Good Practices in Innovation and Circular Economy in Forestry

Sarah Whitaker, Euromontana
Overview

• **Innovation**
  - Novel Product Design
  - Novel Management
  - Examples:
    - 3visjon AS, Drevsjø (Norway) and Idre (Sweden)
    - PDO Bois de Jura, Switzerland and France

• **Circular Economy**
  - Forest supply chain
  - Added value of local and circular production
  - Example:
    - Comparing the added value of domestic timber - produced and processed in different supply chains in South Tyrol, Italy

• **New Projects**
  - Governance
  - Supply Chain Management
  - Example:
    - Law and Order in the Forest Supply Chain, Primorsko-goranska županija, Microregion-Gorski kotar
**3visjon AS, Drevsjø (Norway) and Idre (Sweden)**

**Overview:**
- Industrial production of small environmentally friendly building elements
- Buildings look traditional, but follow legislative requirements for new buildings
- Business started in community where sawmill had just closed down

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<th>Challenges:</th>
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<tbody>
<tr>
<td>• Environmentally friendly building system</td>
<td>• Use of business incubator to start project</td>
<td>• Building legislation can hinder innovation</td>
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<td>• Boost rural development through job growth and value creation</td>
<td>• New and environmentally friendly product design</td>
<td>• Financing and delay of income can hamper success</td>
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PDO Bois de Jura, France and Switzerland

Overview:

- Bois de Jura lies on Swiss – French border
- The wood is processed in both France and Switzerland
- Applied for joint cross-border protected designated origin (PDO)

Added Value:

- PDO for wood adds value to wood under PDO terms

Innovation:

- Cross-border cooperation
- PDO for wood as opposed to traditional use of label for food

Challenges:

- Applying for PDO in two countries
- Cross-border collaboration
Comparing the added value of domestic timber - produced and processed in different supply chains in South Tyrol, Italy

Overview:
• Studied economic added value (AV) of production, processing, and refinement of wood in a regional network

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Added Value:
• Found significant AV from regional production
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  • High quality logs to furniture

Innovation:
• Stepwise calculation of (AV) along chain
  • Make local actors aware of AV of regional production

Challenges:
• Even if AV was found along chain, products must still be competitive on the market
### Law and Order in the Forest Supply Chain, Primorsko-goranska županija, Gorski kotar

**Overview:**

Goal is to understand the condition of privately owned forest land parcels and integrate them into forest supply chain.

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<td>• Parcels are unmanaged, unexploited</td>
<td>• Use legal framework, GIS, GPS,</td>
<td>• Funding</td>
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<td>• Provide physical and legal clarity</td>
<td>practical solutions</td>
<td>• Cooperation of participants</td>
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<tr>
<td>• Local development</td>
<td>• Restore unused land</td>
<td>(government, local development,</td>
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<td></td>
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<td>private)</td>
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