



**European Forest Regions Network** 

"Promoting bioregions across Europe"

**European Network of Regions On Sustainable WOOD mobilisation** 



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

Forest= 40% of EU's land area 215 million ha 60-70% of annual increment cut

20/06/2018



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

(than planting)

Challenge: mobilize more wood for growing demand, but stay SUSTAINABLE to assure other functions of forest





# SUSTAINABILITY: BALANCE BETWEEN LOGGING AND HOBBITS AND 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

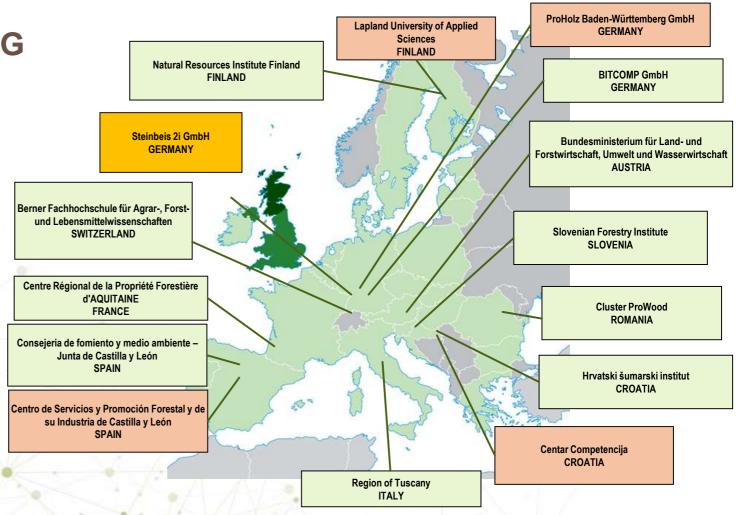
### Then need to

- Find new sources of wood (and bio industry products) as new income models
- Protect environment and biodiversity
- Involve primary and secondary forest actors
- Transfer best practices among regions
- Network regions
- Adapt the regulatory framework
- Dynamise the sector by favorizing innovations



## 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 <u>SUSTAINABLE</u> wood mobilisation
- Main actors: whole wood mobilisation value chain
- <u>Main target:</u> forest owners, forest owners associations, foresters, forest industry, policy makers, funders





### **Intermediaries**

S2i BITCOMP CEKOM CNPF

#### Research

CESEFOR LUKE/ <u>LUAS</u> CFRI GIS BFH

### Networks

RT / ERIAFF KO-FA / ProWood S2i / EEN PHBW CNPF

### **Public authorities**

BMLFUW JCYL/<u>CESEFOR</u> RT

# COMPLEMENTARY PARTNERSHIP



### **ROSEWOOD OBJECTIVES**

**ROSEWOOD** will close the knowledge gap and support **sustainable wood mobilization** in EU-regions by:

- Connecting Multi-actors in innovation partnerships networks (Wood Mobilization Hubs)
- Support sustainable and economic development of forest sector (collaboration platforms)
- Intensively exploit existing innovations, best-practices and synergies among EU-Regions (easy accessible material)
- Take up innovations from grass-root level (new business models)
- Better exploit synergies in EU-regions for education, funding possibilities and policy measures (recommendations)



### **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 industry

- Raising awareness of the potential and opportunities of sustainable wood Mobilisation
- Profiting from new business models based on innovations in sustainable wood Mobilisation

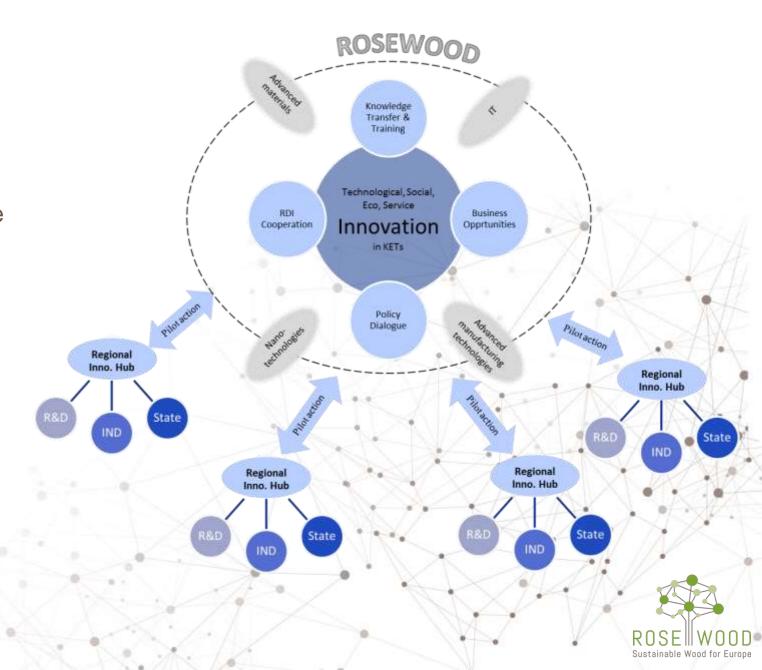
### Research and Academia

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



### **MAIN CONCEPT**

- Network of European Regions for sustainable wood mobilisation
- Exchange of Best-practices
- Capture grass-root ideas,
- Dialogue around policy/financing/education
- New business opportunities



### **ROSEWOOD METHODOLOGY**

Management of the innovation partnership networks by

### 4 Wood Mobilisation Hubs:

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

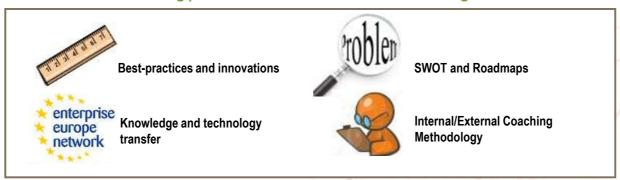
- Hub managers coordinate inter and intra hub activities
- Hub support partners offer tailored support
- Associated Members participate to information collection

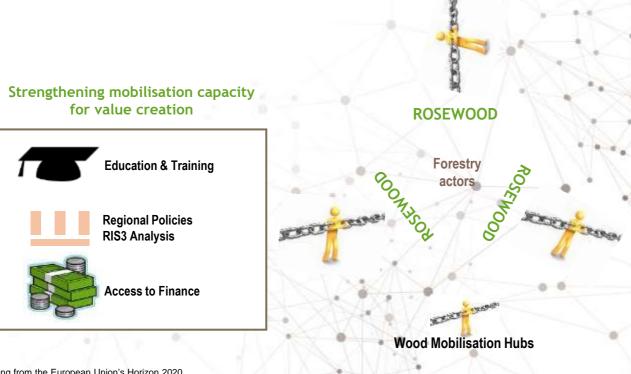


### **ROSEWOOD TOOLBOX**

20/06/2018

#### Enabling potential of wood mobilisation in EU Regions





### Stimulate and develop business opportunities



Value Chain Map and need analysis



Cluster & national Platforms (associations) Meetings



Brokerage Events and study visits



Cross-sectorial Cluster Meetings



### **ROSEWOOD TARGETS**

### Results

Up to 40 experts interviewed 4 List of regional best practices 4 List of regional innovations 4 Hubs Roadmaps

1 innovation toolbox and coaching methodology

12 multi-actors workshops with 150 participants 1 presentation event

#### Best practices and innovations

Strategic review Interview Regional SWOT and Roadmaps

Coaching methodology

Clustering and networking between regions

### Connection results

4 Hubs, 15 partners

Shared members databases Shared tools Shared events brand Shared knowledge

Associated partners

### Connected hubs

needs analysis value-chain analysis

Business events and study visits

**Business opportunities** 

Grass root ideas identification New business model generation

Clustering and networking between regions

#### Value creation

Screening of educations, fundings and policies

### Results

Up to 50 practicioners interviewed

4 regional Needs analysis

4 regional Value-chain analysis

8 multi-actors workshops with 80 participants for new idea generation

5 B2B events (100 participants)

4 project supported and new business models

Lot of dissemination materials

### Results

- 4 lists of regional education and trainings
- 4 lists of funding instruments
- 4 lists of regional policy actions
- 1 recommendations' report
- 4 workshops

### **Events results**

24 multi-actors workshops More than 300 participants 5 B2B events with more than 100 participants 4 study visits



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### **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**

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



# THANK YOU FOR YOUR ATTENTION!

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### **Contact & Information**

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### **European Forest Regions Network**

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