

Bioeconomy markets as a system of change

Break Sokos Hotel Koli, 11-12 Oct 2023

Day 1: Wednesday 11th of October

13 *Coffee/tea*

13.30 **Opening session**

Welcoming words and moderators of the session: *Diana Tuomasjukka*, European Forest Institute and *Jussi Manninen*, VTT

Camilla Sandström, UMU: Key considerations for achieving a green and inclusive societal transformation

Marianela Pepe, National University of Comahue, Argentina: What do young people expect for future worklife and society?

Antti Asikainen, Natural Resources Institute Finland: Forests in the bioeconomy

15.30 *Coffee/tea*

16.15 **Session 1: Sustainable land use for today's future: Creating value for forest land**

In collaboration with Forest Bioeconomy Science Panel, Finland, with Antti Asikainen, Luke, as moderator

Tekla Tammelin, VTT, FinnCeres flagship: New products and processes for diversified product portfolio – and what is required from the feedstock?

Riikka Paloniemi, Finnish Environment Institute: Forest bioeconomy in sustainability transformations - what is expected from wider landscape?

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Dinner



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Day 2: Thursday 12th of October

9-10.15 **Session 2: Mainstreaming innovation- Diana**

Harri Palviainen, Finland: From strategy to buy-in at city/community level. How do you drive the change?

Clara Martinez, ECBF: Financing tomorrow's solutions

Erik Bengtson, Södra Ädla: Add-on business opportunities while growing forests. Solutions for small-owners and users

10.15-11.30 **Session 3: Sustainable choice- Metsäkeskus**

Anna Hakulinen, Valio: Valio's role in offering sustainable products

Amandeep Dhir, University of Agder, Norway: How social media influences consumption

Tero Heinonen, Finnish Environment Institute: Ecolabels

11.30 *Walk to Koli Hill and networking*

12.30 *Lunch*

13.30-15 **Session 4: Koli Theses**

Discussion and interactive workshop in small groups, formulating the Koli Theses 2023 for communicating the messages of the event

15-16.15 **Conclusions and take-home messages- Tapio**

16:30 *Bus to Joensuu*

18 *Train to Helsinki*

