



Best practices in wood promotion

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European Confederation of Woodworking Industries – CEI-Bois

International Softwood Conference 2007, Geneva, 2007-10-08/09

wood

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Apology

- Softwood Conference 2006 – Quebec
 - Creation of ad-hoc group on promotion
 - Inactive so far for variety of reasons
- Use of the (extended) « European Wood Network »
 - Co-operation network of wood promotion organisations
 - Meeting in Bonn (DE), June 2007



Main topics

- Climate change and the role of wood and wood products
- Olympics Vancouver (2010) and London (2012) – Chances for wood



Perception of climate change



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Perception of climate change

- « Abnormal » climatic developments
- No real winter in 2006, mild Spring 2007, droughts in Central-Europe, floods on the Iberian peninsula
- Public is getting « interested » in the subject ... at least to a certain degree
- Politicians see need for action



Policy measures

- Kyoto protocol
- CO₂ emission reduction plans
- EU RES policy: increase the share of renewables (biomass...) for energy production
- ...



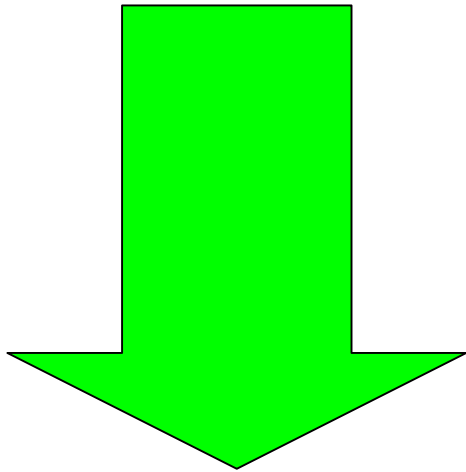
Various approaches

- European woodworking industry through CEI-Bois
- European countries
 - Germany, UK, Switzerland, France, ...
- North-America: Canada and USA
- Australia

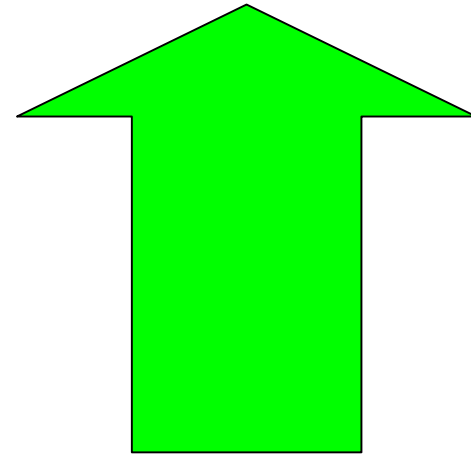


Using more wood can help

It can reduce CO₂
sources



And increase CO₂
sinks





Using more wood can help

- European policy area: Need to inform Members of European Parliament, EU Commission etc.. about the positive contribution wood and wood products can have
- Roadmap 2010 process:

wood in sustainable development
CEI-Bois Roadmap 2010



What has been done so far?

- European Wood Factsheets
- EP exhibition (EP, Interzum, AT Parliament 10/2007, ...)
- Publication « Tackle climate change: Use wood »
- Creation of a « Club du Bois » within EP



EUROPEAN WOOD FACTSHEETS
The key facts about Europe's
most environmentally-friendly material.



EUROPEAN WOOD FACTSHEETS
The key facts about Europe's
most environmentally-friendly material.

1. FORESTRY
2. THE WOODWORKING INDUSTRY
3. WOOD PRODUCTS AS CARBON STORES
4. WOOD PRODUCTS & CLIMATE CHANGE
5. THE ECOCYCLE OF WOOD PRODUCTS



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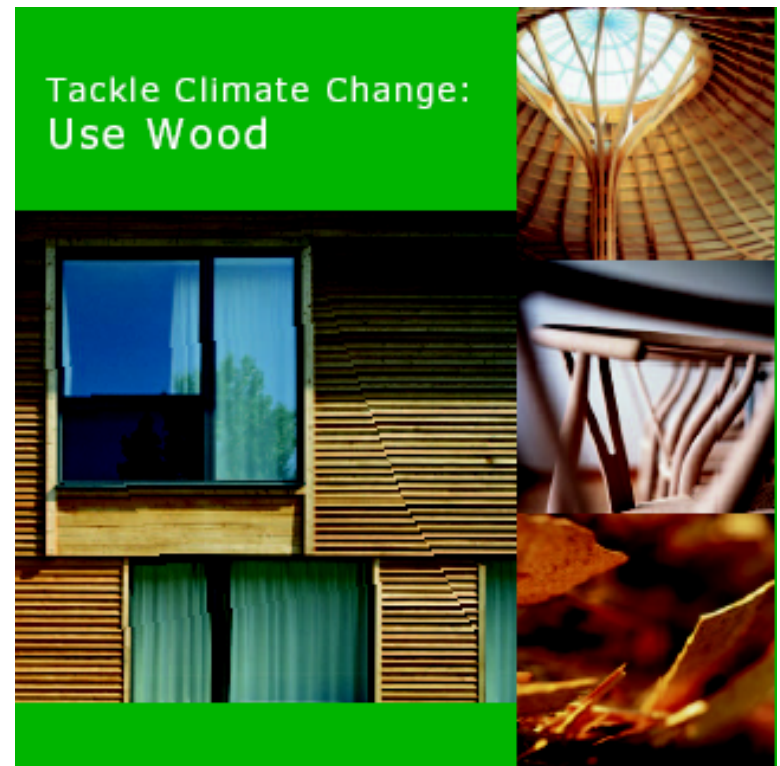


Tackle climate change: use wood!

The publication

Purpose:

Set out the environmental arguments for using wood as one way of reducing Climate Change and put the industry's economic contribution in context.



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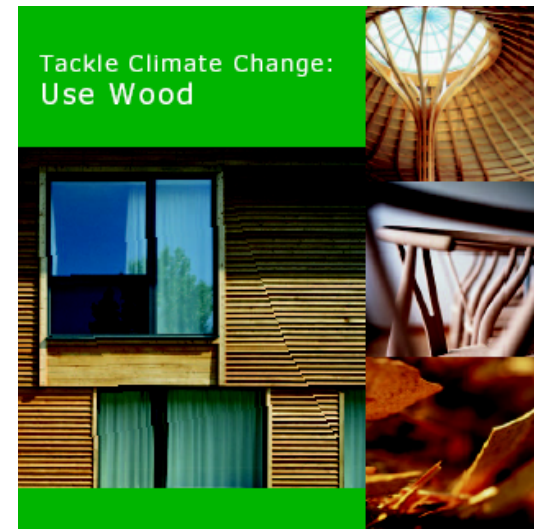


Tackle climate change: use wood!

The publication

Content

- Foreword by MEP C.G. Quint
- Climate change
- Europe's forests: a renewable resource
- How wood products help slow global warming
- The eco-cycle of wood and wood-based products
- The benefits of using wood
- The industry: facts and figures





- Publication available

- English
- Swedish
- German
- French
- Italian





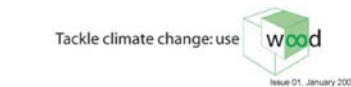
EP-CEI-Bois Partnership



- Exhibition / Book of Argument
- EP Newsletter
- Club du Bois
- ...

wood

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Dear Members of the European Parliament,

As you will remember, Mrs. Catherine Guy-Qurt, MEP, hosted the exhibition entitled Tackle climate change: use wood in the Alberto Sornelli building in Brussels from 7th to 9th February 2007. The exhibition has been a great success with more than 150 participants at the opening reception and several interesting keynote speakers, for example, Mrs. Anne Ferreira and Mr. Paul Rübig, both MEPs. Also the previous President, Mr. Josep Borrell Fontelles, visited the exhibition on February 8th 2006 and was most enthusiastic about this initiative, in particular the design furniture and the publications.



EP President Mr. Josep Borrell Fontelles meets leading wood representatives

The exhibition highlighted wood's role in helping to restrain climate change. Wood offers a simple way to reduce the CO₂ emissions that are the main cause of Climate Change through:

- The carbon sink effect of the expanding forests,
- The carbon storage effect of wood products,
- Substitution for carbon-intensive materials.

Furthermore, wood is an extraordinary material which is naturally renewable and grows in ever-increasing abundance in Europe. It is beautiful and strong to build with, and at the same time warm and welcoming to live with.

The European woodworking sector provides an income for 2.7 million workers in over 270,000 companies, generating an annual turnover of 200 billion EUR in the EU-25. Firms are often located in remote, less industrialized areas, making an important contribution to the rural economy. This diversified industry covers a wide range of activities, from sawmills to the production of wood-based panels, from construction products to packaging and furniture.

Everybody has been dealing with wood and wood products for centuries already, but its exact place in the economy and its extraordinary contribution to sustainable development are regrettably not well known. The main aim of the exhibition has been to present the very modern nature of wood in the light of re-launching the strategies of Lisbon and Göteborg.

A better recognition of the environmental qualities of wood and wood-based products would enhance their use in Europe and thereby contribute to achieving the commitments of the EU under the Kyoto Protocol.



Exhibition in the Alberto Sornelli building Brussels - 7-9 February

www.cei-bois.org

EP « Club du Bois »

- Group of dedicated MEP willing to support the woodworking industries
- « Loose » group meeting to discuss topical issues
- 1st meeting: 22 May in Strasbourg
- Next: 23/10/2007





Germany (Holzabsatzfonds)

- Changing consumer attitudes: changing consumer demands
- USP for wood changing from cost-performance ratio, quality, health to ecology, CO2 neutrality, sustainability?
- Need to meet target groups interests and requirements



Germany (Holzabsatzfonds)

- Action to Public-Decision-Makers
 - Brochure « Sustainable building and renovation – Practical examples for public decision makers »
 - Answers and solutions to problems and challenges
 - Preamble by Klaus Töpfer
 - Distribution to Members of federal and regional parliaments and the town councils



Switzerland (Lignum)

- CO2 storage and CO2 emission reduction
- Argumentation developed for
 - Forest side (Swiss storage potential ...)
 - Wooden products (substitution): using wood really contributes to sustainable development
 - Energy
 - Energy-efficient building technologies: Strong market position of wooden construction to be achieved



Switzerland (Lignum)

- Further actions
 - Political
 - Forests as sinks
 - Wood and carbon storage in construction
 - Market
 - Methodology for simple measurements and rewarding of carbon sinks
 - Marketing to high emission industries
 - Carbon intensity labeling systems
 - Carbon-friendly wood products as image
- Need for co-operation between all stakeholders




UK (Wood for Good)

- Core programme 2007
 - Building sustainably with wood
 - Promote wood's role in reducing climate change
 - Seminars for architects, carbon calculator, contractor's programme
 - Education
 - How to use wood
 - CPD seminars, online learning
 - Attitudes research, press trips, technical case studies, ...



UK (Wood for Good)

- Core programme 2007
 - LCA study for timber windows (service life scoping)
 - Wood in packaging – project with Timcon



France (CNDB)

- « Le bois, c'est essentiel »
- Changing attitudes of the consumer
 - Website
 - Advertising
 - Campaign tools



North-America

- NA forest products industry strategy
 - Pulp/paper / energy oriented
 - Industry meets Kyoto targets
- Wood industry: Green building
 - From avoiding the negative to creating a positive



North-America

- Green building challenge
 - LEED* monopoly (incentives to non-wood, fsc, codification of bias against wood)
- Green Building Initiative
 - Over-arching industry brand
 - Create a « wood advantage » in codes and standards
 - Create a « forest advantage » - establish confidence in forest management



North-America

- Renewable resource
 - Confusion about the definition
 - Renewability, recycling and re-use considered at synonyms
 - Clarification required



Australia

- Government: little or no action
 - Not signatory to Kyoto protocol
 - Abundance of coal
- But: bidding by political parties in view of elections



Australia

- Timber industry response
 - Timber product stewardship group
 - Increased use of post consumer wood waste
 - Addressing the sustainability weakness by closing the loop on wood use
 - Wood waste for bioenergy
 - Abundance of material available
 - Timber houses promotion
 - Promotion campaign for wood



The wooden olympics 2010 and 2012?



Vancouver 2010



- Action aimed at
 - Maximising wood use in 2010 venues
 - Leveraging olympics to grow non-residential market
 - Leveraging olympics to support market acceptance from an environmental perspective
- Major communication challenge (ENGO activity)

Vancouver 2010



- Communication goals
 - Positive initiatives
 - Promote leading sustainability efforts
 - Official recycler of the games
 - Issues management
 - Briefing notes
 - SWAT teams to respond where needed
 - Product promotion
 - Via non-residential program



London 2012

- « Wood for Gold »
- Industry campaigning to promote wood as the material of choice for the Green Games



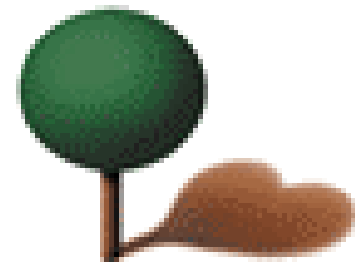
London 2012



- Objectives:
 - Maximise use of wood
 - Promote wood's unique benefits
 - Influence timber procurement policy
 - Create legacy of skills in wood trade
- Other materials active too



New opportunities



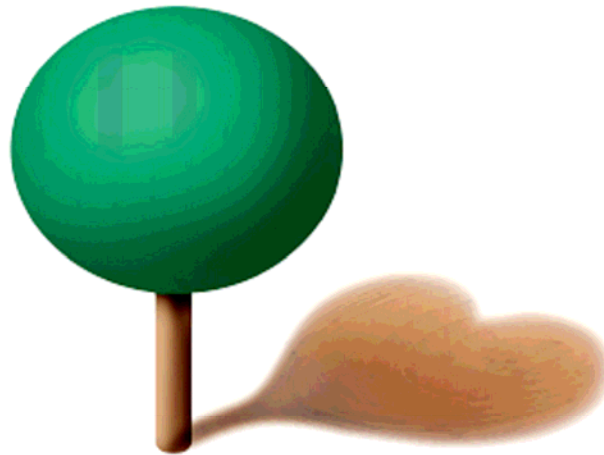
TRÆ ER MILJØ

- The Danish Wood Initiative
- Place wood at the center of COP 15 – the United Nations Climate Change Conference in Copenhagen end 2009

Using wood to tackle climate change

A Danish initiative to place wood at the center of
COP15 — The United Nations Climate Change
Conference in Copenhagen

30 November — 11 December, 2009



TRÆ ER MILJØ

www.trae.dk

The Danish Wood Initiative

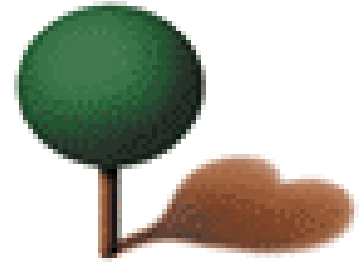
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Wood is part of the solution



- **Position wood** as a versatile and sustainable resource
- **Influence the participants**
- **Profile wood** as part of the solution
- **Raise attention** through exhibitions, happenings and spectacular events

www.trae.dk

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Let us all work for our own
future

Thank you for the attention



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