Business Forum:

Wood products business: Entering the next level of sustainability

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- The biggest challenge of the humankind: saving the planet from ourselves – limited resources are shared by constantly growing number of consumers
- The megatrend of sustainability is expected to result in societal changes similar to the global changes caused by the development of information society in the past 25 years

Great and growing business potential to sustainable solutions
We should not look for new markets only but also create them by influencing on consumer behaviour.

Over 7 Billion people, who want to save the World to the next generations

Call for sustainable solutions that are affordable and available to people and nations who are desperately seeking cleaner future, e.g., China

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SNAPSHOT PRESENTATIONS

Tapio Anttila (Tapio Anttila Design): *The possibilities of new wood design*

Krista Kaasinen (Plasthill Ltd): *Story of Kupilka®*

Petro Lahtinen (Woodio Ltd): *Story of Woodcast®*

Eino Hekali (Kontio Loghouses Ltd): *Indoor air quality and its health effects*
From understanding sustainability attributes to sustainable living

Global sustainability challenges (climate change, circular economy,...) are too far from the life of average consumers – due to money, time, indifference,...

How to approach the challenges **fast enough**?
- Fast enough to ensure a frontline position to wood products before other materials develop even more competitive solutions,
- Fast enough to reach the global sustainability solution before it’s too expensive.

Consumers make the decisions: **How do we reach wide acceptance to more sustainable living, and create business for wood, too?**
- Normative guidance? - Fast tool, forced changes in consumer behaviour
- Using media more efficiently to promote the sustainability messages?
- How about turning the sustainability questions into **personal level**?
- **Health and well being** concern you, me, and everybody
Indoor air quality: Case 5.5 million citizen country, FI

- A Finn stays indoors 80-90% of her/his life
- Daily, 750,000 Finns are exposed to poor quality indoor air
- More than half of the Finns suffer from poor indoor air quality in their homes at some period of their life
- In the public buildings, one fifth of the usage area has been damaged by moisture
- Every year, health problems caused by poor indoor air result in an extra expense of 450 million € in Finland
- Repair debt of Finnish buildings is estimated to be 30-50 billion €


How about the EU, North America, Asia, World…?
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The next level:

**PERSONAL SUSTAINABILITY**

- Solutions that
  - provide people with as healthy as possible life
  - minimize the health and well-being threats caused by built environment

We need:

A reliable, transparent, international, and multi-disciplinary RDI programme on health and well being effects of indoor air and built environment
RDI programme on health and well being effects of indoor air and built environment

What do we get as a result of such programme?

• Reliable marketing and branding arguments to the winners
  – Some results quicker, some not until after decades
• Long term outcome: healthier people => reduced health care costs (allergies, respiratory diseases, hypersensitivity, lower blood pressure, stress level, pulse…)
  – Should be an incentive to the funding policy makers!
• The hypothesis being that wooden solutions provide people with fresh air and high personal sustainability
  => New business and a brand to wooden solutions