Innovation in the Forest Based Sector
Prerequisite for the Green Economy

Seminar Summary

Elina Warsta
Seminar Summary

- InnovaWood & UNECE/FAO Forestry and Timber, 70 participants
- Action Plan for the Forest Sector in a Green Economy

- Framework conditions for innovation, broad perspective: innovation strategies, action plans etc. important

- Financing innovation, knowledge transfer, clustering research institutions (FPInnovations, Canada)

- Examples of innovation in processes and products
Conclusions

- Education, support and marketing needed: “We don’t buy what we need, we buy what makes us feel good”

- Bioproducts and biochemicals produced from wood the most promising products of the future (e.g. nanocellulose applications, 100 % tree-based packaging)

- Both product and process innovation is needed
Challenges and Barriers

- Barriers for innovation: high price of production, unsupportive framework conditions
- Change management needed, new ways of thinking
- Customer needs and trend analysis needed

More information at:
http://www.unece.org/forests/wood-innovation2013.html

Press release issued today