70th Session of the Timber Committee

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The Innovative Innovations Chapter

Geneva, Switzerland
16-19 October 2012
The first *Innovations Chapter*: WHY?

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The first Innovations Chapter: WHY?

1. Stealing Building on the work of EFSOS
The first Innovations Chapter: WHY?

2. Incredibly innovative industry
The first *Innovations Chapter: WHY?*

3. Promoting greater understanding of innovation

- **Product**
- **Process**
- **Market**
- **Organisation**

**TYPES OF INNOVATION**
THREE SECTIONS:

1. WHAT WE LEFT OUT
2. WHAT WE KEPT IN
3. LESSONS TO BE LEARNED
1: WHAT WE LEFT OUT

Must edit: a new innovation story every day!

TIMBER FRAMED BICYCLES
NOT JUST A GIMMICK
Cardboard Case for Ipad

Batteries from wood products?

CARBON FIBRE FROM LIGNIN

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1: WHAT WE LEFT OUT

Some innovations still in development
1: WHAT WE LEFT OUT

Some innovations covered elsewhere
1: WHAT WE LEFT OUT

Interesting, but not yet financially viable
2: WHAT WE KEPT IN bioplastics in mobile phone/IT industries
2: WHAT WE KEPT IN
new developments in wood/plastic composites

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2: WHAT WE KEPT IN
new cross-laminated timbers

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3: LESSONS TO BE LEARNED
product innovation is not enough
3: LESSONS TO BE LEARNED
new market approaches are needed

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3: LESSONS TO BE LEARNED
need for organisational innovation
CONCLUSION

INNOVATION REPORT CARD

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