

## BACKGROUND AND MOTIVATION FOR THE PROJECT

Despite ambitious strategies and many implemented measures, **the forest-based bio economy has not progressed as targeted in Europe** - not even in countries with a strong forest bio economy and bold targets for its growth .

**Especially employment and new bio-based produce have developed poorly.**

Instead, some old business segments (e.g. pulp, board and sawn goods) have been the only business segments showing clear turnover growth in recent years.

**Which factors can explain this and what could be done to change the situation?**

As these issues have not been thoroughly studied, there is yet no firm ground for seemingly necessary updating of business strategies and public policies.

## THE AIMS OF THE PROJECT

1. To analyze the changing global dynamics of circular bio economy development.
2. To study the competitive setting of some selected forest biomass-based products with value added potential (such as wood-based chemicals, materials and textiles) in their respective markets where they compete with established products/other sectors.
3. To single out enabling and hindering factors in markets and policies on a national and international level.
4. To produce a mixed method foresight study considering different bio economy pathways until 2035.
5. To produce research-based guidance for business action and public policies.

## THE STRUCTURE AND APPROACH OF THE PROJECT

4-5 country partners to cover for sufficient diversity in forest-based bio economy.

Multi-disciplinarity of the project team is a necessity to get tasks done.  
Good contacts to business and policy actors is also a key issue.

Cross-cutting tasks = cross-national work (not separate "country cases").

Tasks/work packages, project coordination, communication etc.

- still a lot to be negotiated!

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