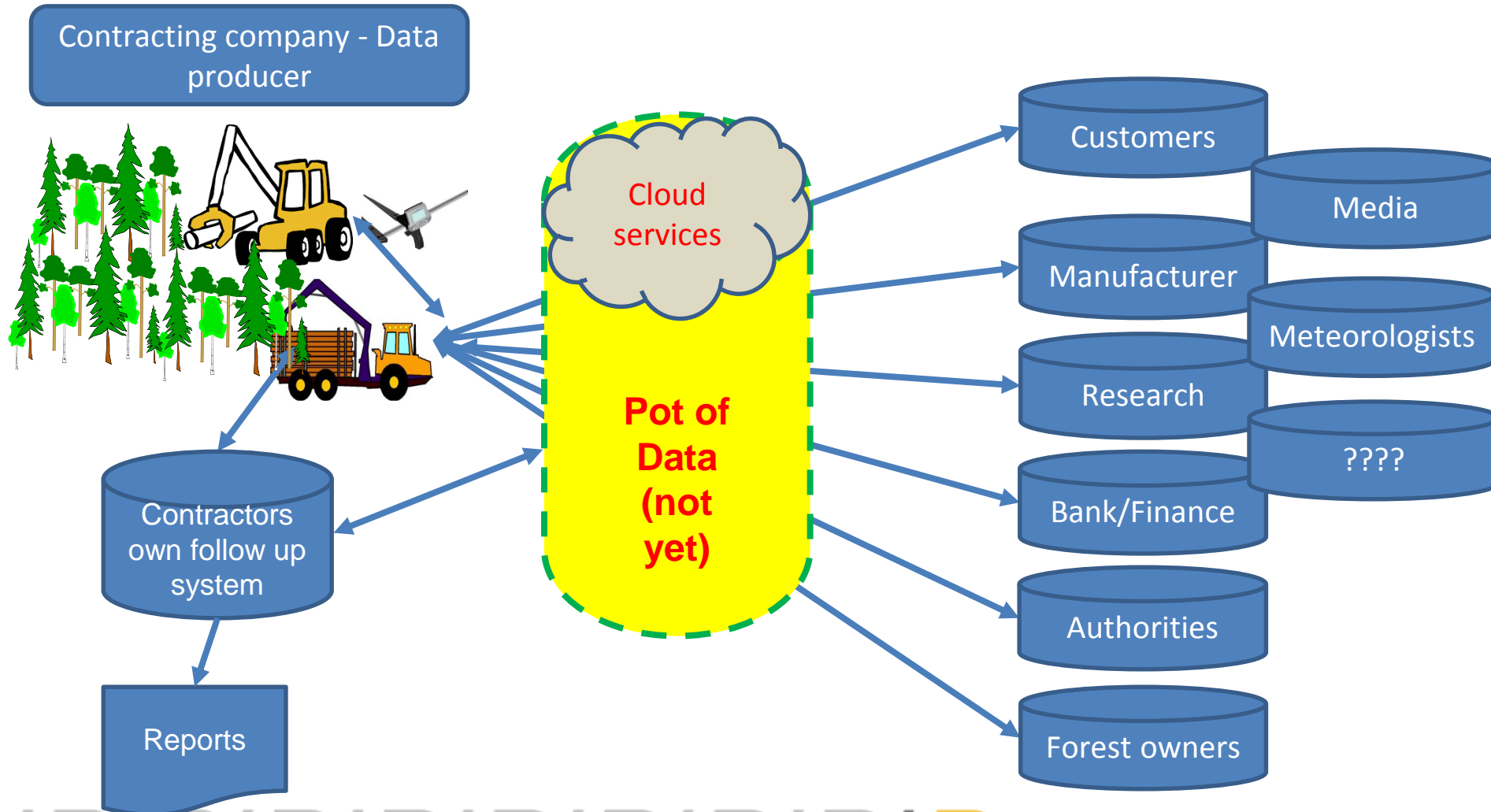


**Basal area of  
remaining trees,  
number of trees**



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# Who is interested in getting data? ... All

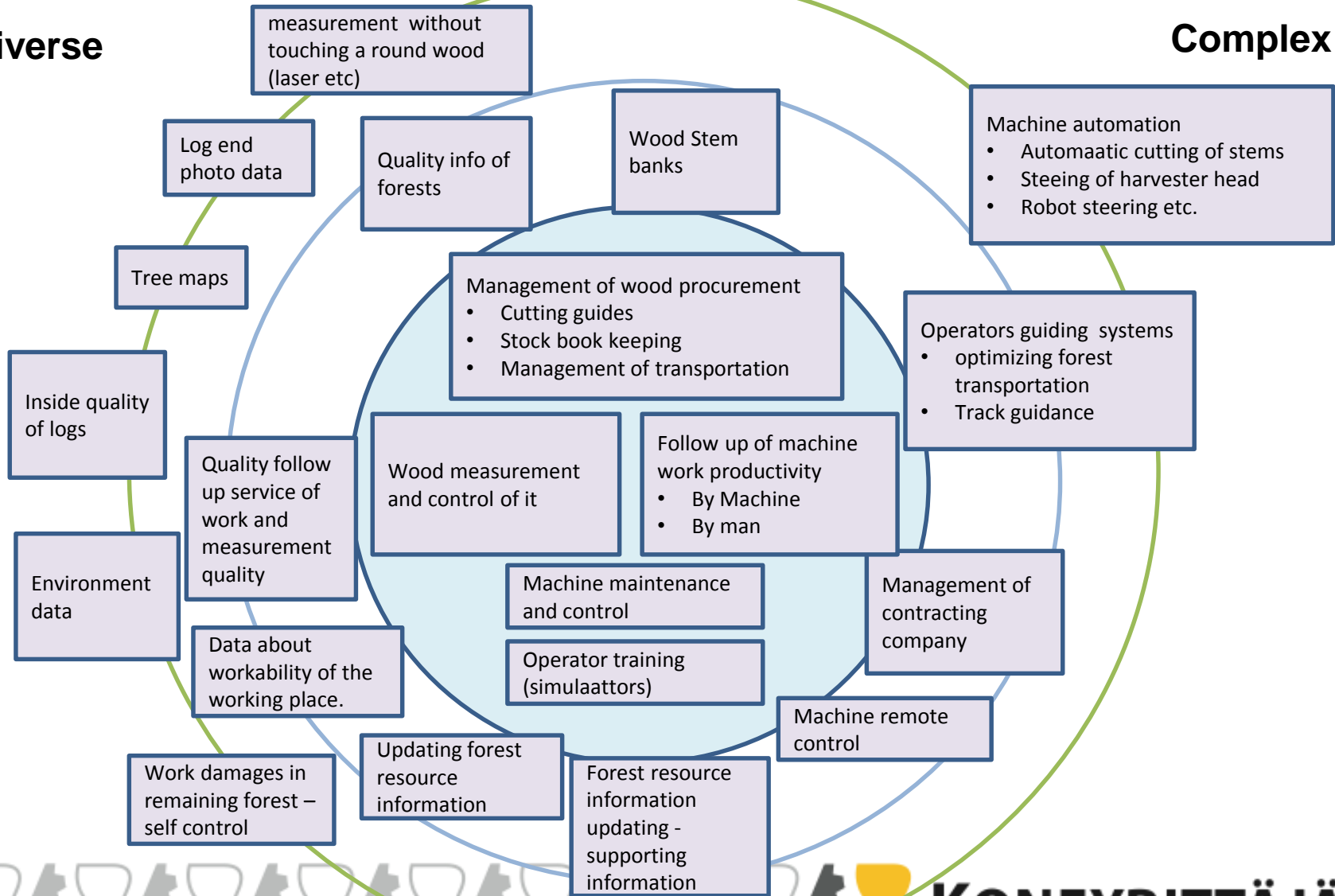


# Machine Data - use and applications

(existing applications in the middle, new chances on outer circles)

**Diverse**

**Complex**



Lot's of opportunities, but ...



**WHO OWNS THE DATA?**

**WHO IS ALLOWED TO USE  
THE DATA AND WHAT  
DATA?**





# FINNISH ANSWER TO THE CRUCIAL QUESTIONS?

***“Principles relating to the ownership, use and processing of forest machine data “ – a recommendation***

**Made by**

- **Koneyrittäjät - Contractors association**
- **Forest Industry Federation**
- **Three biggest forest companies; UPM, StoraEnso, Metsa Group**
- **Metsäteho research organisation**
- **Ponsse**
- **John Deere**
- **Komatsu**



# ***“Principles relating to the ownership, use and processing of forest machine data “ – a recommendation***

## **Content:**

### **1. Background and purpose**

### **2. Rights of surrender and use of data**

- ✓ **General**
- ✓ **Concepts**
- ✓ **Groupings of data and operators**

### **3. Personal data and data protection**

- ✓ **EU Data Protection Regulation - principles**
- ✓ **Entrepreneur’s obligations relating to data protection**
- ✓ **Processing of personal and business data**



# ***“Principles relating to the ownership, use and processing of forest machine data “ – a recommendation***

**Content continues ... :**

## **4. Detailed requirements relating to use and surrender of data**

- ✓ **Data on the forest owner, property and location of the marked stand**
- ✓ **Timber measurement data**
- ✓ **Data on timber products and cross-cutting**
- ✓ **Monitoring data relating to employees**
- ✓ **Transfer of data produced by forest machines and processed by it [sic] to an outside system or service**
- ✓ **Information security**

## **5. The principles of standardisation of forest machine data**



# SPECIFICATION OF RIGHTS OF OWNERSHIP AND USE OF FOREST MACHINE DATA

Based on

## A. Determining different owner and user rights

### **O = Right of ownership**

The right to use information and determine the use of information in all respects. With regard to some information groups, the right of ownership is enjoyed by both contracting parties of the timber harvesting and forest management jobs.

### **K = Right of use**

The right to use information for the purpose and to the extent required by the assignment and in developing one's own business activity, but not to grant rights of use, or to transfer or surrender data to other operators.

### **RK = Limited right of use**

The right to use information for a limited purpose on the basis of an agreement concluded with the owner of the information. No right to grant rights of use or to transfer or surrender data to other operators. Examples; limited right of use in machine manufacturers' product and service development, in system suppliers' application development, research and development work, and teaching.

AND

## B. Determining the ownership and use of right to different types of information



Number of data group	Description of data group	StanForD 2010 -file or other file	Operator			
			1. Contracting parties		2. Machine manufacturers	3. Other service providers and information users
			Customer	Entrepreneur		
A1.3	Wood product guidelines	*.spi <sup>3)</sup>	K	K	K	K
<b>A2. Data produced by the felling machine's information system or data formed in the customer's application</b>						
A2.1	Production data - log-specific measurement and location data - total production data	*.hpr *.thp	O	K	RK	RK
A2.2	Working hours and productivity data	*.mom *.hpr's logs' time-stamp data	1)	O	RK	RK
A2.3	Calibration and control measurement data of measurement device	*.hqc *.ktr (old StanForD)	O	O	K	RK
A2.4	Follow-up report on measurement precision	Machine make-specific pdf report	K	O	RK	RK
A2.5	Feedback of harvesting object's location information from machine (including roadway recordings)	*.ogr other	O	K	RK	RK

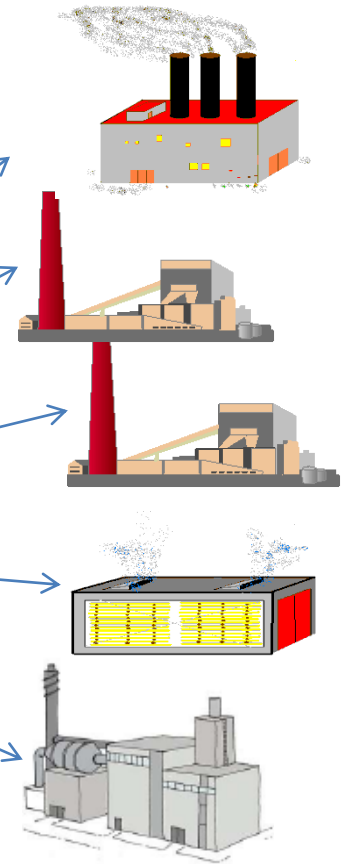
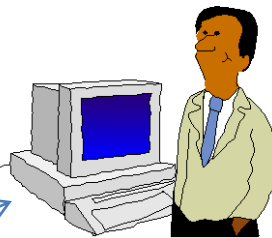
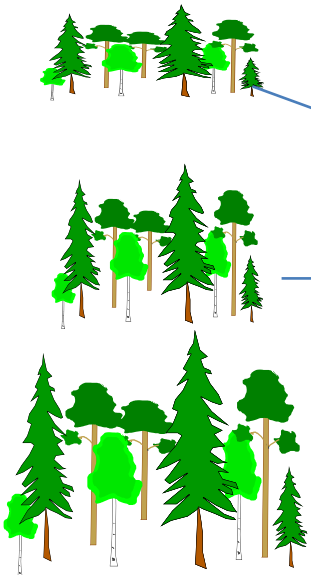




Number of data group	Description of data group	StanForD 2010 / StanForD file or other file	Operator			
			1. Contracting parties		2. Machine manufacturers	3. Other service providers and information users
			Customer	Entrepreneur		
A2.6	Data on self-supervision of harvesting quality - final assessment test area measurements	*.udd - structure in hpr WoodForce's or other application's files	O	O	RK	RK
A2.7	Data on criteria for invoicing of harvesting	(* .udd) Other	-	O	-	RK
<b>A3. Machine make-specific and non-standardised data produced by the felling machine</b>						
A3.1	Harvesting emission data (e.g., CO <sub>2</sub> , nitrogen oxides and particles)	machine manufacturer's file	2)	O	RK	RK
A3.2	Fuel consumption data	machine manufacturer's file	2)	O	RK	RK
A3.3	Other data	machine manufacturer's file	RK	O	RK	RK
A3.4	Machine location and status (situation information)	machine manufacturer's file	K	O	RK	RK

# Impact of recommendation on contracting business

Contractors are the linking pin  
between forest owners and industry and  
between data and users of data



**Rules for ownership of data**

**→ Clarity in utilization of data**

**→ More safe business environment for all**

**→ Basement for sharing of benefits**

**Forests**  
**Hundreds of**  
**thousands of**  
**forest owners**

**Users of wood**

# Thank you for your attention

More information available:

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# Background information

- a) Contractors association
- b) Key figures of Forestry Contracting business in Finland
- c) Ceettar – European level association for contractors in agriculture, forestry and rural sector



Representing

# Trade Association of Finnish Forestry, Earthmoving and Energy Contractors (TAF FEC)



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# Trade Association of Finnish Forestry , Earthmoving and Energy Contractors (TAFSEC)

-TAFSEC represents three main branches - **forestry, earthmoving, bioenergy**

**Earthmoving** ; communal technics , earth moving, forestroad building , etc..

**Forestry**: forest drainage , forest site preparation , silviculture , timber harvesting

**Energy**: energywood production, peat production

+ **Others**: timber transport , traffic tractors, agro contracting

-16 regions = member associations

-2500 member contractors in regional associations;

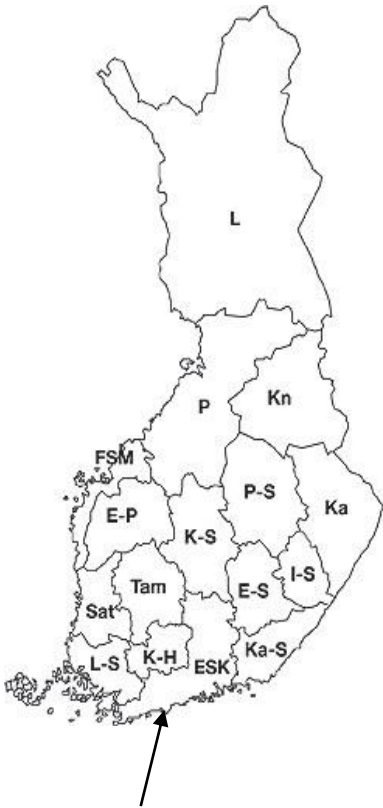
~ 1200 in forestry and energy wood

~ 300 in bioenergy (peat)

~ 1000 in earthmoving

-Member of **Ceettar (European contractors in agriculture, forestry and rural contracting)**

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Office in Helsinki

# Trade Association of Finnish Forestry , Earthmoving and Energy Contractors (TAFSEC)

-Representing **forestry, earthmoving, energy sectors** (widely **rural contracting**)

-AIM: VALUE for the MEMBERSHIP

-The **main activities** of TAFSEC

- **Lobbying**: influencing on politicians and legislation, authorities, customers (=) in order to make business environment more favorable to our members
- **Making 3 collective agreements** with labor union (forestry, earthmoving, peat production)
- **Information dissemination, Communication** ( tools: 2 magazines, web-site, guides, training, meetings, member letters, smart phone application) by Finnmetko –company (owned by TAFSEC)



# Trade Association of Finnish Forestry , Earthmoving and Energy Contractors (TAFSEC)

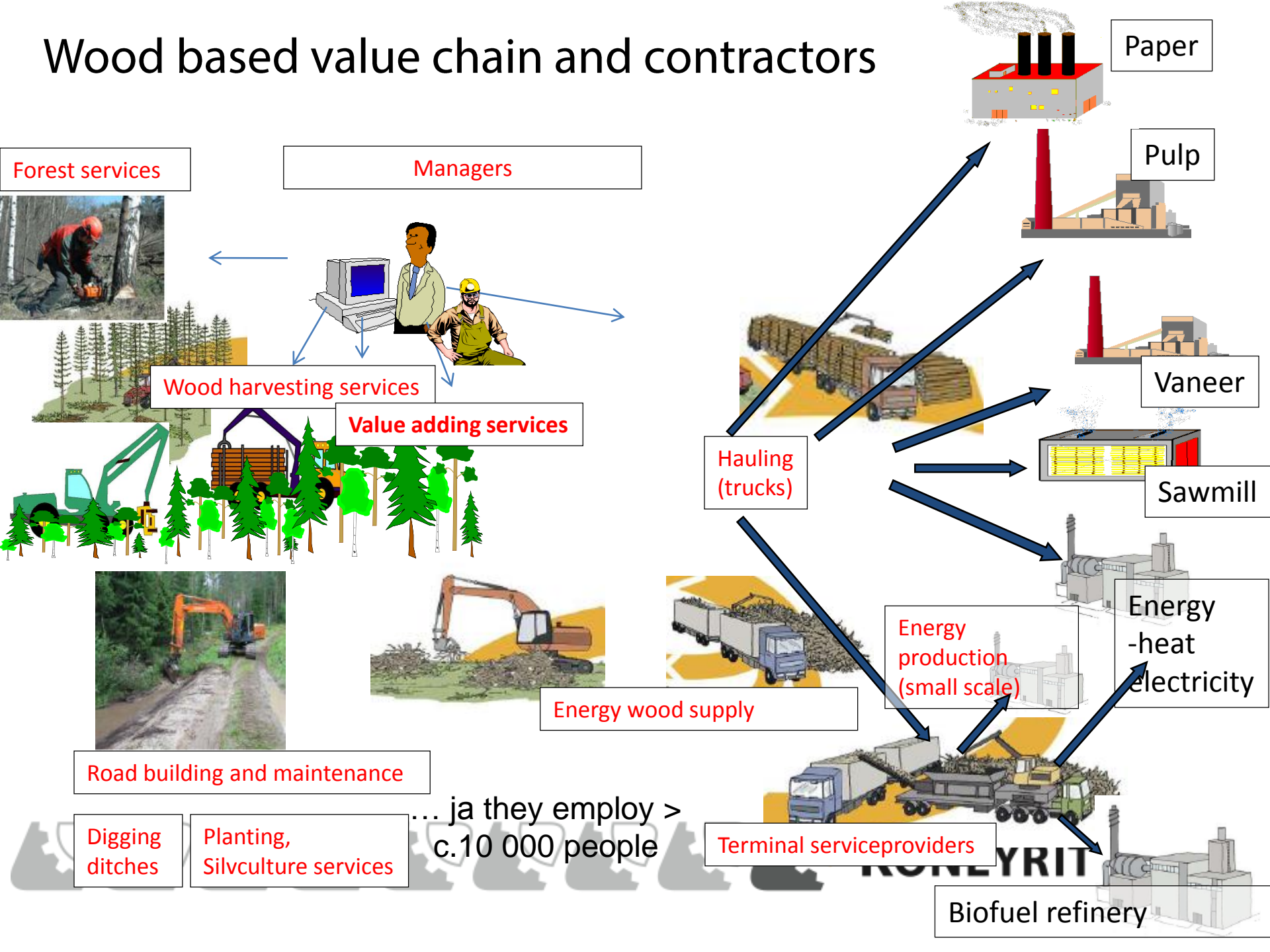
- **Training and development**
  - **Commercial agreements on**
    - insurance products and tariffs
    - oil, spare part, tyre, welding equipment etc. products
    - concerning debt collection services
    - data transfer
    - car purchase / leasing
    - car inspection
    - Etc...
- HR;
- Association's staff 13 persons + Finnmetko company 4 persons
  - 16\*c.10 =160 trusted men in regional associations + c. 20 trusted men on national level



# Forestry Contracting Business in Finland

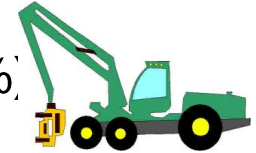


# Wood based value chain and contractors

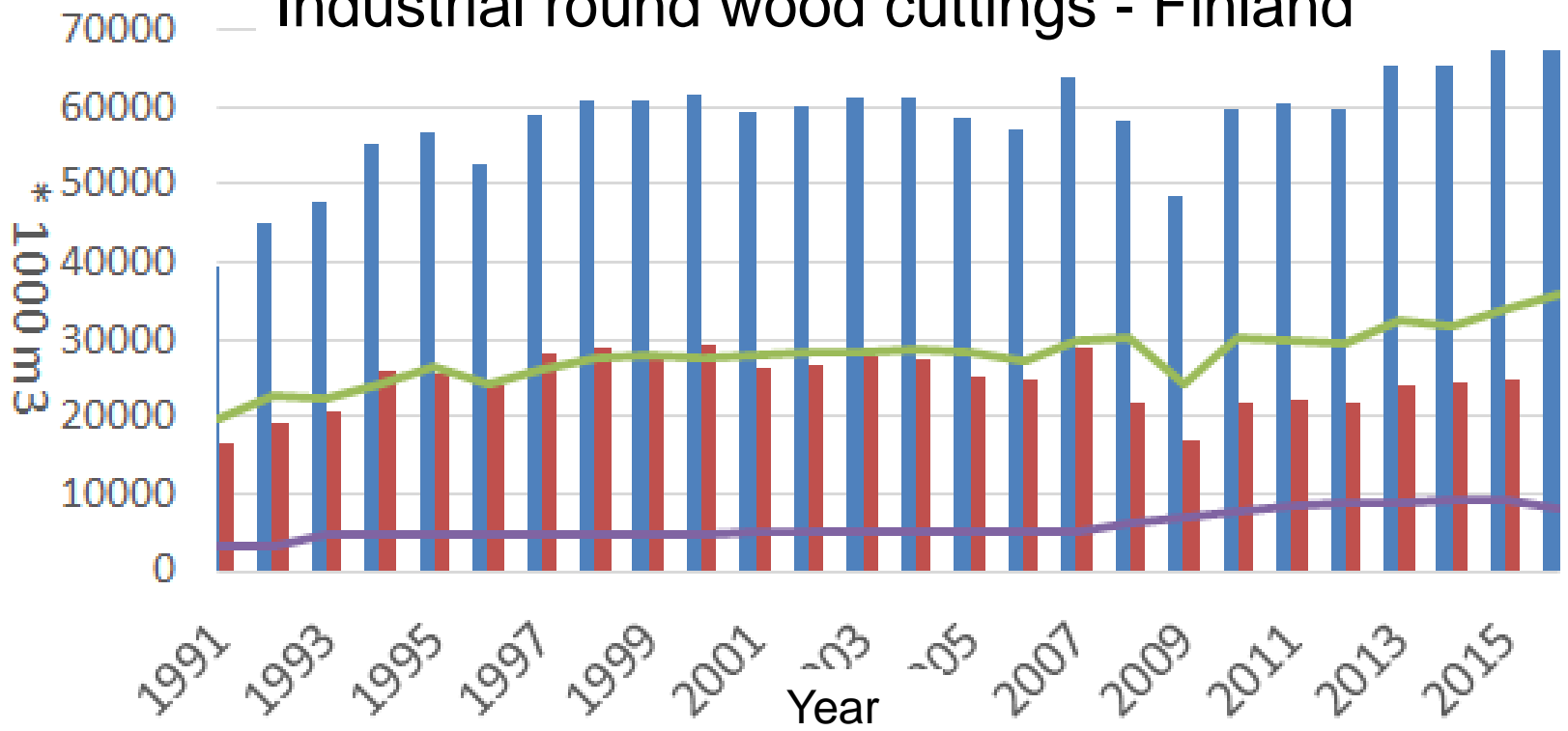


# • Keyfigures of forestry contracting business and resources in Finland;

- **c.1500 contracting companies** totally (SME's) (our share >80%)
- Round wood cuttings ~ **62 milj.m3** in 2016
- Energywood supply (stumps, residues, roundwood) c. **7,5 milj.m3**
- annual turnover in contracting (earnings)
  - ~ > **700 000 000 €**
- Operational profit **c. 2%** /2016 - poor
- To do this , following machinery is
  - ~ 1800 harvesters (full time)
  - ~ 1900 forwarders (full time)
  - ~ > 200 chippers (full time)
  - > 6500 operators (employees and contractors together)
- The most important customers – forest industry 75% , state forest 10% , forest owners organisations 12 % , others (forest owners are rarely directly contractors's customers)



# Industrial round wood cuttings - Finland



All industrial wood    Saw logs  
Pulpwood    Energy wood







CONFÉDÉRATION EUROPÉENNE DES ENTREPRENEURS  
DE TRAVAUX AGRICOLES, RURAUX ET FORESTIERS  
EUROPEAN ORGANISATION OF AGRICULTURAL AND RURAL CONTRACTORS  
ZENTRALVERBAND DER EUROPÄISCHEN LOHNUNTERNEHMER



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Member of Ceetar

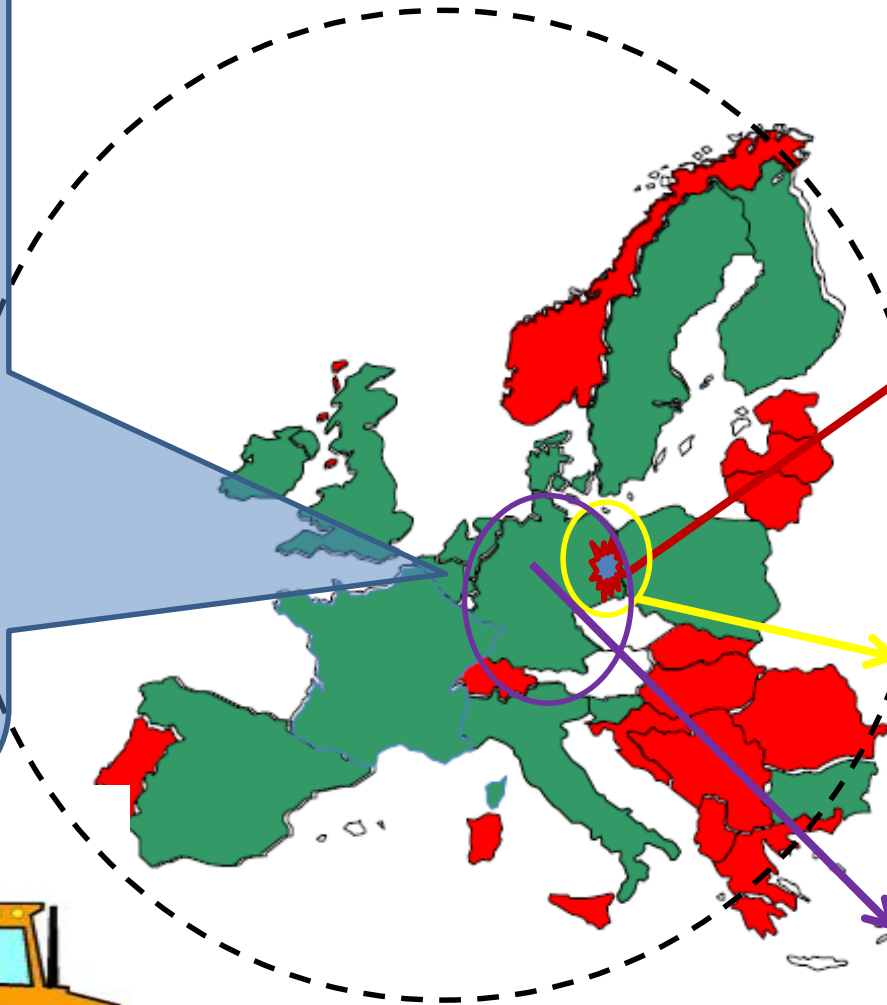
# BACKGROUND of CEETTAR

- Establishment in 1961, merger with Enfe 2015
- Agriculture, rural & forestry
- 18 members in 15 countries, > 20 000 companies as national members
- **Office** in Brussels with staff of 1 person
- balanced budget
- **Standing committees** for agri, forestry and rural issues
  - Members expertise in use
- Representation in EU bodies - CDG Forestry, CDG Forest based Industries
- Developed network among stakeholders

# This way it works – levels of acting

Topics on EU level:

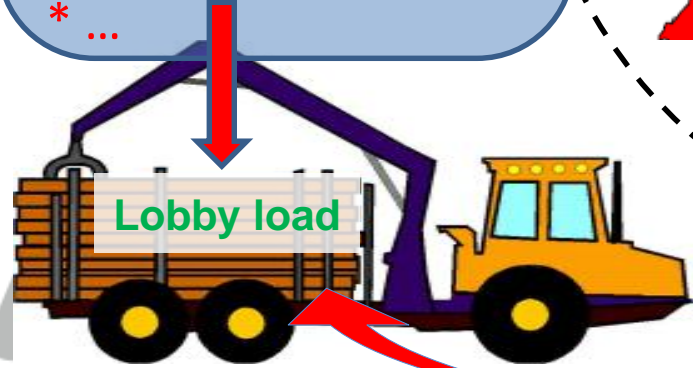
- \* Rural development
- \* CAP post 2021
- \* Forest strategy, implementation
- \* Climate mitigation
- \* Bioenergy sustainability, lulu cf
- \* Illegal logging
- \* Environmental issues
- \* ...



Contractor Jurgen  
problemsolving on  
**local** business level

100 Contractors in a  
region  
-problemsolving and  
lobbying on **regional**  
level (association)

>1000 Contractors in  
a country  
-lobby, political influence  
on **country** (national  
association)



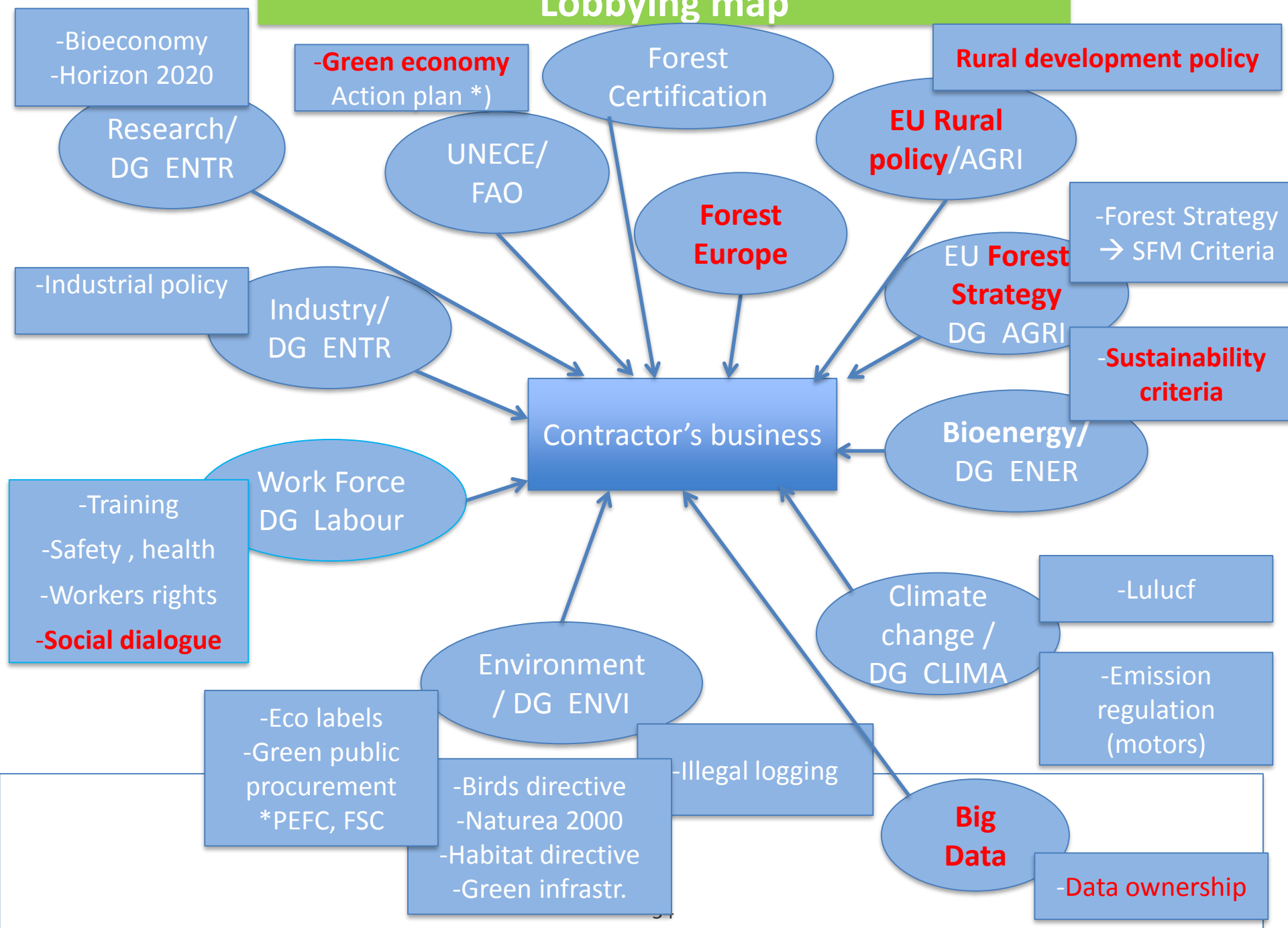
Lobby load

CEETTAR



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# Lobbying map



# POLITICAL AGENDA - FORESTRY

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- Common Agricultural Policy
  - Influencing on creating next period's (past 2020) rural policy guidelines / CAP provisions
- EU Forest Strategy – implementation going on
- Forest Europe process - wider than EU
- UNECE and its work for Green Economy / Jobs in Europe – wider than EU
- Battle for level playing field
  - find out what is wrong in terms of competition and speak for improvements  
not 2016



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# POLITICAL AGENDA - FORESTRY

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- Health and safety - issues
  - Raise and improve health and safety issues in forestry (not 2016)
- **Social dialogue** with labour unions
  - Topics safety and health, skills of workers, knowhow, unfair competition, health and safety and illegal logging,

## Other issues on Ceettar's agenda

- BIG DATA - ownership of (big) data
- Legislation on machinery
- Cross border provision of services
- Seeds (with European Mobile Seed Ass.)

**Linking pin**  
**between contractors and decision**  
**makers , stakeholders**

Parliament , MEPs

EU Commission

Forest Europe

UNECE

Stakeholders

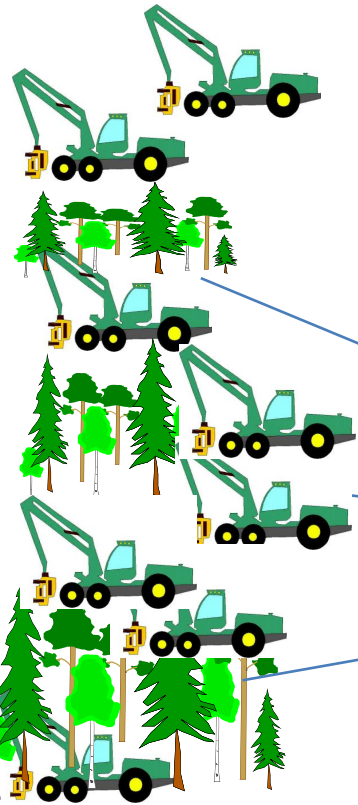
Training

Research

Etc....



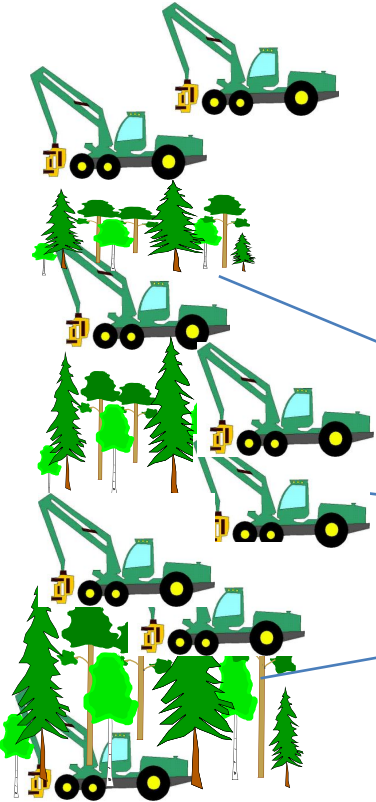
- Data collection of represented business
- Informing & lobbying the institutions
- Partnerships with EU stakeholders
- Informing of Member Organisations
- Inspiring new organisations



Forests and  
Tens of thousands of  
contractors



Linking pin  
between contractors and decision  
makers , stakeholders



Forests and  
1,5 thousand  
contractors



- Data collection of represented business
- Informing & lobbying the institutions
- Partnerships with EU stakeholders
- Informing of Member Organisations
- Inspiring new organisations

Parliament ,  
politicians

Government

Ministries

Labour union

Machine  
manufacturers

Stakeholders

Training

Research

Etc....

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