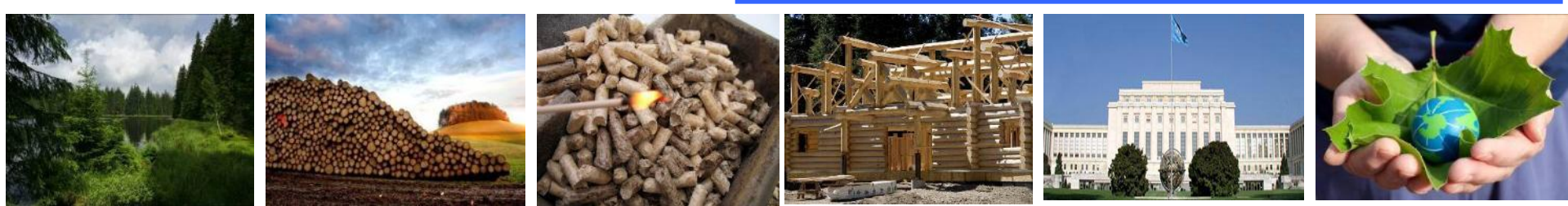




35th Session Joint FAO/UNECE Working Party on
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Innovation in the Forest Based Sector Prerequisite for the Green Economy Seminar Summary

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

