

European Network of Regions On Sustainable WOOD mobilization

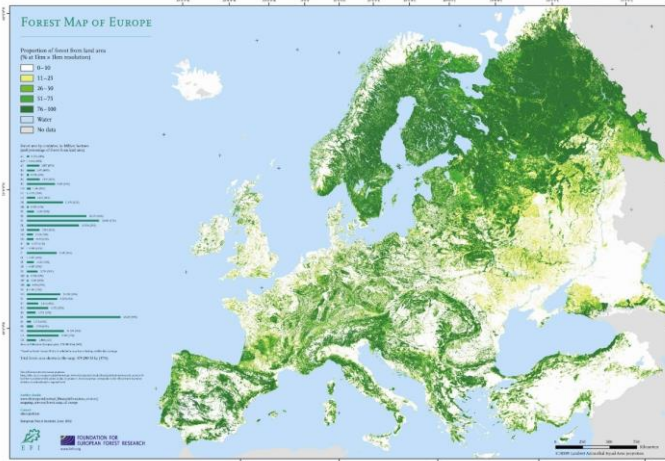
An European project to network actors in the wood mobilization around sustainability practices

Kari Mäkitalo and Anthony Salingre
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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

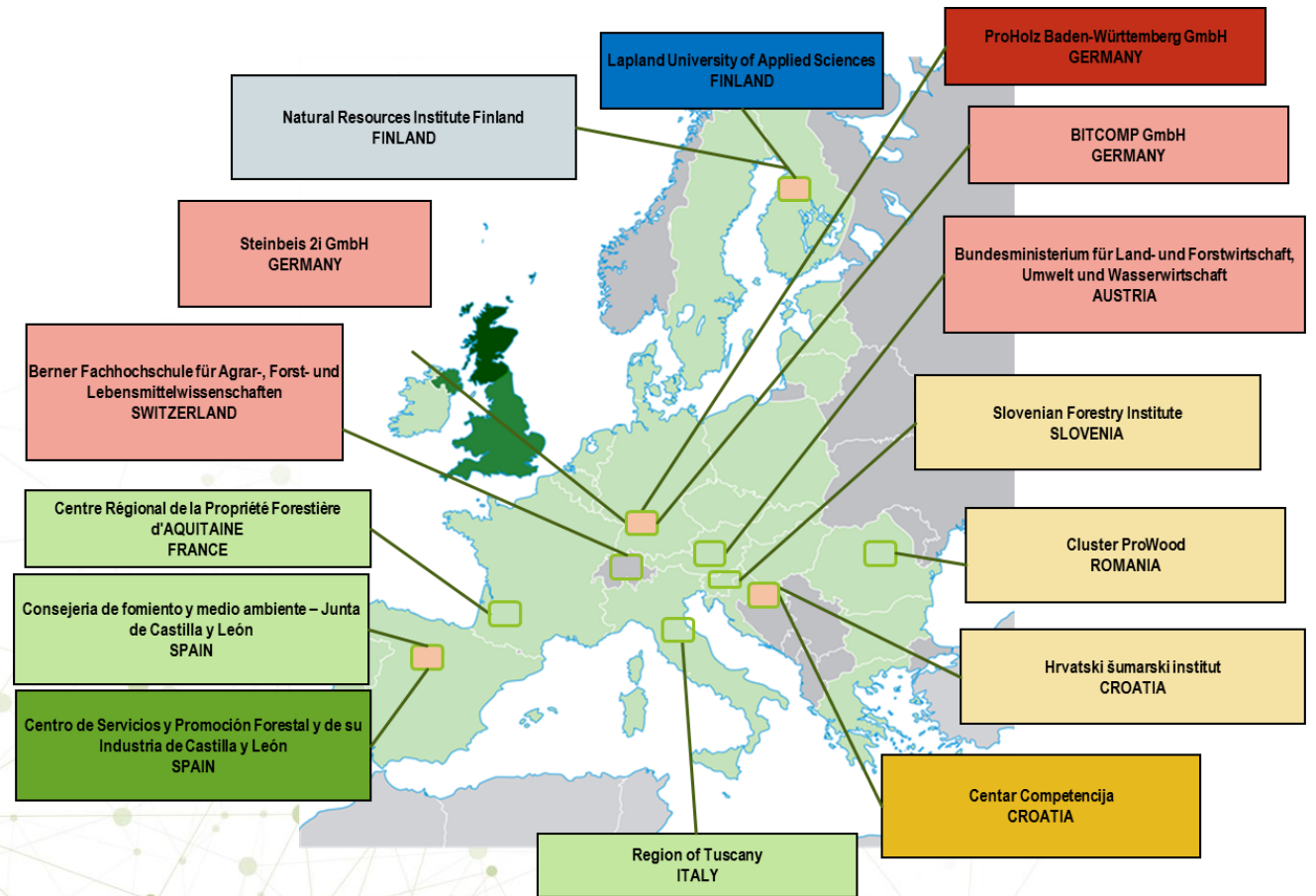
Actual need to:

- 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



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

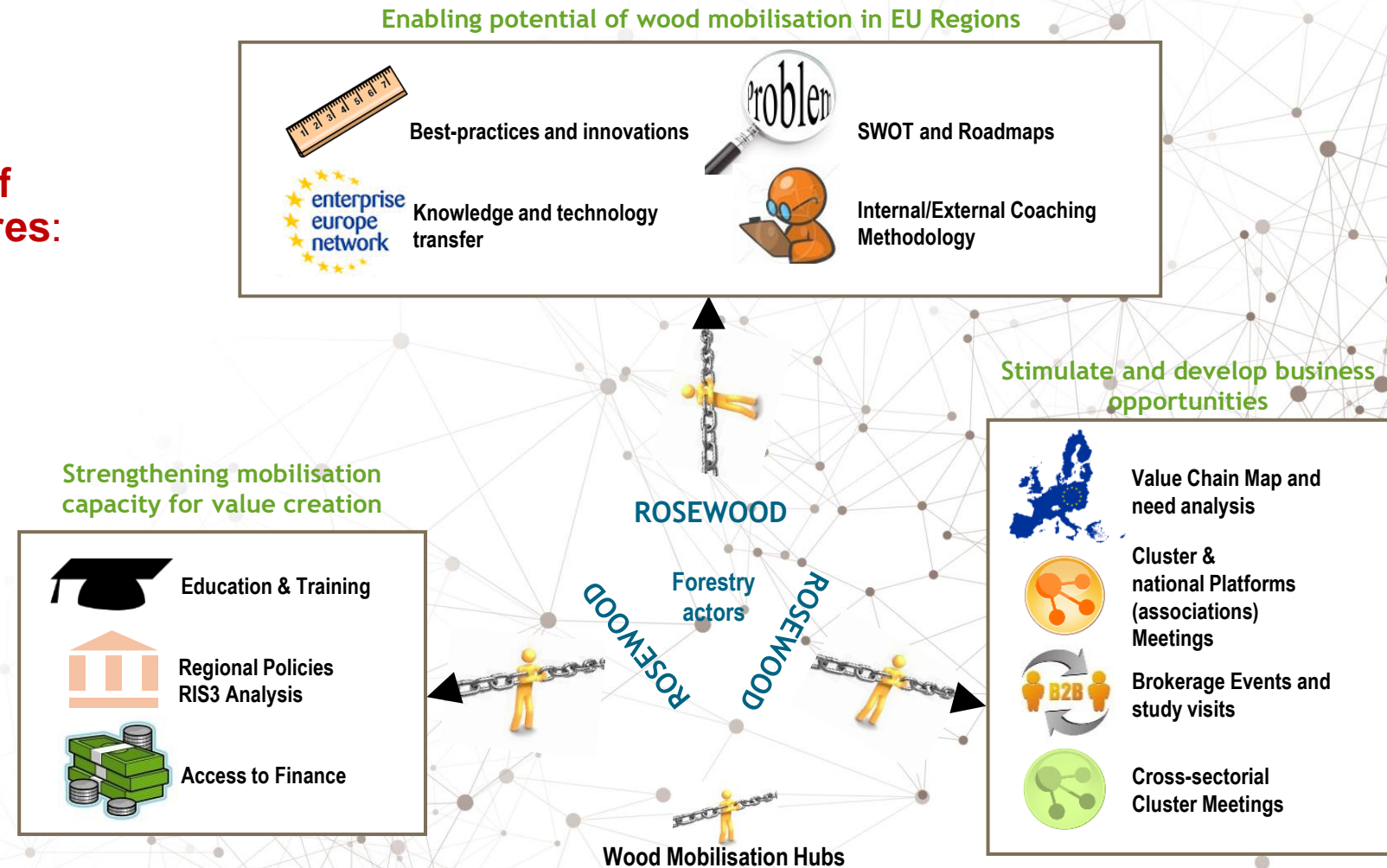
- Closing the research and innovation gap through better-directed research and development based on demands identified by practitioners



ROSEWOOD ACTIVITIES & TOOLBOX

Offering of a tailored mix of innovation support measures:

- Workshops
- Coachings
- Online documentation



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!**



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