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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