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New entrepreneurship and innovation in forest bioeconomy

- Utilisation of the potential of bioeconomy requires shared vision and determined efforts to commercialise innovations.
- Growth company activity is created with novel operation models and activation measures.
- Creation of new business is speeded up with the chosen innovation platforms, pilots and demos.
- Partnerships of large companies and medium-sized and small businesses are promoted to create new business.

sumption of energy and production of new biomaterials and -chemicals.

New products of forest bioeconomy include fibre materials, liquid biofuels, bioenergy, biochemicals, bioplastics and biocomposites.

To create something new, a common direction and new modes of operation are needed. Common operational models of large industries and growth-seeking SMEs create opportunities for the appearance of bioproducts and -services with high added value. The vision of the future, as regards both products and raw materials, is that based on versatile bioprocessing plants.

Bioeconomy's new solutions based on forest and wood can address the climate change and increasing scarcity of non-renewable raw materials. Forest biomass, for its part, is a solution for the increasing con-

Strategic Programme for the Forest Sector (MSO)

The Ministry of Employment and the Economy set up, in October 2011, the Strategic Programme for the Forest Sector. For its part, it is implementing the priority area in Prime Minister Katainen's government programme of strengthening sustainable economic growth, employment and competitiveness. The programme period continues until 2015.

MSO promotes competitiveness and innovation in the sector. The priorities of the programme are wood construction, wood industry growth and competitiveness and new business in forest bioeconomy. In addition, efforts are made to promote the operational conditions and exports in the sector by lobbying on the EU level and internationally.

The Strategic Programme for the Forest Sector is led by the Minister of Economic Affairs. It operates under the guidance of the Cabinet Committee on Economic Policy. The programme is supported by an advisory council made up of representatives of various stakeholders.

Also the Finnish National Wood Construction Programme included in the government programme and promotion of wood construction in the EU are implemented as a part of the programme.

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ARBETS- OCH NÄRRINGSMINISTERIET
MINISTRY OF EMPLOYMENT AND THE ECONOMY

Sustainable utilisation of wood at the core of Finland's bioeconomy



Finland has long traditions in sustainable use of wood. The yearly growth of our forests exceeds 100 million cubic metres. Of this, just over half is processed into various products.

The forest sector continues to be very important for us. The entire forest cluster provides us with 200,000 jobs. The value of the production by the forest industry is approximately 20 billion euros annually, and its products account for about one-fifth of the value of total goods exports. The sector also generates about 70% of Finland's renewable energy.

The forest sector is undergoing a substantial structural change. Activities are becoming more efficient, and a simultaneous renewal is going on within the sector. To

find new business areas, cooperation spanning various industries is required from the part of companies. For the changes to succeed, long-term investments are required also from the state.

Although wood is being processed in a variety of ways even now, it is possible to increase and diversify wood biomass utilisation. It is possible to produce, in increasing varieties, new fibre materials, manufactured wood products, composites, chemically processed wood products and energy from wood biomass.

Alongside the traditional forest sector, new forest bioeconomy is also being developed. Finland's forest expertise and advanced production methods provide a good foundation for that.

More environmentally-friendly wood construction

The most important wood construction measures are:

- Identifying suitable projects for large-scale industrial wood construction is at the forefront of the development.
- Investment on high-quality architecture and design combined with ecological, energy-efficient and smart wood construction.
- Deployment of new competitive operation models for wood construction in building sites around Finland.
- Upgrading of training in wood construction and increasing efficiency in project, research and development activities.

Climate change and concern about the environment together with the depletion and increasing prices of non-renewable natural resources increase the worldwide demand and use of renewable natural resources.



Wood construction reduces the carbon footprint of construction activities. In Finland, the biggest growth potential for the use of wood can be found in the construction of multi-story buildings, in public construction and hall-like buildings, in energy renovations for house fronts in residential areas and in landscape construction.

Municipal decision makers, planners, developers, designers and building companies, together with suppliers of wood products, are in key positions to promote wood construction. It can also be developed into an important export product.



Manufactured wood products, strong basic industry and international activeness

- The competitiveness of the forest sector can be improved and the level of investments raised by developing operational capacities and making value chains function more efficiently.
- Impressive success-with-wood stories create a new image and appeal for the sector and increase its exports.
- Growth of the forest industry and increase in the exports of manufactured wood products are the priorities.
- Strengthened dialogues at the EU level, networking and cooperation with international organisations are the priorities in international activities.

Finland's vast forest and energy industries create a base for the sector's diverse development. Well-functioning raw material markets, efficient logistics and the infrastructure form a strong basis for our competitiveness. The markets for the pulp industry are becoming more varied, and new fibre materials are under development.

Structural change in the paper industry is ongoing, but it is possible, even in mature markets, operate profitably if the demand and supply become more balanced. New opportunities are created with advanced paper and packaging solutions.

The use of wood as building and decorative material will increase globally once the importance of low carbon use is more widely recognised. The situation in the wood product industries can be immediately improved by increasing wood construction and by investing on exports of wood products. Mechanical processing of wood puts into motion great quantities of wood, for example for the production of fibre materials and energy.

The place of wood in bioeconomy can be strengthened by systemising lobbying efforts and by promoting exports. New tools are created for the Team Finland and other lobbying groups to globally promote forest bioeconomy.