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INFORMATION & KNOWLEDGE | COOPERATION & INNOVATION | BUSINESS SUPPORT | REGIONAL HUBS

DIGITAL SOLUTIONS AND KNOWLEDGE TRANSFER FOR SUSTAINABLE WOOD MOBILISATION IN EUROPE

Wood can play a vital role in the development of a new circular bioeconomy, offering a viable and often more sustainable alternative to less "planet-friendly" materials. Promotion and innovation in wood value chains contribute to enhanced competitiveness of the forest industry and to vital development in rural areas within the European Bioeconomy.

ROSEWOOD4.0 supports and promotes sustainable wood mobilisation in Europe by pooling information & knowledge, enabling cooperation & innovation and supporting new business opportunities across five regional wood mobilisation hubs. ROSEWOOD4.0 focuses on digitalisation and digital tools, promoting ICT-driven solutions for forestry and enabling practitioners to share knowhow with much wider impact.

PROJECT OBJECTIVES AND ACTIVITIES

INFORMATION & KNOWLEDGE

Transferring and communicating best practices, innovations & research findings related to wood mobilisation and competitiveness.

- Compilation of abstracts, factsheets, videos
- Digital tools for training and coaching
- MOOC, webinars and podcasts
- Knowledge sharing platform for long-term conservation
- Multi-stakeholder validation workshops on selection of best practices with identification of key barriers and enablers for implementation



BUSINESS SUPPORT

Supporting the design of new business opportunities for sustainable wood mobilisation through capacity building, training and development of knowledge resources.

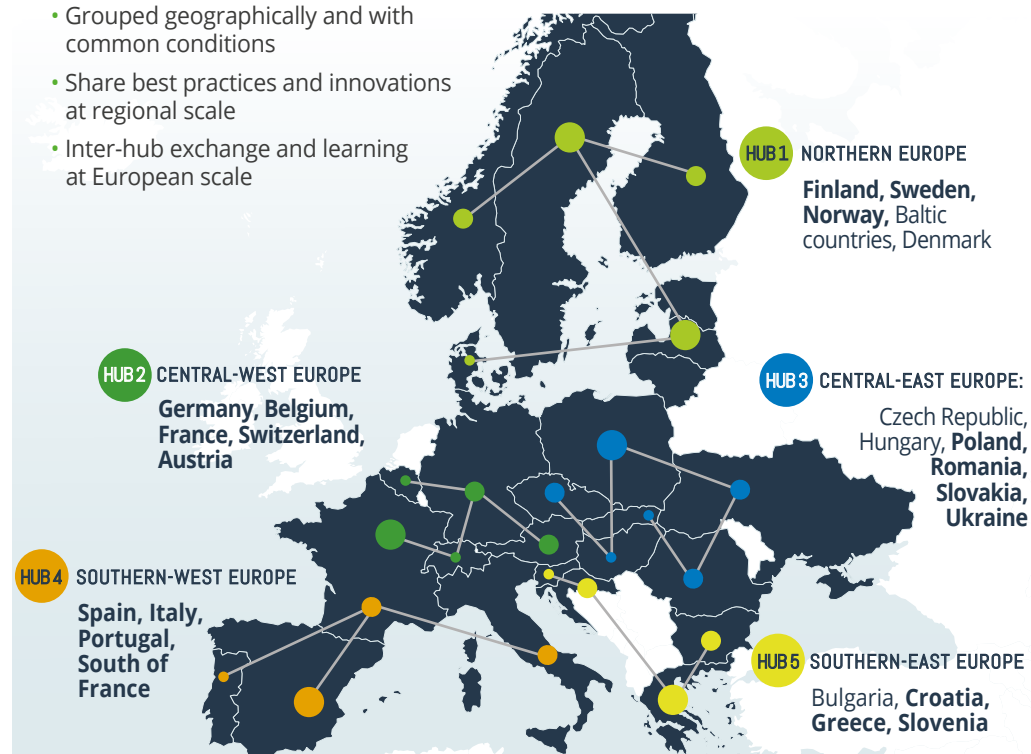
- Creativity workshops for new business ideas
- B2B Workshops
- Training materials
- Based on validated practices, innovations & research
- Business support for replicating best practices and implementing innovation



REGIONAL HUBS

Five Regional Wood Mobilisation Hubs connect multiple actors along the forest value chain to reinforce the sustainability of wood mobilisation in Europe.

- Grouped geographically and with common conditions
- Share best practices and innovations at regional scale
- Inter-hub exchange and learning at European scale



*Bold text indicates consortium partner countries



Dr. Anthony Salingre,
ROSEWOOD4.0 coordinator

"We are looking for best practices and innovations that open up new prospects for the sector. From smartphone apps enabling digital inventory of forests to new forms of joint forest ownership engineered by online platforms, there are many ideas in the making that boost sustainable wood mobilisation."

COOPERATION & INNOVATION

Cooperation between stakeholders along the forest value chain means diversifying connections: forest owners and operators with the wood industry; wood processors with end users. Different perspectives lead to increased innovation, improved exploitation and better uptake of existing solutions and practices for sustainable growth in forestry and wood industries.

- Regional roadmaps on wood mobilisation solutions
- Cross-regional roadmap on European knowledge transfer framework
- Regional operational groups for best practice implementation and new ideas creation
- Training courses, study visits and inter-hub exchange
- Pan-European Forestry AKIS on sustainable wood mobilisation

