



InnovaWood Strategy 2014 – 2020

This document is a Strategy Statement and Activity Plan 2014 - 2020 for InnovaWood, a European network of institutions and organisations that provide research, education & training, and knowledge transfer in the Forest-Based Industries (FBI) sector.

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1 Vision

The vision for InnovaWood is as follows:

InnovaWood is the leading Research, Education, Training, and Knowledge Transfer network in Europe in the forestry, wood processing, wood products, wood construction and furniture sectors.

InnovaWood is also a leading reference network for organisations working in the entire Forest-based Industries sector.

2 Aim of InnovaWood

The overall aim of **InnovaWood** is to bring business benefit to the forestry, wood, wood-based materials, timber in construction and furniture process chains by providing a forum for its membership organisations to contribute more effectively (within the scope of their activities) to the development of the forestry, wood processing, wood products, wood construction and furniture industries in the framework of increasing the competitiveness of the European industries following the general policies of the European Union.

Innovawood aims to be the key organisation acting as mediator for its membership in providing, facilitating and coordinating research and innovation, education, training and knowledge transfer.

InnovaWood operates as a bridge between industry, research and education and collaborates whenever possible with industry and other stakeholders in the sector by collaborating with the **Forest-based Sector Technology Platform** (FTP), industry federations and other bodies.

InnovaWood provides support and advice to the European Union (EU) from the perspective of its membership, on scientific, technical and educational aspects of forestry, wood processing, wood products, wood construction and furniture, and endeavours to assist in the creation of a European Research and Training Area in this sector. **InnovaWood** accepts the global nature of the sector in which it operates and in this context it seeks opportunities for collaboration with other regions outside Europe where appropriate.

3 InnovaWood Strategic Goals

To realise its overall aim, **InnovaWood** concentrates on the following areas of strategy:

3.1 The Development of Human Capital – PEOPLE

InnovaWood seeks to attract people (entrepreneurs, managers, collaborators, researchers, students etc.) to the sector and to continuously develop their competencies in response to industrial, societal and consumer needs.

3.2 Support for New Ideas – RESEARCH

InnovaWood brings together and facilitates actions that support members to develop new ideas for a better and competitive use of wood through actions in fundamental and applied research, education and training in conjunction with relevant stakeholder groups.

3.3 Promote Cooperation – PARTNERSHIPS

InnovaWood provides a platform for its members to network and to create consortia and partnerships among themselves as well as between the provider community and relevant stakeholder groups including policy makers, enterprise and end users.

Such networking and partnerships also provides policy makers, enterprises, institutions and society with a better infrastructure and improved CAPABILITIES to advance Europe's Forest-Based Industries' (FBI) competitiveness.

4 Activity Plan – Tools to achieve the Strategic Goals

In order to achieve the strategic goals set out above, the **InnovaWood** network operates through four groups that form part of the management structure of the organisation – the **InnovaWood Thematic Groups**. The Thematic Groups will facilitate the active participation of all members in the work of InnovaWood by establishing working groups in which workshops, seminars, meetings and other activities are organised.

The Thematic Groups are described below.

4.1 Strategy & Impact - SI

This Thematic Group develops strategic priority programmes and pro-active planned activities to forward current and future research needs for the InnovaWood members and the entire forestry, wood processing, wood products, wood construction and furniture sectors. Strategy and impact Thematic Group focusses on the promotion of InnovaWood and FTP Strategic Research Agenda objectives towards international, national and regional support mechanisms.

Integration along the forestry-wood value chain (FWC) and with other value chains is a vital aspect of the sustainability of the sector for the long term. This Thematic Group will focus on those aspects of the FWC that interact with other value chains within and beyond the sector, as well as environmental issues and impacts for the sector.

The main activities for this Thematic Group will be in the following areas:

- Reviewing the FWC and identifying potentials for optimisation of the future technological, economic and environmental development of the sector.
- Undertake strategic collaborations with other stakeholders in the Forest-based sector in line of the FTP Strategic Research Agenda.
- Revising existing and future research, innovation, education and training support mechanisms programmes and prepare and forward joint statement of interest.
- Increasing awareness among InnovaWood members and stakeholders of the importance of the FBI and the contribution of the sector to the sustainable development of European society.

4.2 Research & Innovation - RI

The RI Thematic Group focuses on what our members can do to create new products, processes and services that support the competitiveness of the sector.

The main activities for this Thematic Group are in the following areas:

- Coordinating efforts by InnovaWood members to prepare and implement research projects under the EU Framework and other programmes.
- Informing members about research, technology development and innovation activities and initiatives.
- Increasing interaction between industry and **InnovaWood** members.

4.3 Knowledge Transfer - KT

Effective collaboration amongst knowledge providers and between providers and industry, particularly SMEs, is a vital conduit through which the transfer of knowledge takes place.

The main activities for this Thematic Group will be in the following areas:

- Enhancing cooperation between InnovaWood members and Industry so as to increase levels of Knowledge Transfer through the elaboration of a structured communication plan.
- Developing and improving our members' capabilities, and updating the Capabilities Register.
- Coordinating efforts by **InnovaWood** members to prepare and implement Knowledge Transfer projects under the EU Framework and other programmes.

4.4 Education & Training - ET

The Education & Training Thematic Group focuses on the development of skills that support research and development in the sector as well as on improving further education and life-long learning.

The main activities for this Thematic Group will be in the following areas:

- Promotion of initiatives to harmonize and increase education and training capacities and infrastructures in Europe.
- Increasing collaboration between education and training establishments across Europe.
- Develop strategies and initiatives responding to the education and training needs of the FBI sector in Europe.
- Mapping of High Level and Vocational Education & Training organisations in the FBI sector in Europe.

5 Target Groups

The main target groups for InnovaWood are as follows:

- ***InnovaWood members (covering forestry, wood and furniture related university and non-university research, education and training institutes)***
- ***Potential members (research, training and industry)***
- ***Enterprises and their people*** – the users of the products and services produced by **InnovaWood** members
- ***Industrial and Trade Organisations***
- ***Decision makers, professionals*** (architects, designers, specifiers)
- ***Students*** – people who consume and apply the knowledge generated by the provider community whether they are in full-time, part-time or vocational education & training
- ***Policy makers*** – those who at national, regional or European level are engaged in the process of policy development that influences the forest-based sector, including high level administrative personnel.
- ***The Forest-based Sector Technology Platform (FTP)***
- ***Other networks***, such as EFI, EFPRO, COST Actions...