Subgroup on Innovation
Tuesday 17 November 2015

interactive session 1
Introductory presentation
Forestry
How to improve forestry value chains in Southern and Central Ostrobothnia – project (MERSU)

17.11.2015
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Background

- The operational environment of forest sector has changed rapidly during the last few years
  - Forest owners needs and knowledge
  - The needs of society and markets,
  - The solutions and challenges for future bioeconomy
  - Business potential, profitability and future possibilities

- Instead and in addition to traditional methods and ways in using forests, we should also find new methods to improve profitability and to guarantee acceptability
  - A lot of knowledge gaps
  - A lot of potential to use ”old” information with new innovative partners
  - Three year project 2012-2014 (Partners: Helsinki University, Forest center, Forest research institute and Forest Owners Union)
Project structure

Part 1: Innovation support for forest actors, choosing value chains

Sub-project a)
innovation workshops

Sub-project b)
Forecasting future forest owners preferences and needs
product and service development/pilots for forest owners

Sub-project c)
Estimating the economical value of different value chains
- For forest sector
- For region
- For Finland

Sub-project d)
Support for regional forest program and critical projects

Part 2: Producing value chain information

Part 3: Concrete developing

• Best value chains
• Future forecasts
• New products and services
• Support for rural development
Some results

- Description of the current state and prediction of the forest ownership structure in the area in 2025 → service planning
- The reasons forest owners passivity → knowledge how to activate
- Piloting new services for forest owners → 1) know your forest, 2) co-operation with neighbors, 3) forest guard, 4)”organic” forest
- Most promising new value chains → the importance of wood construction and bioenergy
- Background information for regional decision makers
Summary

- Forest has a huge potential, too often we see and make restrictions and problems → solutions could be found by looking same things with new partners
- We need to see big picture to maximize profitability and economical growth of forestry
- The "traditional" forestry guarantees success in near the future, but to be successful decades needs new innovations
- If there is a problem there is also a solution.
Shaping forestry theme for 2016

what can we do more with existing outcomes?

where there are still knowledge gaps?

2016 EIPagri year of forestry?
The importance of forestry is huge

Many future needs may be solved by actively using forests, we need good projects and development starting point in workshop?

• Possible workshop could cover multi-purpose management of forests and also communicate the benefits of forests for society

The crucial challenge for future bioeconomy is the mobilization and the amount of biomass. Focus group is needed to answer two questions

1) How to improve the sustainable wood supply and management to fullfil market requirements?

2) How to increase the growth of european forest biomass?