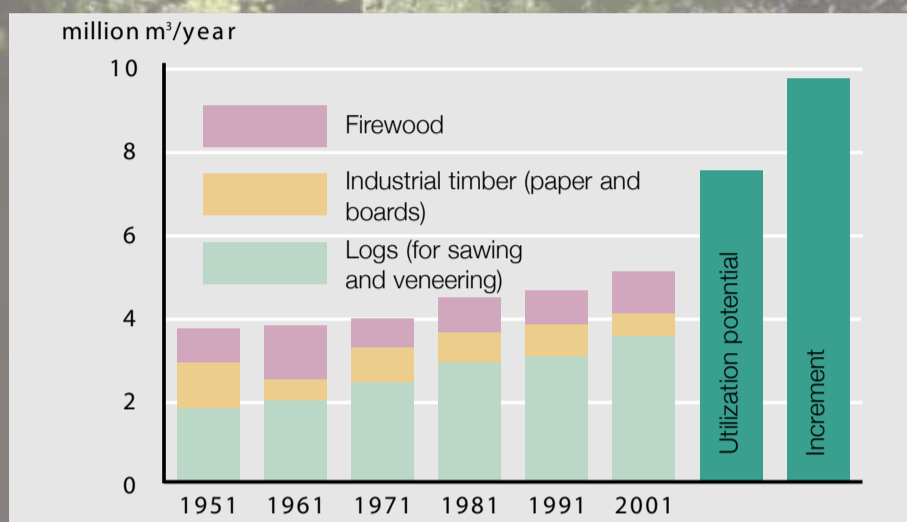


SWISS WOOD PROMOTIONAL PROGRAMS

Background



FOREST UTILIZATION IN SWITZERLAND



Increment: annual increment in volume of all trees over 12 cm diameter at breast height, including bark and branches.

Utilization potential: annual increment in volume of all trees over 12 cm diameter at breast height, not including bark and branches.

The increment in the Swiss forest makes it possible to increase utilization without endangering sustainability.

The production potential of Swiss forests is far from being utilized.

Swiss forests have a standing stock of 367 m³/ha, the highest in Europe. For comparison: Austria has 286 m³/ha, Germany 271 m³/ha, Italy 169 m³/ha.

The total annual increment (stem wood over bark) amounts to an average of 9.8 M m³, of which approx. 7.5 M m³ can be utilized commercially. The annual timber harvest however (timber including bark) only amounts to 5.0 M m³.

The possibilities of public intervention are limited:

The legislation in force provides for public aid to forestry, but not to timber industry. State wood promotion is therefore limited to accompanying measures, such as research and development or targeted promotion programmes.

Timber sales: upward trend

Between 1991 and 1996 the use of wood in the building trade increased by 2% - in spite of retrogressive building activities and economic stagnation. This positive trend remains unbroken. The wood promotion strategy is therefore basically going in the right direction.

Overview: Wood promotional programs in Switzerland

Incentive programme Wood (1986 - 1991)

Objective knowledge transfer
Main focus developing teaching material
 training courses (312 courses with 11,000 participants; 60,000 sets of documentation)



Information campaign Swiss Wood (1990)

Objective informing the broad public on wood and wood products
Instrument poster advertisements with the slogan "Into the future with wood - the raw material with regeneration"



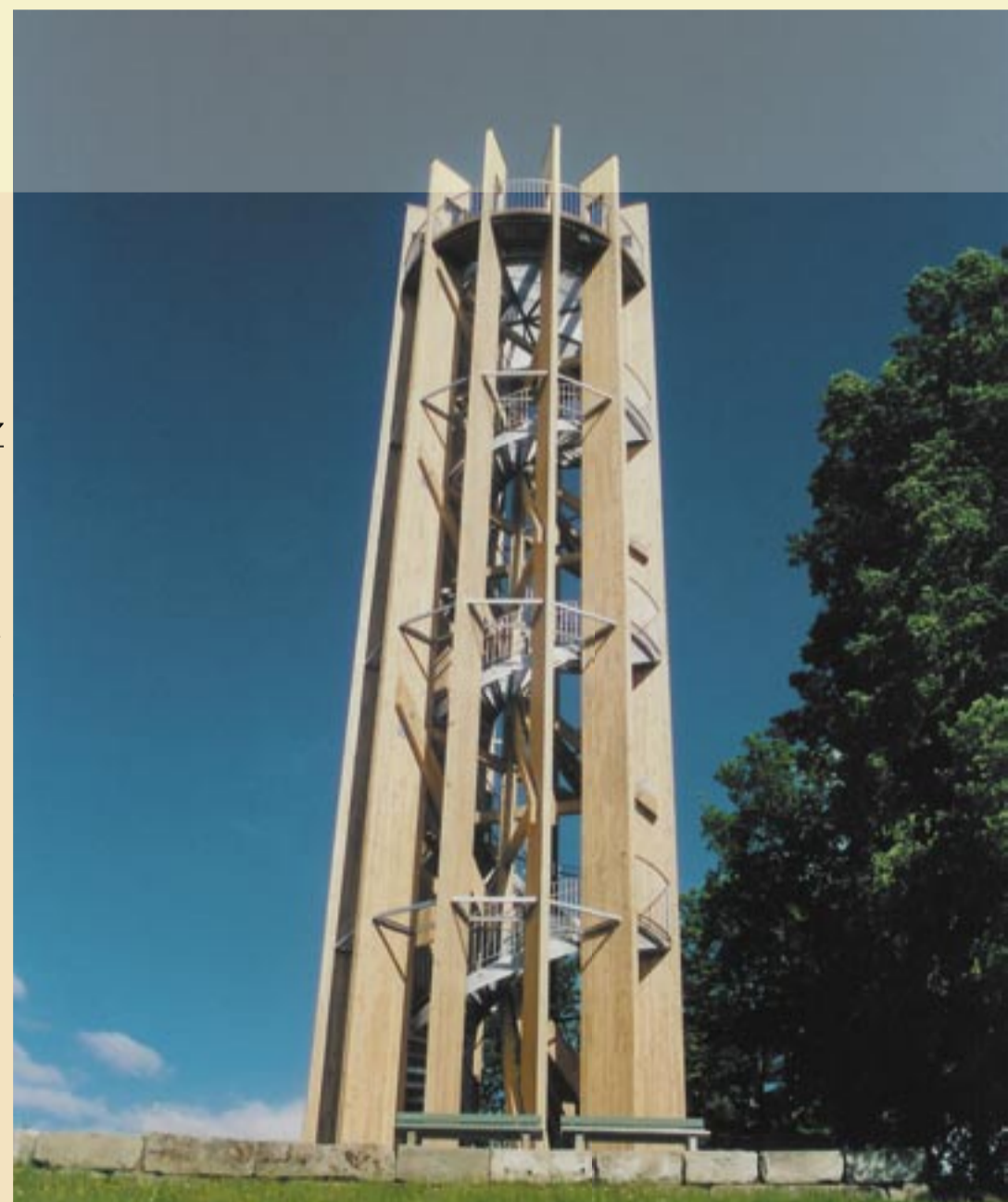
Action programme "Bois 2000" (1998 - 2000)

Objective increasing the use of Swiss wood
Main focus communication of "projects with signal effect"



Promotion programme "Bois 21" (2001 - 2003)

Objective increasing the use of Swiss wood (continuation of "Bois 2000")
Main focus studies (e.g. Supply Chain Management; fire prevention; sound-proofing); pilot projects (e.g. cooperation, logistics); information on interesting wooden buildings

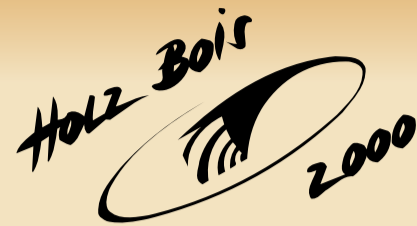


Signal effect: observation tower out of wood (Gurten near Berne), photo: A. Lüthi

SWISS WOOD PROMOTIONAL PROGRAMS

Bois 2000 (1998 - 2000)

www.bois2000.ch



Living in wood houses is becoming more and more popular in Switzerland, photo: M. Reinwand

Talking about wood

“Bois 2000” aimed at making known the performance and qualities of wood and firmly establishing them in public awareness. The reason behind this was the under-use of Swiss forests with their potential as economic resources.

The projects supported should – by their attractiveness – enable the public to recognize the technical, ecological, aesthetic and sensual qualities of wood and to take pleasure in wood as a material.

Kaleidoscope Wood

Kaleidoscope Wood is an itinerant exhibition. In originally 10 thematic boxes the results of the programme “Bois 2000” were assembled and presented. The highly attractive itinerant exhibition was displayed at several trade fairs and was very popular.

The thematic boxes each cover a complete topic and can be freely combined.

The exhibition boxes were taken over by “Bois 21”. Every year, two further boxes are made on important topics of wood promotion. The exhibition is shown all over Switzerland.



The itinerant exhibition Kaleidoscope Wood, photo: Lignum

“Lignum Prize” competition – buildings and façades

The results of the “Lignum Prize” showed what modern Swiss wood building can do. The “Lignum Prize” is a competition for buildings and façades out of wood under the patronage of Lignum, the parent organization of the Swiss timber industries. 58 projects of a total of 185 submissions were

selected by the expert jury. Three outstanding buildings received the “Lignum Prize”, further five projects of high quality received a special award.

The submitted, but particularly the prize projects were presented to the public in a book and in an exhibition pavilion especially built for the purpose.



The Lignum Prize book and exhibition pavilion, photo: M. Reinwand, Lignum

Projects with signal effect

“Bois 2000” supported high quality wooden buildings of several storeys, particularly housing estates and administration buildings. The public was informed of their completion. They have the effect of positive signals for wood construction.

An example: In the municipality of Kriens a housing estate was built out of wood. The buildings are appealing in their conception and architecture. The public was rendered attentive to this estate by a press conference, several publications and by lectures. It is a project with signal effect.



The housing estate «Senti» in Kriens / LU, photo: Lischer and Partner

SWISS WOOD PROMOTIONAL PROGRAMS

Bois 21 (2001 - 2003)

www.bois21.ch



Student's accommodation in Immensee/LU – a wood construction, photo: pentol / Lignum

Palace of Equilibrium – wood at the Expo 02

The national exhibition Expo.02 was the great event of the last decades in Switzerland. A total of four so-called Arteplages showed in 2002 how much creativity and sense for the future Switzerland has to offer. Wood was there too.

The main attraction of the Arteplage Neuchâtel was the Palace

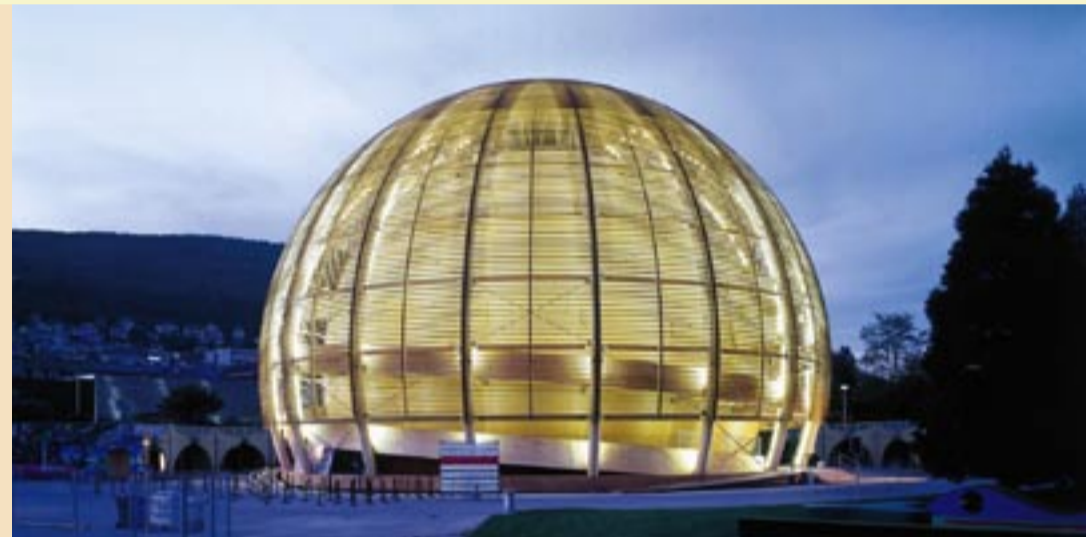
of Equilibrium, an enormous round construction out of wood. The ball symbolized Earth, the main statement of the Palace of Equilibrium was: sustainability. The Swiss Confederation was the contracting authority. "Bois 21" supported the communication of this project with signal effect. The Palace of Equilibrium turned out to be one of the visitor's favourites at the Expo.02.

Increasing wood sales

"Bois 21" has the objective of increasing the sales of Swiss wood and of improving performance and cooperation in the entire timber sector, right through to the consumer. Various partners participate in "Bois 21": federal administration,

forestry and the timber industry, the Institutes of Technology and environmental NGOs.

It is focused on five topics: optimising resources, business performance, innovation in wood building, communication and image and projects with signal effect.



The "Palace of Equilibrium" was a great attraction at the Expo.02, photo: Lignum



Wooden house with several storeys in La Chaud-de-Fonds, photo: C. Cuendet / Lignum

Making better use of the potential – improving logistics

The situation of Swiss forestry and timber industry is critical. The internationally renowned consulting firm for energy and forestry Jaako Pöyry for this reason compared the situation of wood production in Switzerland with the situation in Austria, south Germany, south Finland and south Sweden.

The result: The costs for timber harvesting and transport are disproportionately high in Switzerland. Producing wood costs nearly twice as much as in the countries of comparison! Complicated relationships between the various partners of forestry and timber industry, fragmented ownership and lacking customer orientation cause further problems. There is a great potential in Swiss forestry and timber industry.

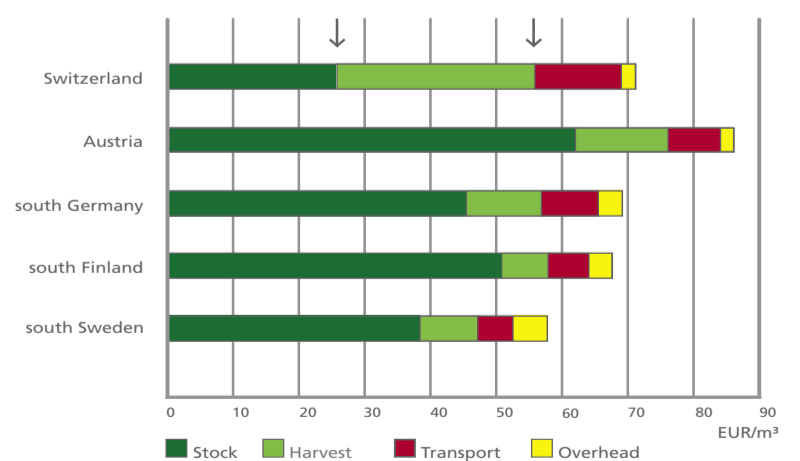
Fire prevention – wooden buildings of several storeys

Only ten percent of Swiss dwellings are out of wood – and there are practically no wooden buildings with several storeys. This is therefore the market segment with the highest potential for wood.

The reticence towards wooden buildings with several storeys has

psychological and technical reasons. In this connection the combustible properties of wood play a decisive role.

Thanks to the combination of wood with other non-combustible materials and thanks to new fire prevention concepts wooden buildings have now reached a level of safety that corresponds to other building materials. "Bois 21" supports this development.



Distribution of costs of softwood sawmill timber on delivery at mill, 2nd quarter 01