

# Metsään.fi

e-service for forest data

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**Organisation:** Suomen metsäkeskus – The Finnish Forest Centre

**Country:** Finland

**Level of government:** Central government

**Sector:** General public services

**Type:** Digital, Public Service

**Launched in:** 2012

**Overall development time:** 6 year(s)

**Link to the innovation's website**

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# Description

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Metsään.fi is a portal through which forest owners can conduct business related to their forests from the comfort of their own homes. Metsään.fi offers forest owners the latest information on their properties. Users can see what should be done in their forests right now. Information is displayed for each forest stand compartment, broken down by soil type, tree type and natural occurrence. Possible logging or forestry actions are suggested, including income and cost estimates. Maps show where properties are located. The service is free of charge for the private forest owners.

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## Why the innovation was developed

- About 10 years to the Forest Centre face a challenge - how to share the data that it collects about the forests more efficiently both to the forest owners and to the forestry businesses.
  - The idea of sharing the data online was the response.
  - Later the idea developed so that the service should also connect the forest owners with the forest related businesses and have a role in enforcing forestry legislation, that is one of the tasks of the Forest Centre.
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## Objectives

Improve access, Improve effectiveness, Improve efficiency, Improve service quality, Improve user satisfaction, Support economic growth

- Share Finnish forest data with the forest owners and the forestry businesses.
  - Bring together the forest owners and the forest based economy.
  - Enable e-governance related to the forestry industry.
  - Advise forest owners on how to care for their forests and the ecosystems.
  - Demonstrate the potential of the forest to the forest owners.
  - Display the data so that it is easy to understand even if you are not a forest professional.
  - Keep the forest data and suggested actions up-to-date by updating them annually and based on notifications received from forest owners and forestry organisations.
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## Main beneficiaries

Businesses, Government bodies, Government staff

- Forest owners
- Forest industry
- Companies that offer services for the forest owners
- The Finnish Forest Centre

# Results

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## Effectiveness

- Forest owners have shared xx hectare forest data for the forest companies through the service.

# Development

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## Design

Hundreds of users participated in the design process through user surveys and questionnaires.

Design time: 2 year(s)

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## Testing

- User surveys and questionnaires: the user interface was designed by prototyping, usability tests and an evaluation group of forest owners.
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## Implementation

### Tools used:

- Conceptual design methods have been used throughout the development process. The first description of the service was a service concept – one document that specified all the functionalities of the service. The concept document was the developers' guide book for almost five years.
- System development was based on agile methods but with a very strong emphasis on system specifications.
- The integration architecture was originally completely SOA based but subsequently the architecture developed into more versatile form.

Implementation time: 2 year(s)

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## Diffusion

- The service is present in almost all of the customer work of the Forest Centre. Metsään.fi is the most important tool of the customer advisors.
- Most of the forest owners, who have their forest data available in Metsään.fi, are contacted via letter or email. In addition to this, customer advisors contact personally potential forest owner groups.

Diffusion time: 2 year(s)

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## Partnerships

### Affecto & Adage

Private sector

Affecto is the software developer behind Metsään.fi service. Adage is Affecto's subcontractor that is responsible for the user interface design.

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# Lessons Learned

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## Lessons Learned

- The balance between speed and quality was sometimes difficult to find. If one is set as a priority, the whole team has to be committed to the same priority.
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## Conditions for success

- Involving the users is important - not only in the beginning but through the whole development process. This can easily be forgotten during the most hectic implementation phase.
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## Other information

Forestry businesses, forest management associations and timber buyers can be found in the portal. Forest owners can check which service providers are available in the area and authorise chosen partners to view their data. This makes it easy to get in touch with professionals regarding forestry and logging work. Service providers may also contact forest owners on their own initiative.

The portal saves service providers the cost and effort of visiting sites to obtain the latest data on which to base plans. It also contains up-to-date contact details for forest owners. For small businesses Metsään.fi may replace the need to have their own GIS or CRM system entirely.

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