



Rethinking the role of the forest-based sector services

Photo: P.Pelli

Young Leadership Programme on Forest-Based Bioeconomy: Focus on Eurasia

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Key questions:

What is there to rethink about services?

What are the challenges and/or opportunities for the forest-based sector?

Trends and drivers in services

“We can’t get rich washing each others shirts.”

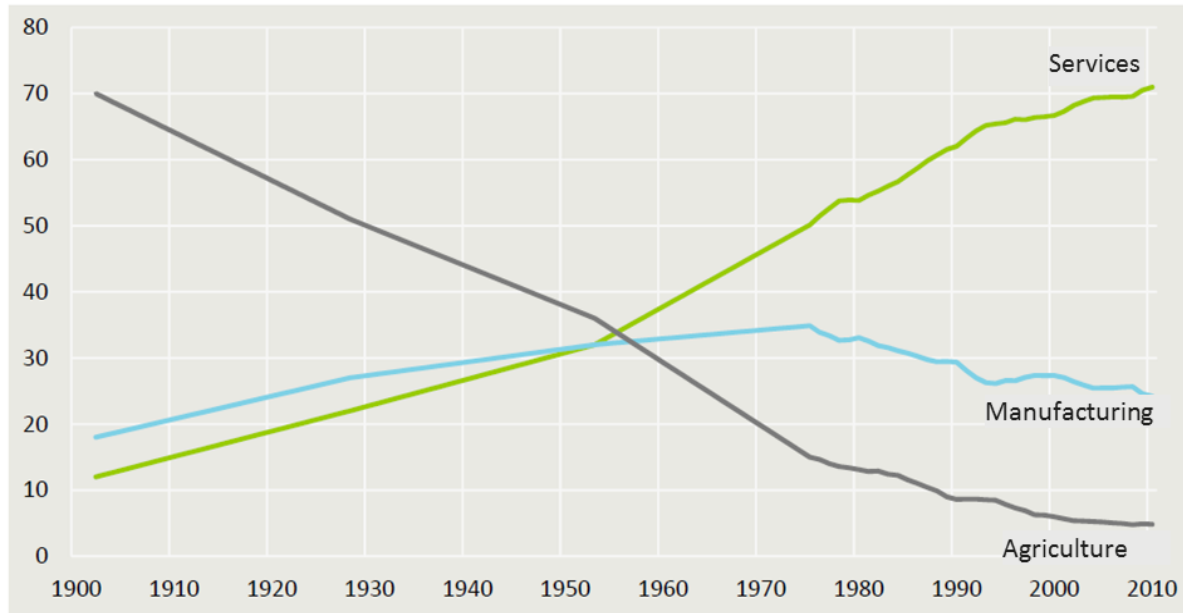


by Russell Lee <http://www.shorpy.com/>

SHORPY

Role of services?

Services have been the largest sector in economy since 1960's (% of GDP)



Lähteet: Tilastokeskus ja ETLA.

Trends and drivers in services, and in the research on services:



1950/60s
Macro
economic
concern on the
growing service
sector

1970/80s
Services
business

1980/90s
Servitization in
manufacturing
(B2B)

1995 GATS
ICT, Business
services/KIBS
(B2B, B2C)

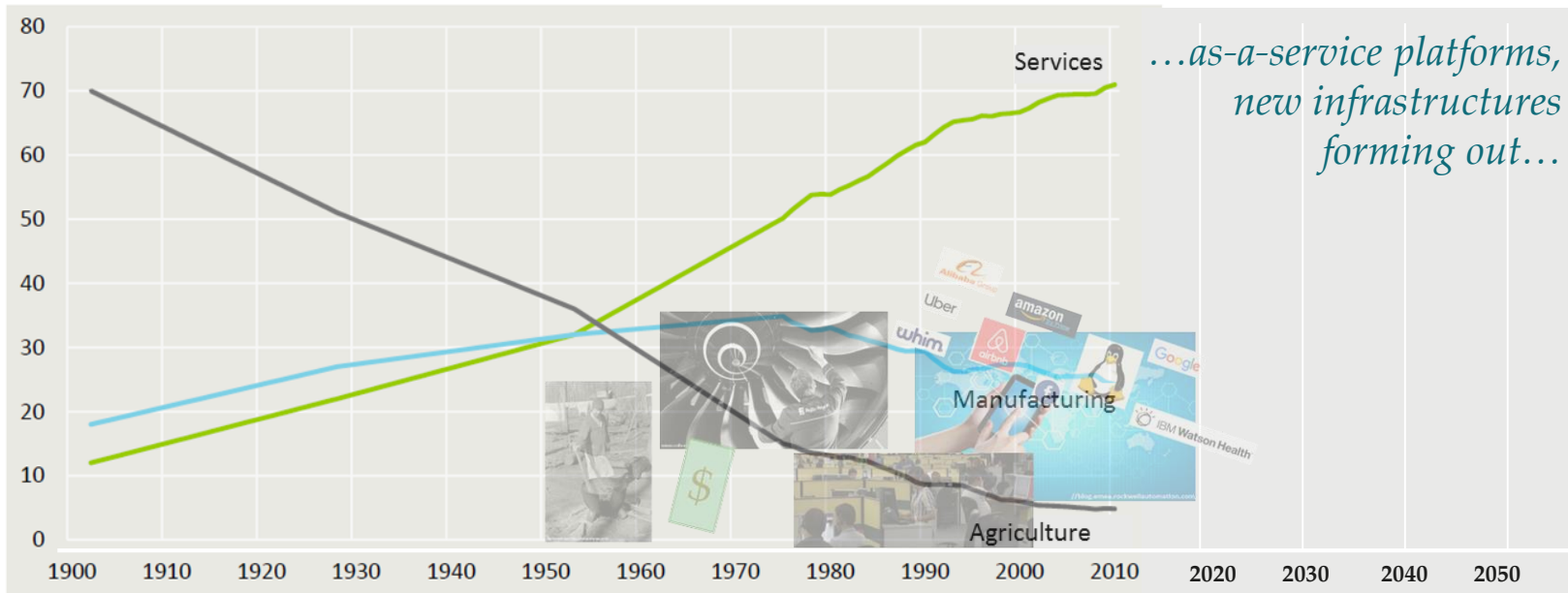
1990/2000
Technology-enabled services,
new service concepts and
service innovations, Sustainability:
Product-Service Systems
New business models
(C2B, C2C)

2005/10-
Service systems and
system engineering...

*...as-a-service platforms,
new infrastructures
forming out...*

What these developments have to do with forests and bioeconomy?

Services have been the largest sector in economy since 1960's (% of GDP)



Rethinking the role of the forest-based sector services:

Do we address the increasing role of services as a trend or as a symptom of profound changes in the economy?

What comes perceivable if we seek to understand the changes in how value is created, distributed and captured?

Changes in how value is created, distributed and captured:
Resources, incl. labour and capital, knowledge and networks,
have become available and connected in novel ways.



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Meet a Tasker: Guillermo R.

"Guillermo was wonderful, meticulous and put my

Changes in how value is created, distributed and captured:
“Tangible” and “intangible” become de-coupled and re-coupled in novel combinations.

Naava, the only SMART & ACTIVE GREEN WALL, revolutionizes the air you breathe.
With pure and fresh Naava air, you can focus on your day, while Naava takes care of the air you breathe.



NATURALIZES INDOOR AIR



REDUCES HARMFUL
CHEMICALS



OPTIMIZES HUMIDITY



ILLNESS IS REDUCED



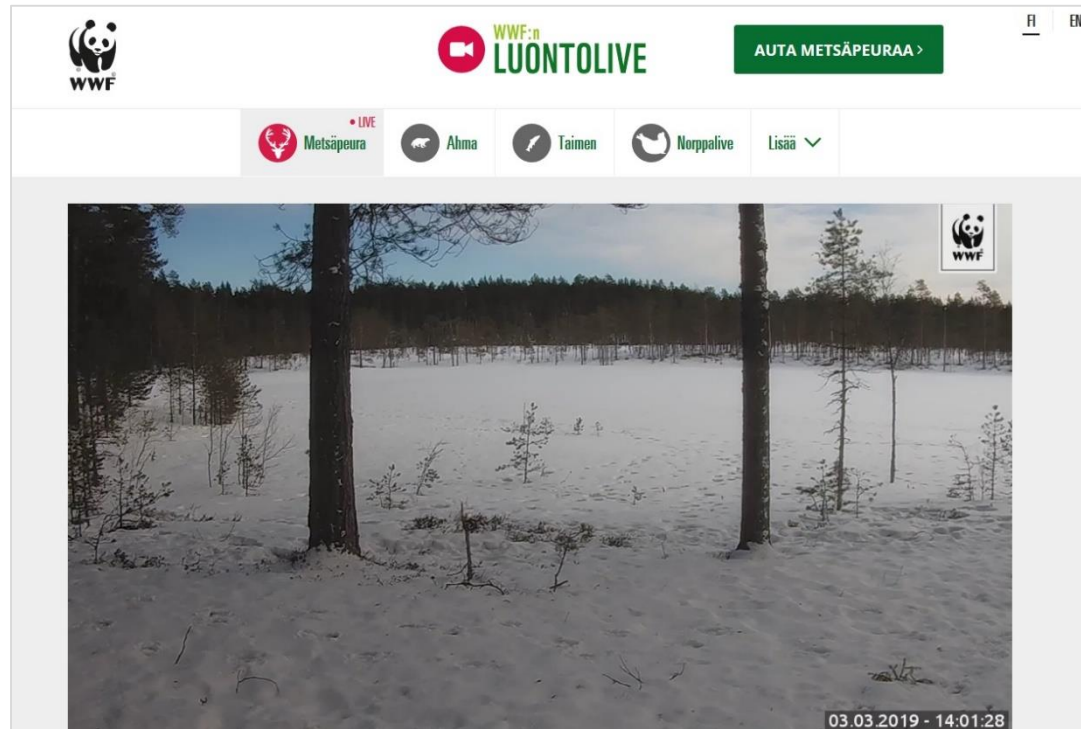
FATIGUE IS HALTED



COGNITIVE PERFORMANCE IS
IMPROVED

Changes in how value is created, distributed and captured:

Markets are no more 'out there' but where ever resources are combined, exchanges take place, and value becomes created in these interactions.



Ref.: <https://luontolive.wwf.fi/en/>

Challenges and opportunities for the forest-based sector:

Which are the transitions necessary to support the evolving bioeconomy?

Challenges and opportunities: where are the services?

– Case wood construction and the forest-based bioeconomy



*Opportunities and challenges:
Case future bioeconomy –
It's about people!*



Example of a green building project, Jätkäsaari, Helsinki
www.kerrostalo.hel.fi/hankkeet/vihreista-vihrein



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Thank you!

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