



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862681.

# ROSEWOOD4.0

Digitalisation for sustainable wood mobilisation

Uwe Kies

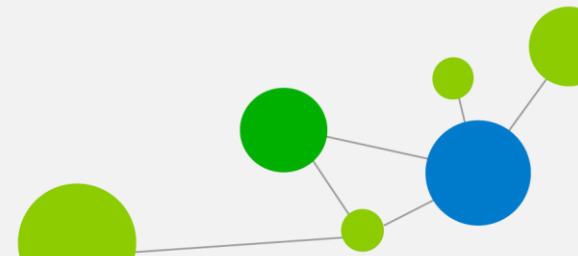
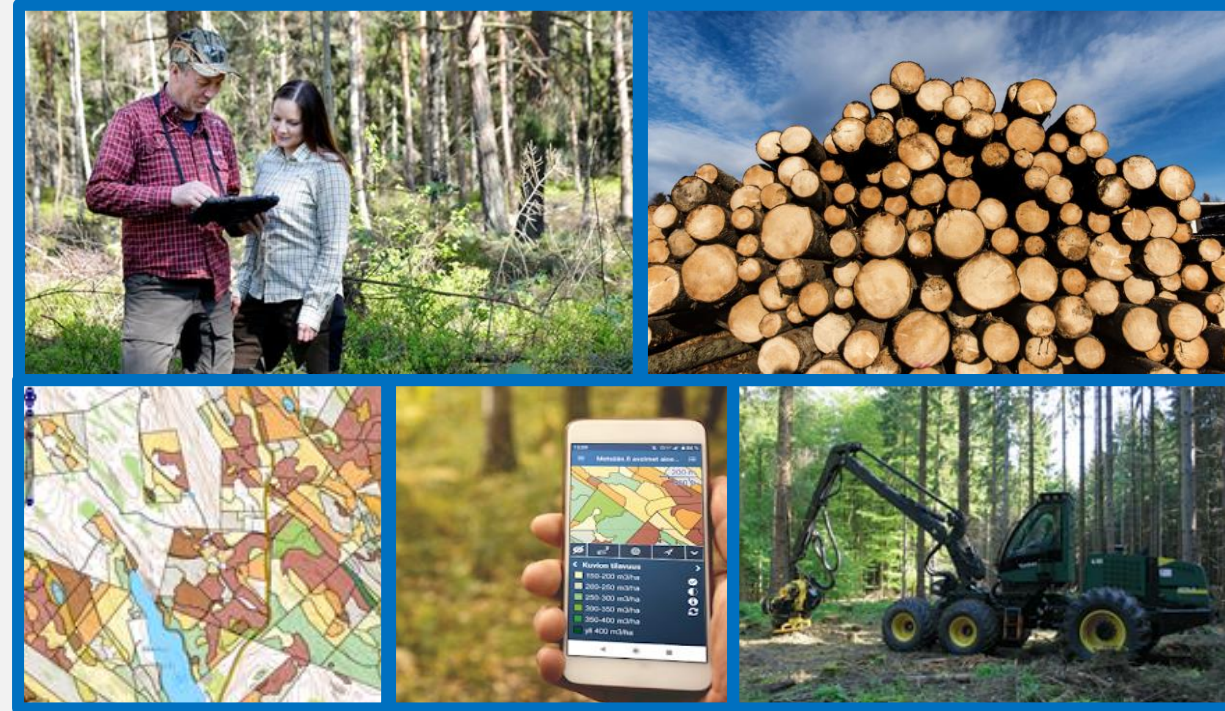
Secretary General

INNOVAWOOD GENERAL ASSEMBLY ◦ 8 JULY 2020

# PROJECT OBJECTIVE

## Digital solutions and knowledge transfer for sustainable wood mobilisation in Europe

- Wood plays a vital role for a new **circular bioeconomy**. Innovation can enhance the **competitiveness of the forest-based industry** and revitalize the development of rural areas.
- **ROSEWOOD4.0** focuses on **digitalisation** for Europe-wide knowledge transfer, training and coaching, enabling practitioners to share know-how with much wider impact.
- Need for wider sharing of **best practices and innovations** along all steps of the supply chain.



# 21 CONSORTIUM PARTNERS

- **Horizon 2020 CSA no. 862681**  
Duration: 01/2020 - 12/2021  
EC contribution: 2M€

- **Coordinator**  
Steinbeis Innovation gGmbH
- **Reinforced alliance** with broad geographical scope and wide range of tools and solutions shared with stakeholders across Europe.

- [cordis.europa.eu/project/id/862681](https://cordis.europa.eu/project/id/862681)

NORTHERN  
HUB



**LAPIN AMK**  
Lapland University of Applied Sciences



CENTRAL-WEST  
HUB

Landesbetrieb Wald und Holz  
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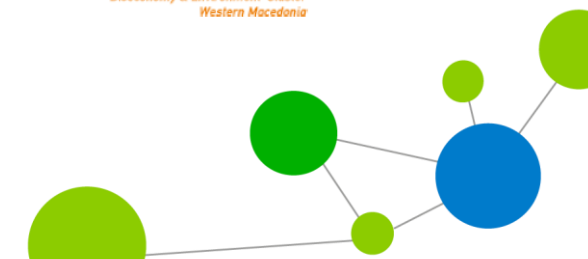
CENTRAL-EAST  
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SOUTHERN-EAST  
HUB



# INFORMATION & KNOWLEDGE

**Transferring and communicating best practices, innovations & research findings.**

- Compilation of abstracts, factsheets, videos.
- Digital tools for training and coaching, incl. MOOC, webinars and podcasts.
- Joint knowledge sharing platform.
- Multi-stakeholder validation workshops for selection of best practices.



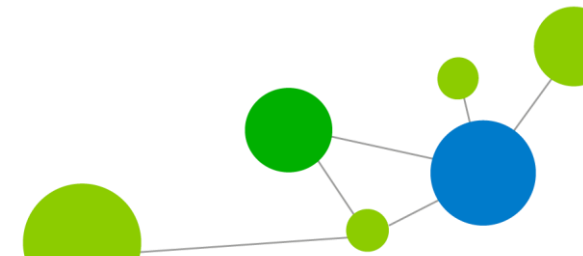
# COOPERATION & INNOVATION

**Fostering cooperation and innovation between all actors and support wider uptake and exploitation.**

- Regional roadmaps for mobilisation solutions.
- Cross-regional roadmap for a European knowledge transfer framework.
- Regional operational groups for best practice implementation and new ideas creation.
- Pan-European Forestry AKIS.



Photos: Adobe stock



# BUSINESS SUPPORT

**Supporting new business opportunities through capacity building, training and knowledge resources.**

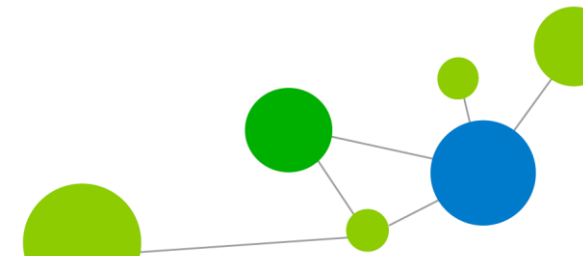
- Creativity workshops for new business ideas.
- B2B Workshops and partnering.
- Training materials based on validated practices, innovations & research.
- Hands-on business support for replicating best practices and spreading innovative tools.



Photo: Adobe stock

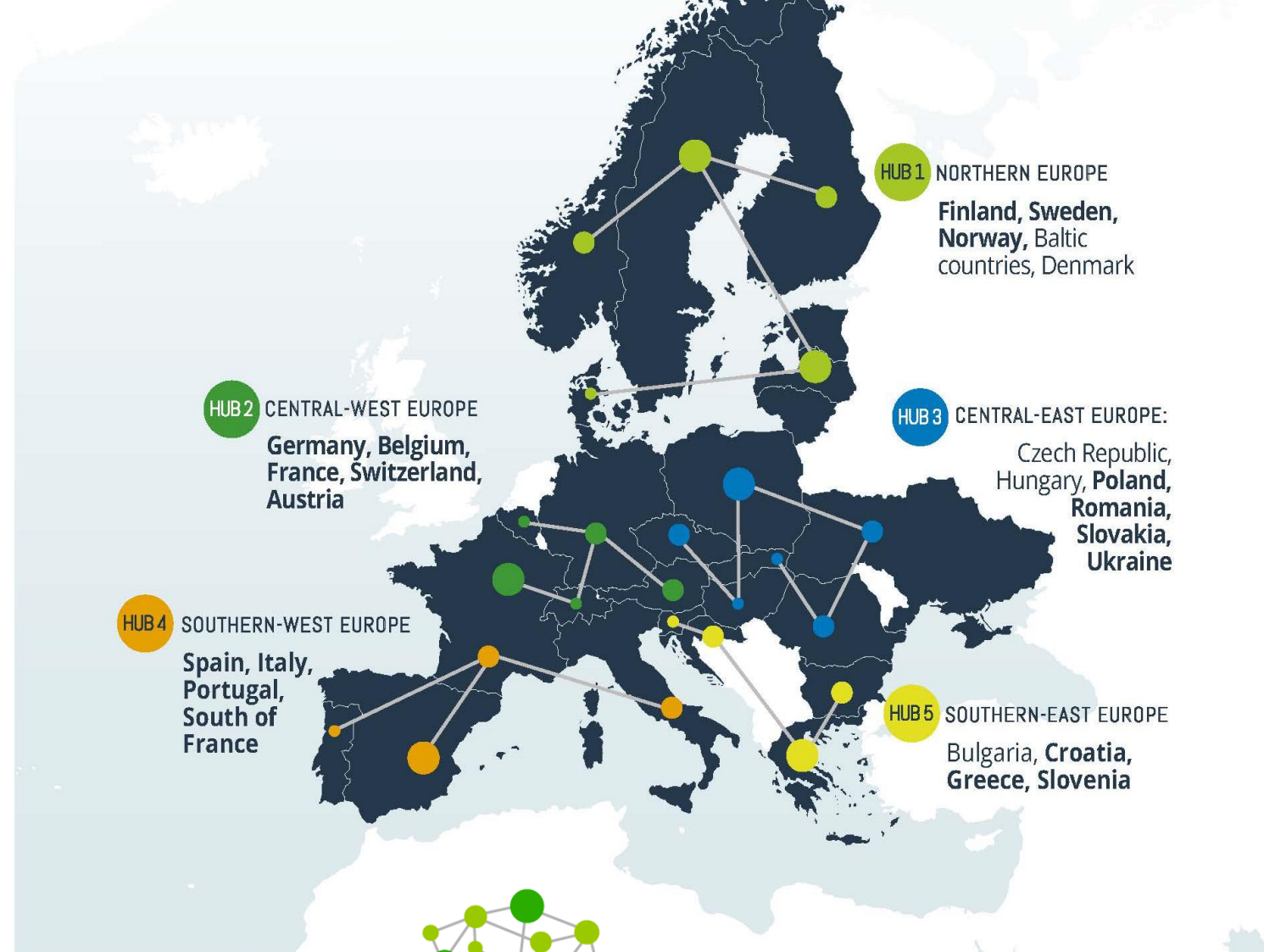


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## 5 REGIONAL WOOD MOBILISATION HUBS

- **Regional geographical groups** with similar forest conditions and sectoral challenges.
- **Regional clusters and networks** with close involvement of local stakeholders.
- **New partner countries:** Poland, Slovakia, Ukraine, Portugal, Greece, Norway, Sweden.



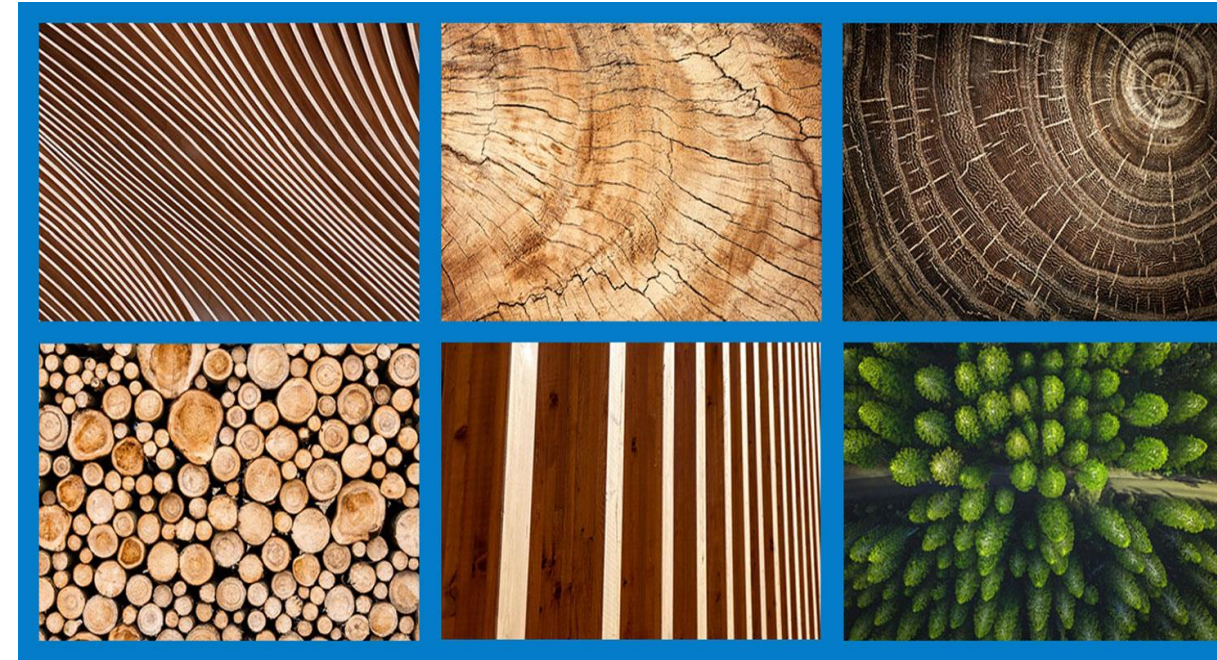
\*consortium partner countries in bold

**ROSE WOOD**  
4.0 Sustainable Wood for Europe



# EXPECT RESULTS & IMPACTS ?

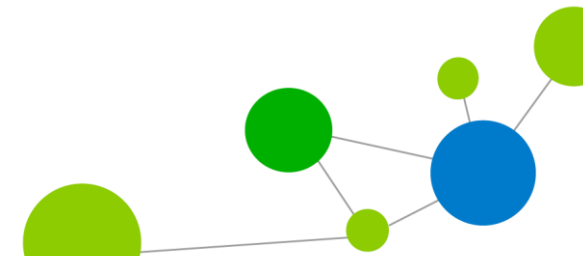
- Positive impulses for the **proactive uptake of innovative ICT products and services** associated with new business models in rural value chains.
- Tangible knowledge on mobilisation solutions creating the **first pan-European Forestry AKIS**.
- Enhance the exchange of **practical information between foresters** across Europe in a geographically balanced way.
- Achieve **greater user acceptance** of collected solutions and a more intensive dissemination.
- In the **mid- and longer-term**, enhance the economic and environmental performance of forestry with impacts on innovation and competitiveness across Europe.



Photos: Adobe stock



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[Rosewood-network.eu](http://Rosewood-network.eu)

THANKS



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