Wood products industries constitute a strong European bioeconomy brand

Strong attention needs to be given to wood products business cluster in European industry policy and research, development and innovation programmes (RDI). The important role, positive direct and indirect impacts, as well as the development needs of wood products business cluster needs to be acknowledged in EU decision-making and allocation of research, development and innovation resources - a necessary part of European bioeconomy.

Growth-oriented enterprises and networks should operate as agile reformers of strategic and operational models in the bioeconomy. More collaboration between enterprises, new industrial symbioses and strong RDI partnerships are required: value creation connections and innovation partnerships in business between export oriented wood products companies and integration with industrial customers.

Decision-makers to foster intercourse between business and science. We need more diversification in the collaboration between researchers and enterprises, a development of open innovation ecosystems, a hastening of pilots and experiments and safeguarding of research funding.

Education among the wood products business cluster to foresee the needs of the future. A development leap in multidisciplinary, entrepreneurial-oriented expertise in building with wood and design education is a must.

Multi-disciplinary research on the health-promoting and well-being effects of wood products should be strengthened. RDI resources should be allocated to investigating the indoor air and health effects of building and furnishing materials, structural solutions and living environments. People spend more than 80% of their life indoors, and lots of euros are spent because of health problems owing to poor indoor air.

Focus in RDI of wood products business cluster towards its renewal through bioeconomy solutions. Expertise capacity should be increased to provide a deeper understanding of customer behaviour, demand for products and service, and supply of and markets for raw materials. Creating growth potential from new business models, digitalization, cleantech and long-lasting and responsible products is essential, using the benefits of sustainable raw materials and transparent life cycle analysis.