SUPLEMENTARY MATERIAL o

INTERNAL	
Strengths	**Weaknesses**
1. **Fire prevention and CO_2 reduction:** The application of preventive techniques reduces the incidence and severity of fires, also reducing gas emissions. 2. **Conservation of biodiversity and protected areas:** Sustainable management promotes the preservation of ecosystems and biological diversity. 3. **Boosting the bioeconomy and generating rural employment:** SFM stimulates the local economy and creates employment opportunities in rural areas. 4. **Perceived economic efficiency:** SFM is widely associated with the reduction of costs linked to firefighting and post-fire restoration.	1. **Limited political influence of the forestry sector:** Stakeholders in the sector have limited capacity to influence key decisions. 2. **Low communication effectiveness:** The message about climate change mitigation and other benefits is technical and not very accessible to the public. 3. **Complex messages:** The use of specialised terminology makes it difficult for the public to understand and connect with. 4. **Disconnection between society and nature:** Lack of connection between sustainable practices and the everyday perception of the population.
EXTERNAL	
Opportunities	**Threats**
1. **Segmented communication strategies:** Adapt messages to different socio-cultural profiles for greater impact. 2. **Intensive use of social media and educational resources:** Use infographics, videos and other visual resources to simplify concepts. 3. **Linkage with ecological transition policies:** Integrate SFM into larger agendas, such as the European Green Deal, to reinforce its legitimacy. 4. **Sustainable rural development:** Promote innovation and development programmes in rural areas with a focus on the bioeconomy.	1. **Lack of interest from external actors:** The lack of involvement from politicians and decision-makers, especially in urban environments, limits support. 2. **Competition for other land uses:** Pressure from urbanisation, tourism and other uses reduces the availability of space for SFM. 3. **Shortage of financial and technical resources:** Limited investment and technical support restricts the implementation of effective measures. 4. **Impact of extreme weather events:** Phenomena such as droughts and fires increase the vulnerability of the forest system.

Table S1. Simplified SWOT analysis of social perceptions of SFM (own study)

INTERNAL	
Strengths	**Weaknesses**
1. **Synergies in sustainability and innovation:** Promotes the integration of the circular economy, renewable energy, and technological innovation through the regional R&D&I system. 2. **Robust regulatory framework:** Existing legislation supports a coordinated ecological transition in the medium and long term. 3. **Access to European funding:** Facilitates access to resources and programmes oriented toward sustainable development.	1. **Institutional fragmentation:** Lack of coordination and consensus among institutions hinders effective planning. 2. **High regulatory costs:** Costs associated with regulatory compliance particularly affect SMEs and local actors. 3. **Low local participation:** The disconnect between public administrations and local communities complicates policy implementation.
EXTERNAS	
Opportunities	**Threats**
1. **Promotion of local products and sustainability:** Growing preference for locally sourced products favours initiatives with low environmental impact**.** 2. **New mobility models and teleworking:** Encourage rural revitalisation and reduce environmental impacts in urban areas. 3. **Social and business commitment:** There is increasing demand for effective actions to address environmental and climate challenges. 4. **Training and professional upskilling:** The growing need for new skills in renewable energy and the circular economy opens up labour market opportunities.	1. **Sociodemographic challenges:** Urban concentration and rural depopulation increase vulnerability to climate change. 2. **Emergencies and extreme events:** Wildfires, droughts, and other unforeseen climatic events jeopardise the implementation of sustainable policies. 3. **External factors and geopolitical instability:** Global crises and changes in energy markets may interfere with ecological transition plans.

Tabla S2. . Simplified SWOT analysis of the Just Transition Strategy of the Generalitat Valenciana (SFM approach).)

Note: *This table has been redesigned based on the original version of the Just Transition Strategy of the Valencian Community (GVA, 2023). For further details, see the original source: https://www.gva.es/es/web/organisme/estrategia-transicion-justa.*