

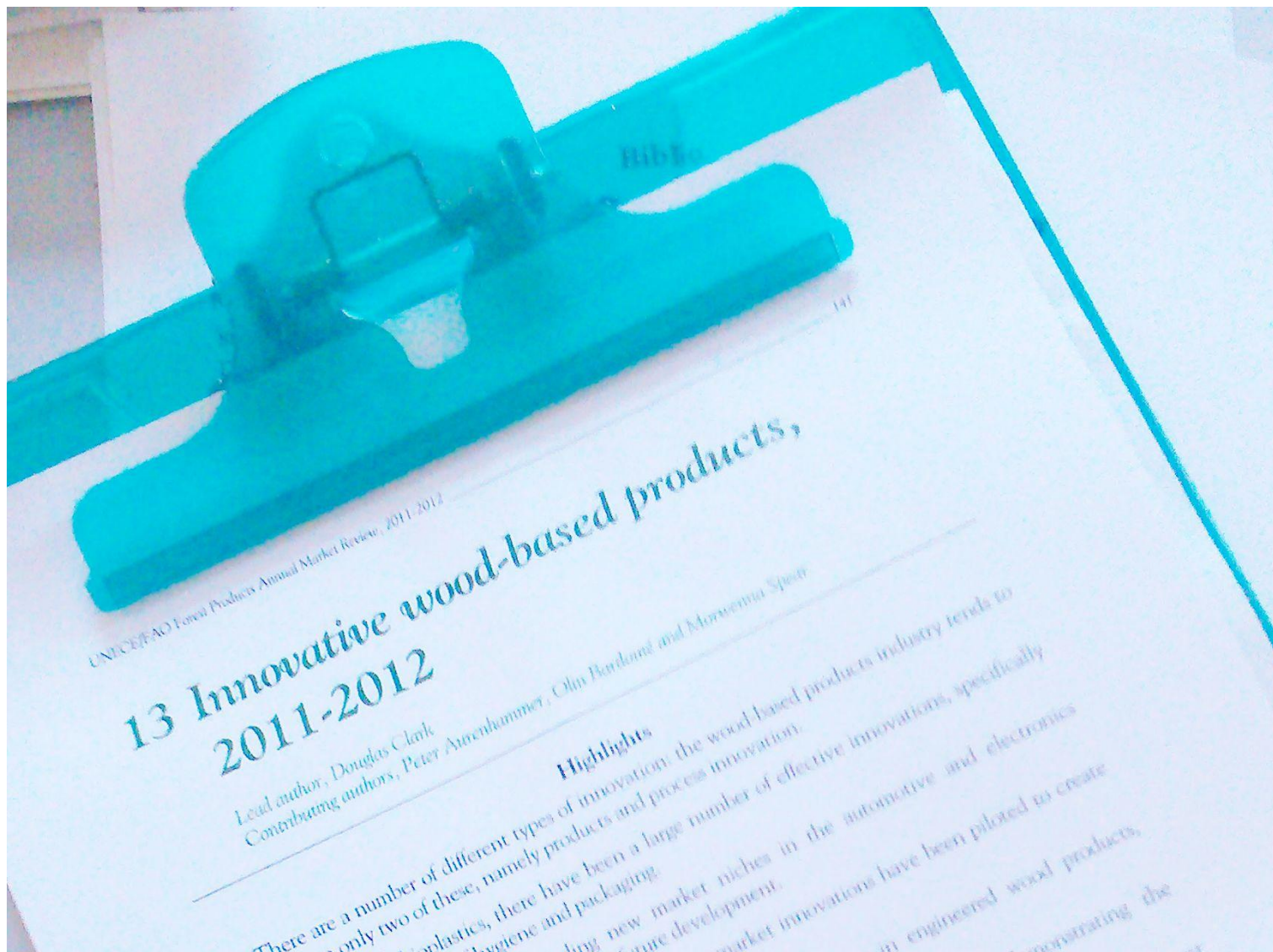
# 70<sup>th</sup> Session of the Timber Committee

**Douglas Clark**

The Innovative Innovations Chapter

**Geneva, Switzerland**  
**16-19 October 2012**

# The first *Innovations Chapter*: WHY?



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## 1. ~~Stealing~~ Building on the work of EFSOS





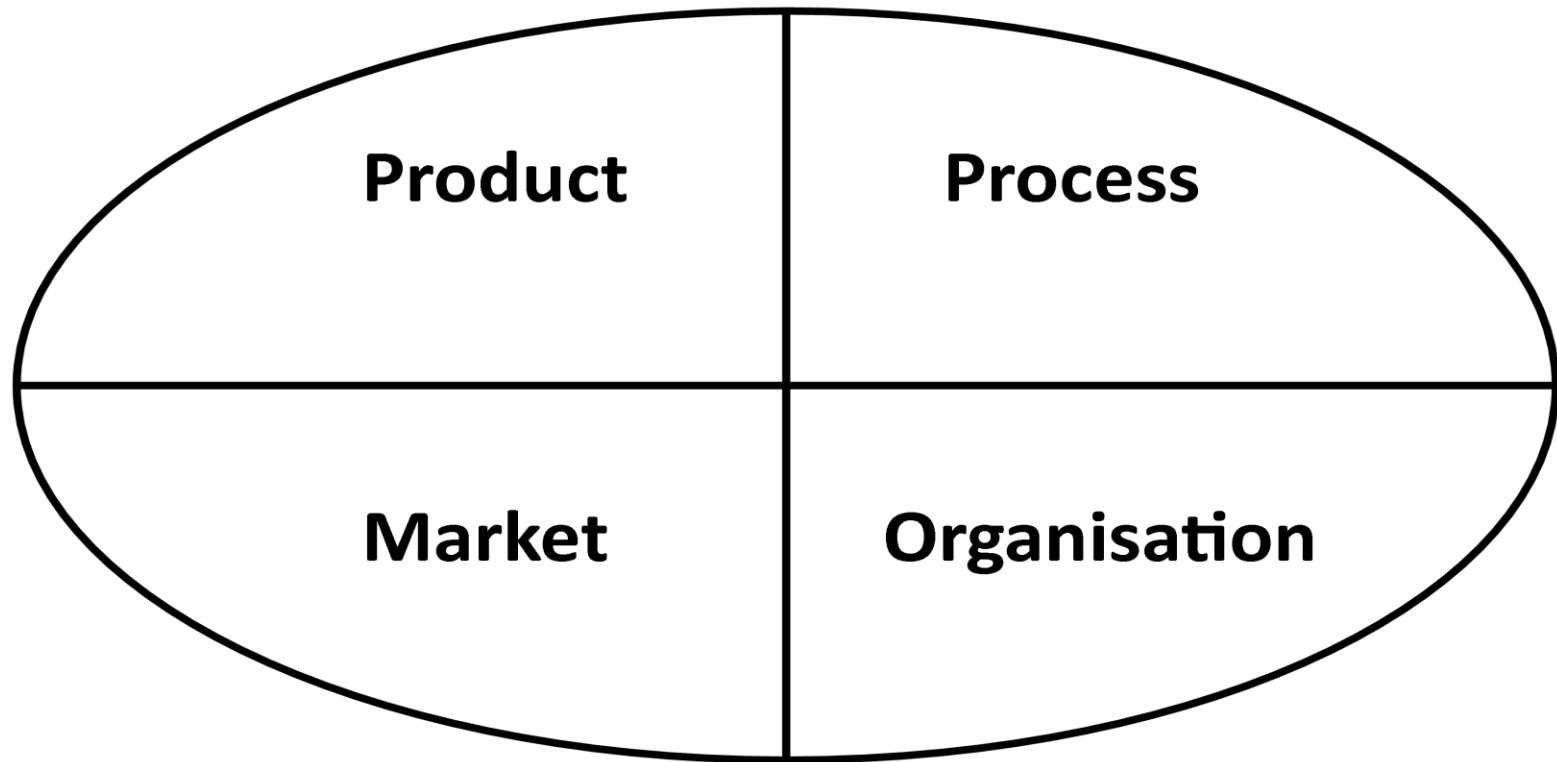
# The first *Innovations Chapter*: WHY?

## 2. Incredibly innovative industry



# The first *Innovations Chapter*: WHY?

## 3. Promoting greater understanding of innovation



**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**





# 1: WHAT WE LEFT OUT

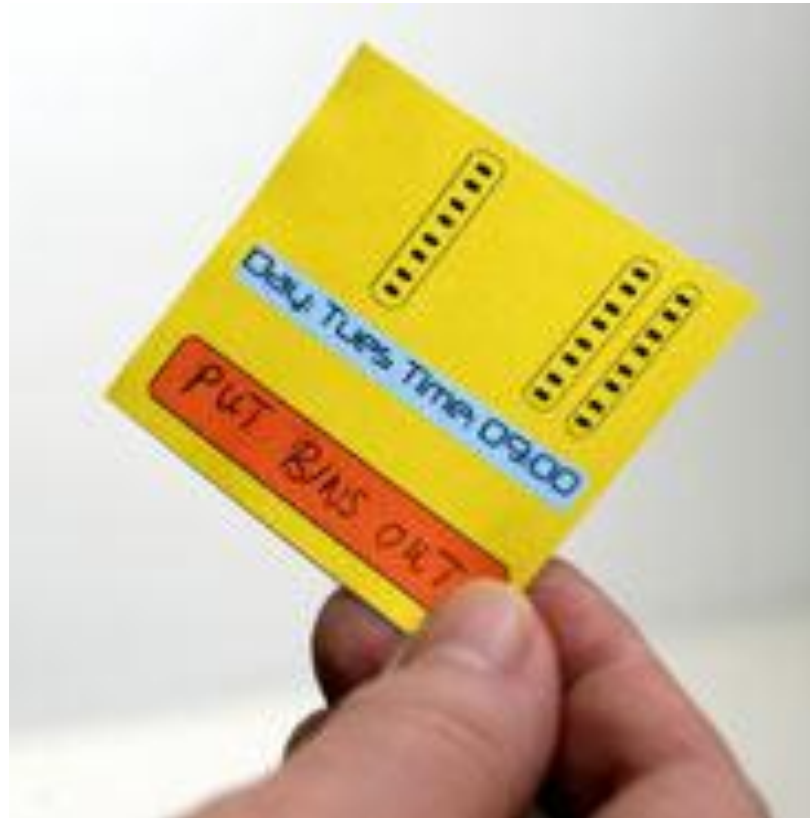
Some innovations still in development





# 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





## 2: WHAT WE KEPT IN new cross-laminated timbers



### 3: LESSONS TO BE LEARNED

product innovation is not enough



# 3: LESSONS TO BE LEARNED

## new market approaches are needed



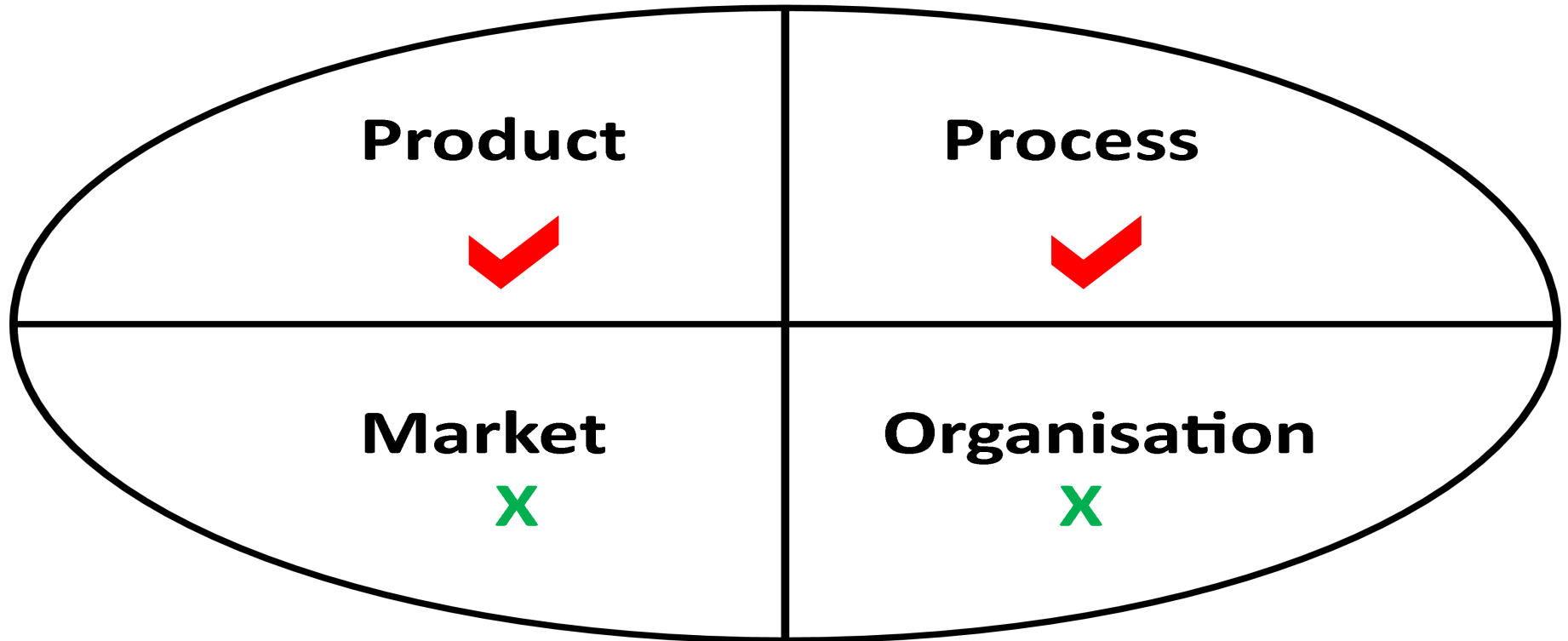
### 3: LESSONS TO BE LEARNED

need for organisational innovation





# CONCLUSION



## INNOVATION REPORT CARD



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