



Consumer-oriented Innovative Forest Bioeconomy

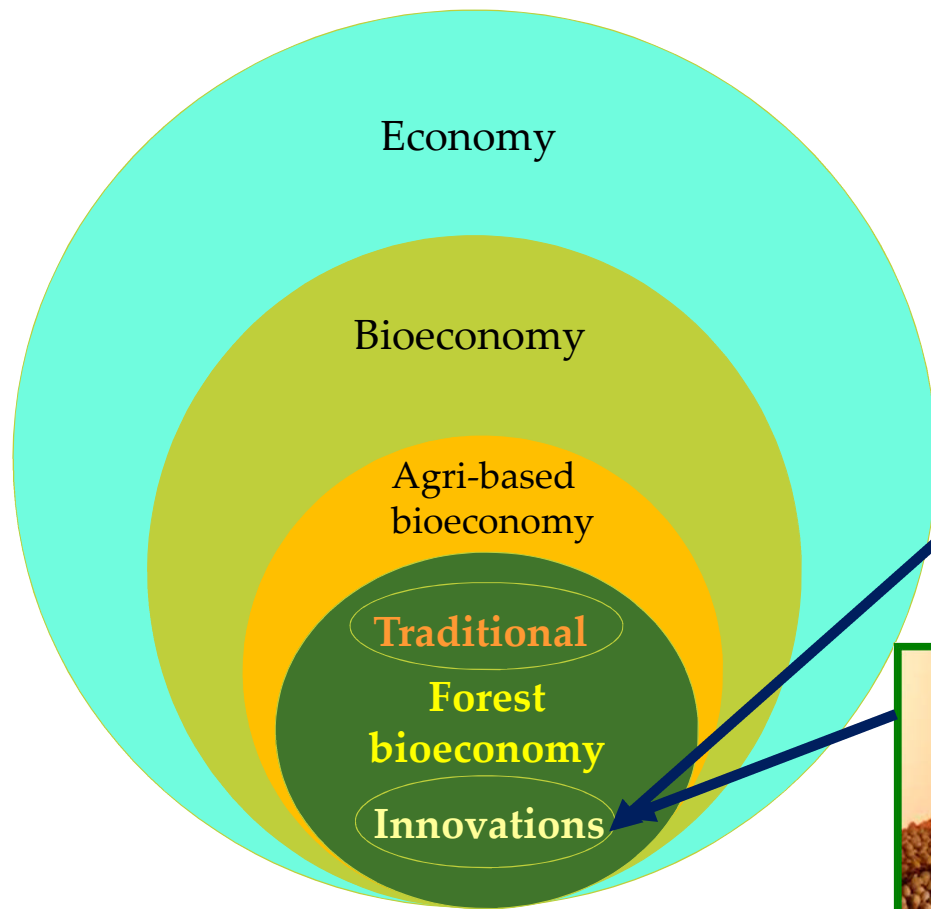
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Project idea



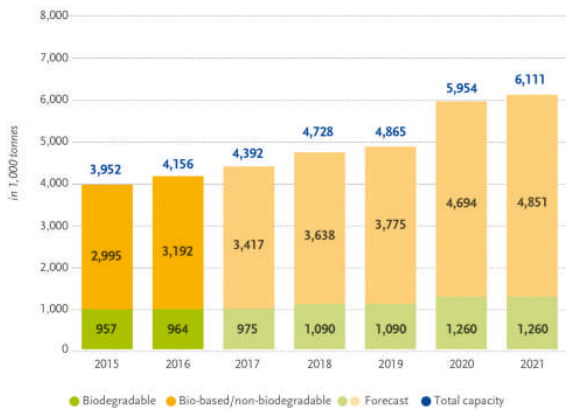
To study (possible work packages)

- Size of the current and future market
- Drivers of the market
- Present and future consumers
- Consumer preferences
- Willingness to pay a premium
- Consumer demand and sustainability
- Marketing strategies (certification and labels)
- Entrepreneurship and innovation
- Others.....



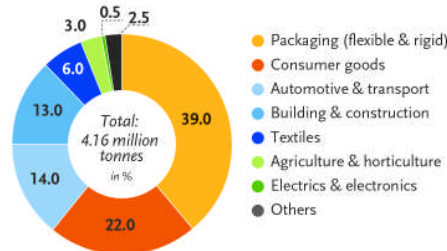
Bioplastic example – a versatile product (1% of 300 million ton plastic production)

Global production capacities of bioplastics



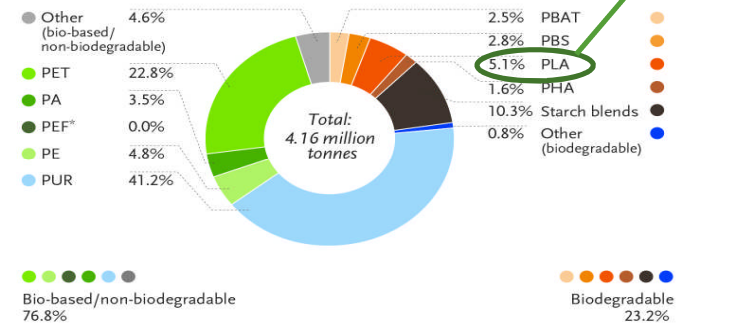
Source: European Bioplastics, nova-Institute (2016).
More information: www.bio-based.eu/markets and www.european-bioplastics.org/market

Global production capacities of bioplastics in 2016 (by market segment)



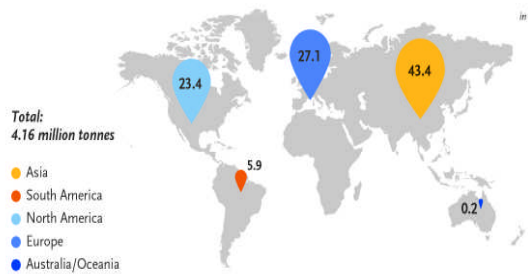
Source: European Bioplastics, nova-Institute (2016). More information:
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Global production capacities of bioplastics 2016 (by material type)



Source: European Bioplastics, nova-Institute (2016).
More information: www.bio-based.eu/markets and www.european-bioplastics.org/market

Global production capacities of bioplastics in 2016 (by region)



Source: European Bioplastics, nova-Institute (2016).
More information: www.bio-based.eu/markets and www.european-bioplastics.org/market



Building a consortium

- **Existing partner/experiences**

- Business School and School of Forest Sciences (University of Eastern Finland) – expertise in consumer and SMEs research and forestry
- European Forest Institute, Natural Resources Institute Finland
- Partners in the Netherlands and India

- **Missing profiles**

- Companies (domestic and international) in innovative bio-based products
- Certification and labeling organizations
- National and European level associations
- Consumer forum
- Technology platforms
- **Global outlook and approach**