

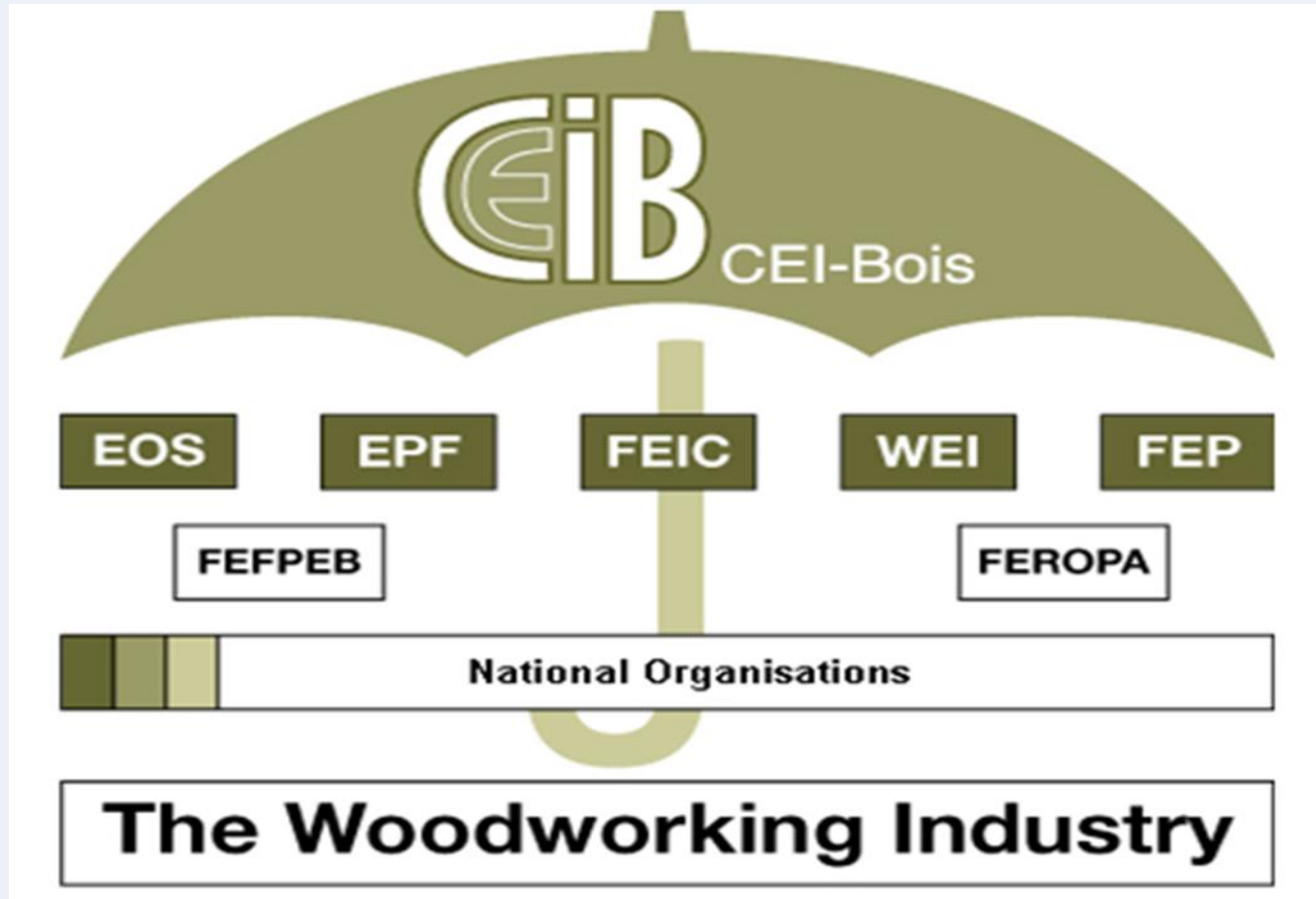
# Future of Wood Products and Wood Based Industries

*Philip Buisseret*

*Secretary General CEI-Bois*

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# CEI-Bois – Wood Working Industry

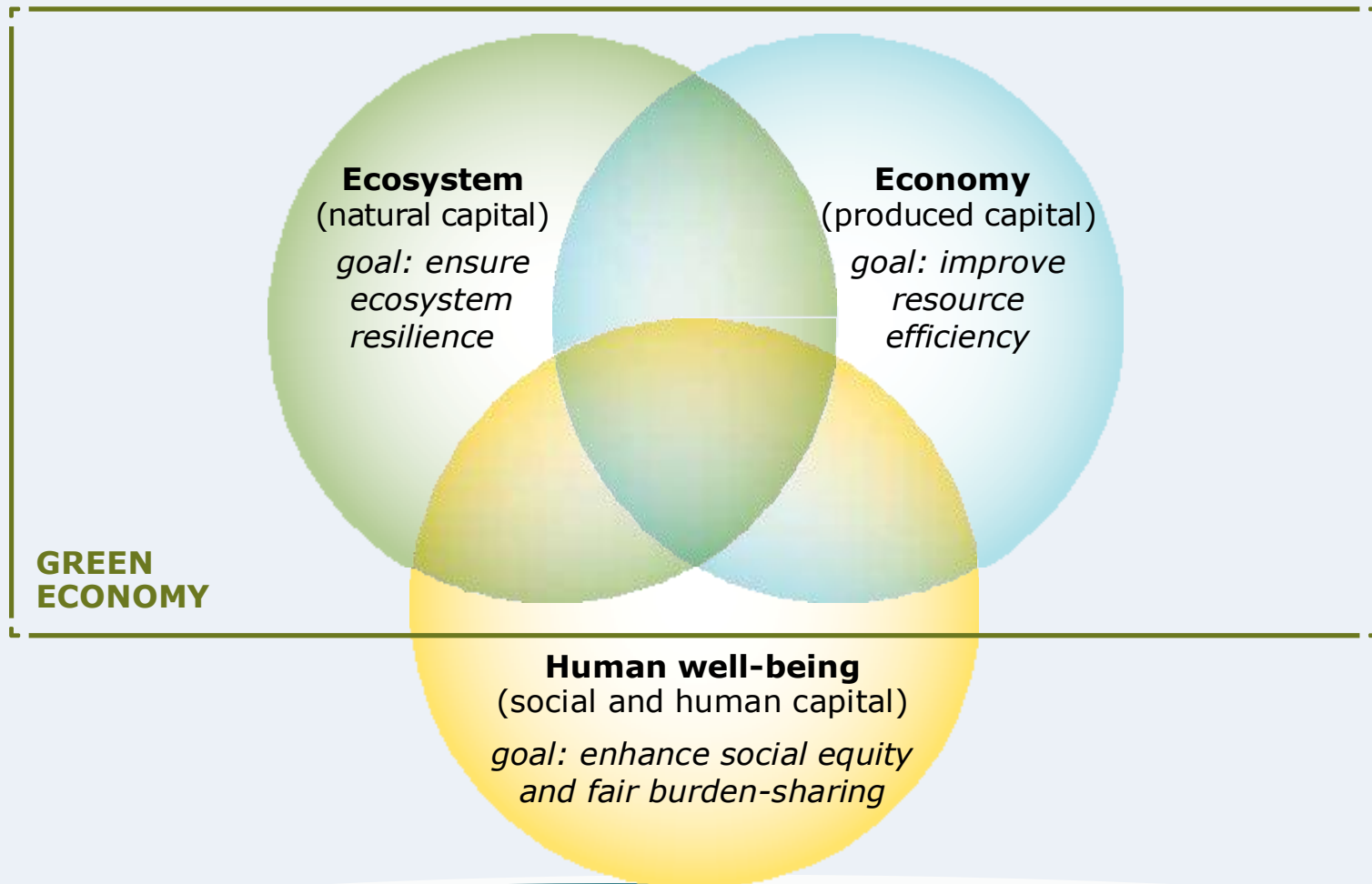


## a green economy?

“Basically, a green economy implies a departure from the 'business as usual' economic paradigm, to one with regulatory measures and strong financial incentives for **innovation, investments** (for example, in green technologies), **sustainable consumption behaviour**, and **information-sharing.**”

(European Environmental Agency, Environmental Indicators, 2013)

# GREEN ECONOMY



## 3 objectives of EU Green Economy

- EU's economic prosperity and well-being is underpinned by its **natural capital** → protect, conserve and enhance this natural capital
- Turn EU into **resource efficient, green and competitive low-carbon** economy
- Safeguard EU citizens from environmental related **pressures and risks** to health and well-being.

## Wood, a “Climate smart solution”

- Forests are Carbon sinks
- Wood products store carbon (service life)
- Natural, renewable, recyclable
- Substitution for carbon intensive products
- Substitution for fossil derived fuels, chemicals and materials
- Contributes to environment, economy and human well-being

## And the Wood working Industry?

- The EU's Europe 2020 strategy articulates a vision for a **smart, sustainable and inclusive economy**, delivering high levels of employment, productivity and social cohesion
- The EU Forestry Strategy and Blueprint present some key challenges to increase competitiveness and create sustainable growth for the Industry

# **Wood working Industry Challenges - Blueprint (relevant for the Green Economy)**

- 1. Stimulating growth**
- 2. Resource and energy efficiency objectives**
- 3. Raw materials, their sources and flows**
- 4. Logistics**
- 5. Structural adaptation**
- 6. Innovation & RTD**
- 7. Education, training and skills; ageing workforce**
- 8. Implementation of EU climate policy, beyond 2020**
- 9. Information, communications and image**



## 4 Action Areas for WWI

1. Resource efficient sourcing and uses of wood
2. Innovative and competitive products and processes
3. Information to stakeholders / vocational training
4. Structural adaptation (value chain integration)

## Resource & energy efficiency objectives

- Mobilize more wood through better forest management (rejuvenate forests)
- Sound application of the "cascade principle"
- Recovery and recycling of used wood: contribution to circular economy

## Resource & energy efficiency objectives

Objective is to increase raw material, enable more output and maintain or create more jobs and added value for the economy, as well as delaying the release to the atmosphere of its stored carbon.

## Innovation and competitiveness

- Innovative products and processes
- Opportunities of the Bio Economy
- Opportunities of the Sustainable building
- Energy efficient buildings (renovation)
- Multi storey construction

# Innovation and competitiveness

Objective is to increase human well-being using natural products in houses and optimize space use

## Information, education, training

- Enhanced sharing of innovative ideas
- New possibilities and performances (end users, architects, contractors, ...)
- Environmental performances (EPD, LCA)
- Innovative technologies require new skills

## Information, education, training

Objective is to further improve good reputation and impression of wood and wood based industry and increase its attractiveness

## Structural adaptation?

- More efficiency in processes and market approach
  - Energy & resources
  - Flexibility
- Need for level playing field
  - Subsidize wood mobilization at sourcing level



## Structural adaptation?

- Value chain integration? Cooperatives?  
Network?
  - Ex. Primary transformation closer to the forest sources (reduce transport costs; create jobs in rural areas)
  - Ex. Integrated product development: e.g. Ready build houses and building elements
- Company decision – competitive issue

## Tax resource use instead of labour?

- Will this help to increase competitiveness and sustainable growth at global level?
- Will this lead to sustainable taxation (objective being to enhance resource efficiency)?
- Manage taxation in function of carbon efficiency?

## Conclusions...

- Wood is a crucial raw material for development of future European Economy
- The Industry may adopt some of the Green economy principles in response to societal challenges and demands

## ...and questions

- Are Green Economy principles viable if not applied globally?
- Is resource taxation the best tool to incentivize efficient resource management?
- The conclusions and recommendations of the WOOD2GOOD will be interesting in this perspective

# Thank you!

Philip Buisseret, CEI-Bois

The European Confederation of Woodworking Industries

[philip.buisseret@cei-bois.org](mailto:philip.buisseret@cei-bois.org)