



Photo by Forest Design








*Never stop seeking the most efficient solution, grow through opening to emerging and enthusiastic networks.*


## COMPANY IDENTITY

	Forest Design	<b>Name of the company</b>
	Romania	<b>Country</b>
	<a href="http://www.forestdesign.ro">www.forestdesign.ro</a>	<b>Web site</b>

## COMPANY BY NUMBER

	600,000€	<b>Last year annual revenue</b>
	12	<b>Year of activity</b>
	94	<b>Nr. of clients</b>
	11	<b>Nr. of staff</b>
	3	<b>Nr. of countries served</b>

## BUSINESS SECTORS

-  • Forest management
- Biodiversity and ecosystem services
- Land reclamation and ecological reconstruction
- Ecosystem mapping
- Information technology

## VISION AND MISSION



*Vision:* For us the forest is a complex ecosystem that will always be of exceptional importance for society at large, both for the products it offers and, above all, for its beneficial effects on the environment. Our vision is creating a balance between nature and the needs of society through innovation, development and experience.

*Mission:* Customized development of integrated services is the principle by which we help our clients to achieve better management of information, to shorten time for decision-making, and reduce the operating costs of descriptive and geospatial information. Our mission is to improve the sector in which we activate by combining innovation with sustainable management.

## MAIN INNOVATIVE BUSINESS MODEL ASPECT



The company has a horizontal structural profile and based on self-management. Most of the employees are young and enthusiastic. The connection with the Academic Environment always gives Forest Design the opportunity to renew its methods by searching for new knowledge and bringing new ideas, while keeping to the vision with the guidance of the manager. Forest Design continuously invests in research and development projects and believes that following through on such projects completes its innovation process.

## HIGHLIGHT WORK/PROJECT



Before the existing extensive use of drones, in 2011 Forest Design decided to invest in an R&D project of developing a drone for mapping and evaluating habitats. After one year Forest Design was the first company that offered near-real-time mapping services using drones nationwide for forestry (especially for private forest owners). The big challenge at the beginning was that there was no market for selling the product.

Thanks to our expertise, today, our investment has turned into profit, Forest Design has developed an entire service of processing and delivering mapping products such as:

- Spatial analysis
- Precision measurements on rough terrain
- Identifying valuable species
- Evaluation of felling areas
- Identification of deadwood from stands
- Identifying areas with dying trees
- Identifying windthrow
- Monitoring of natural and artificial regeneration

We also contributed to the development of web-mapping projects such as:

- [Volunteer for monitoring the numbers of wolves](#)
- [Software development services for the use and operation via web of GIS spatial database for LIFEURSUS project](#)

## COMPANY HISTORY



Our company was founded in 2004 by two fresh graduates of the Faculty of Forestry with big dreams. It has found a place and remained on the market due to the availability of using innovative techniques. In 2005, after participating in a Life project with objective Nature2000, we identified the need for evaluation of forest resources, both from an economic and ecological point of view, and the need for Romanian society to integrate European standards. We have developed our business in the direction of selling a full service to our customers, not only a product.

## MANAGEMENT STRUCTURE



To meet the challenges of the market, given the dynamics of forest services in the last decade, we have realized that only through a simple structure we can respond to customers in a short time. Our organization has a horizontal hierarchy based on self-management. Company managers are the ones who take responsibility for our projects following an analysis with company personnel. For us, to communicate is to demonstrate what we can do for our customers, noting over time that traditional communication channels are an impediment to the development of our business.

## SHORT BUSINESS STRATEGY



Forest Design's strategy follows these basic principles:

1. Professionalism and promptness
2. Continuous improvement of services in forestry
3. Growing through consolidating existing clients, expanding and creating new markets in our sector
4. Innovating through research and willingness to test new technological developments

## MAIN CLIENTS & PARTNERS



- Private sector, such as forest owners, forest investors, investment funds
- Non-profit sector, such as environmental NGOs
- Public authorities, environmental agencies, National Forest Administration
- Local authorities, natural parks, universities and research institutions

## SERVICES



- Forest management planning
- Sustainable forest management research
- Monitoring forest habitats
- Monitoring changes in landscape from environmental point of view
- Ecological restoration and land reclamation projects
- Biodiversity studies
- Aerial mapping and analysis
- Web-mapping and GIS
- Urban forest inventory
- Training in Information Technology in Forestry

## ENTREPRENEURS' PROFILE



Our company depends on the team work of these entrepreneurs:  
The innovative thinker – Bogdan Candrea  
The wise manager – Silviu Vladuti  
The methodical – Petronela Candrea  
The researcher – Mihai Nita



*"If we do not create or think of something new every 3 days, we'll better close the shop"*

(Bogdan Candrea)