European Network of Regions On Sustainable WOOD mobilization

An European project to network actors in the wood mobilization around sustainability practices

Kari Mäkitalo and Anthony Salingre
Forest Innovation Workshop 2018, Brussels, 26th April 2018
TODAY’S CHALLENGE IN WOOD MOBILIZATION

Forest represents 40% of EU’s land area
215 million ha
60-70% of annual increment is cut

- Forest = wood but also raw-materials for bio industry
- 50% of EU renewables consumption
- Growing demand → mobilize more wood
  → find new sources (than planting)

European Challenge: mobilize more wood for growing demand, BUT stay SUSTAINABLE to assure other functions of forest (hobbies, biodiversity)
SUSTAINABLE FOREST MANAGEMENT

„Sustainable forest management means using the forest and land in a way and at a rate that maintains biodiversity, productivity, regeneration, vitality and potential to fulfil relevant ecological, economic and social function at local, national and global levels and that not cause damages to ecosystems“

Ministerial Conference on the Protection of Forest in Europe, Helsinki, 1993

Actual need to:

- Find new sources of wood (and bio industry products)
- Protect environment and biodiversity
- Involve primary and secondary forest actors
- Transfer best practices among regions
- Adapt the regulatory framework
- Dynamise the sector by favorizing innovations
ROSEWOOD: An European Coordinating and Support Action

- 15 partners from 10 European countries
- 1,5 M€ funding
- Main aim: building a European network of Regions collaborating on knowledge transfer in the SUSTAINABLE wood mobilisation
- Main actors: whole wood mobilisation value chain
- Main target: forest owners, forest owners associations, foresters, forest industry, policy makers, funders
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776754.

ROSEWOOD OBJECTIVE

NETWORK on sustainable Wood Mobilization: 4 Hubs grouping multi-actors in the value-chain:

- Spain for South Europe
- Germany for Central Europe
- Croatia for East Europe
- Finland for North Europe

ROSEWOOD main aims:

- **Connecting multi-actors** in innovation partnerships networks (4 Wood Mobilization Hubs)
- **Support** sustainable and economic development of forest sector (collaboration platforms)
- **Create new business opportunities** among the value-chain
- **Better exploit synergies in EU-regions** for best-practices, innovations, education, funding possibilities and policy measures
MAIN TARGET GROUPS

➤ Foresters and forest owners
   – Becoming active partner in the wood mobilization value chain.
   – Gaining knowledge and receiving support in exploiting R&D&I results and best practices and exploring business development.

➤ Wood (using) industry
   – Raising awareness of the potential and opportunities of sustainable wood Mobilisation
   – Profiting from new business models based on innovations in sustainable wood Mobilisation

➤ Research and Academia
   – Closing the research and innovation gap through better-directed research and development based on demands identified by practitioners
ROSEWOOD ACTIVITIES & TOOLBOX

Offering of a tailored mix of innovation support measures:
• Workshops
• Coachings
• Online documentation

Enabling potential of wood mobilisation in EU Regions

Strengthening mobilisation capacity for value creation

Stimulate and develop business opportunities

- Best-practices and innovations
- SWOT and Roadmaps
- Knowledge and technology transfer
- Internal/External Coaching Methodology

Value Chain Map and need analysis
Cluster & national Platforms (associations) Meetings
Brokerage Events and study visits
Cross-sectorial Cluster Meetings

Education & Training
Regional Policies RIS3 Analysis
Access to Finance

Wood Mobilisation Hubs
Forestry actors

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776754.
ROSEWOOD SERVICES

- Matching existing research results, innovations and good/best practices on **sustainable** wood mobilization with the specific needs of practitioners and regional hub potentials
- Support to (further) exploit promising research results and innovations in the forestry sector
- Identifying new ground-breaking ideas and support new business models

**Offering of a tailored mix of innovation support measures:**
- Workshops
- Coachings
- Online documentation

ROSEWOOD acts as mediator and facilitator for new (commercial and technological) opportunities for the sustainable wood mobilization in Europe.
ADDED VALUE FOR STAKEHOLDERS

- Learn from good practices and research/innovation results
- Profit from innovation partnerships along and across the value chain
- Profit from tailored support for exploiting of and idea development for sustainable wood mobilisation
- Become active partner in the sustainable wood mobilisation value chain
- Become active partner in building a Bioeconomy as part of a Circular Economy

Want to become a member of the network: please visit www.rosewood-network.eu
THANK YOU FOR YOUR ATTENTION!

Contact & Information
Project Coordinator: Steinbeis 2i GmbH

Anthony Salingre: +49 721 935 19 116 - salingre@steinbeis-europa.de
Tabea Link: +49 721 935 19 130 - link@steinbeis-europa.de

www.rosewood-network.eu
Facebook: www.facebook.com/ROSEWOOD
Twitter: https://twitter.com/ROSEWOOD