



# 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)

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Marko Mäki-Hakola

Manager of Business Development

Central union of agricultural producers and forest owners (MTK)





# 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)



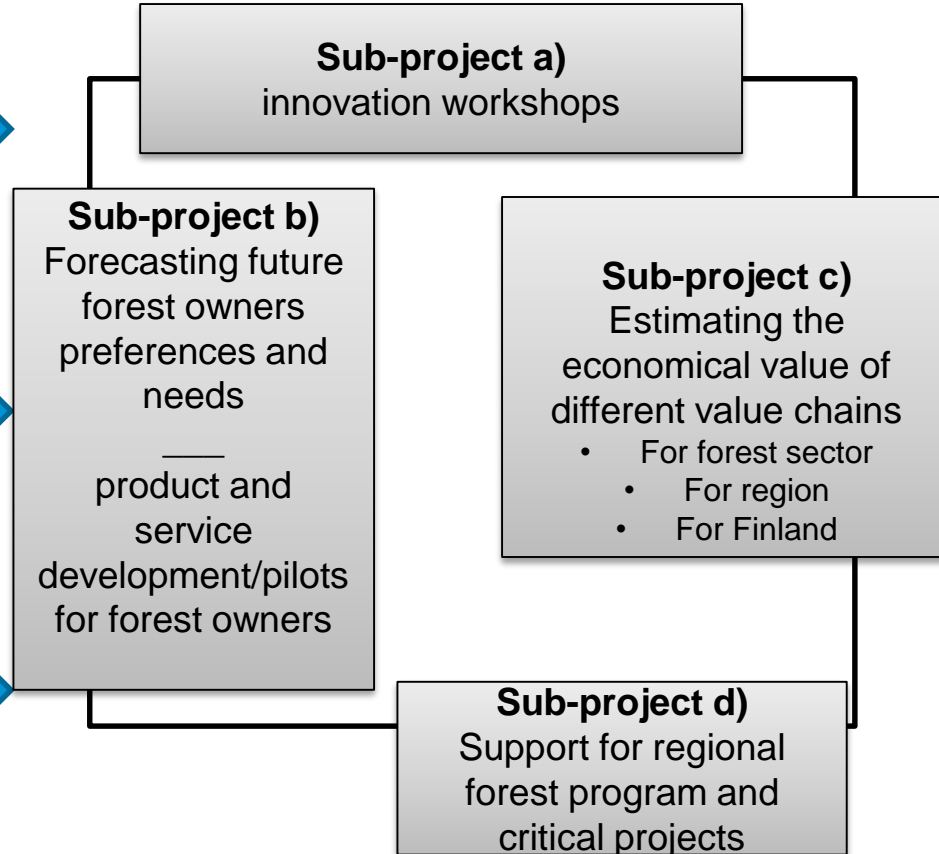
# Project structure



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

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



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# 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 successfull decades needs new innovations
- If there is a problem there is also a solution.



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# Shaping forestry theme for 2016

what can we do  
more with existing  
outcomes?

where there are  
still knowledge  
gaps?

**2016 EIPagri year of forestry?**



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# 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 fulfill market requirements?
- 2) How to increase the growth of European forest biomass?



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