European Network of Regions On Sustainable WOOD mobilisation

A European project to connect actors in wood mobilisation around sustainability practices

Alvaro Picardo
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CHALLENGE IN WOOD MOBILIZATION

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

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

The multiple services provided by Europe’s forests

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 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.

COMPLEMENTARY PARTNERSHIP

Intermediaries
- S2i
- BITCOMP
- CEKOM
- CNPF

Research
- CESEFOR
- LUKE/ LUAS
- CFRI
- GIS
- BFH

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

Public authorities
- BMLFUW
- JCYL/CESEFOR
- RT
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
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
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ROSEWOOD TOOLBOX

Enabling potential of wood mobilisation in EU Regions

Best-practices and innovations

SWOT and Roadmaps

Knowledge and technology transfer

Internal/External Coaching Methodology

Stimulate and develop business opportunities

Strengthening mobilisation capacity for value creation

Education & Training

Regional Policies RIS3 Analysis

Access to Finance

Wood Mobilisation Hubs

ROSEWOOD

Forestry actors

Best practices and innovations

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**ROSEWOOD TARGETS**

**Connected hubs**

- Business opportunities
  - Needs analysis
  - Value-chain analysis
  - Business events and study visits
  - Grass root ideas identification
  - New business model generation
  - Clustering and networking between regions

**Value creation**

- Screening of educations, fundings and policies

**Events results**

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

**Best practices and innovations**

- Strategic review
- Interview
- Regional SWOT and Roadmaps
- Coaching methodology
- Clustering and networking between regions

**Results**

- Up to 50 practitioners 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

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

**Connection results**

- 4 Hubs, 15 partners
- Shared members databases
- Shared tools
- Shared events brand
- Shared knowledge
- Associated partners

**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

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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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European Forest Regions Network

“Promoting bioregions across Europe”