



WOOD CLUSTER STYRIA

Facilitating the economic development of SMEs in the wood value chain with focus on building with wood.

Mr. Roland Oberwimmer, Oberwimmer@holzcluster-steiermark.at, www.holzcluster-steiermark.at, July 8, INNOVAWOOD



WOOD CLUSTER STYRIA → COMPANY STRUCTURE

Wood business support organization since 2001

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WOOD CLUSTER STYRIA → NETWORK

160

Partner

of which **11**

R&D Institutions

82 %

SMEs

57 %

Production companies

17.000

Employees

4 Bn €

Total turnover of partners

Whole Added Value Chain



Forest



Sawmill



Logistics



Paper
and pulp



Joiner



Carpenters
Wood construction

PLUS connected sectors & businesses



Architects
and planners



Energy



Machinery & Plant
construction



R&D



Know_how



**Hier
wächst
Wirtschaft.**



WOOD CLUSTER STYRIA → STRATEGY

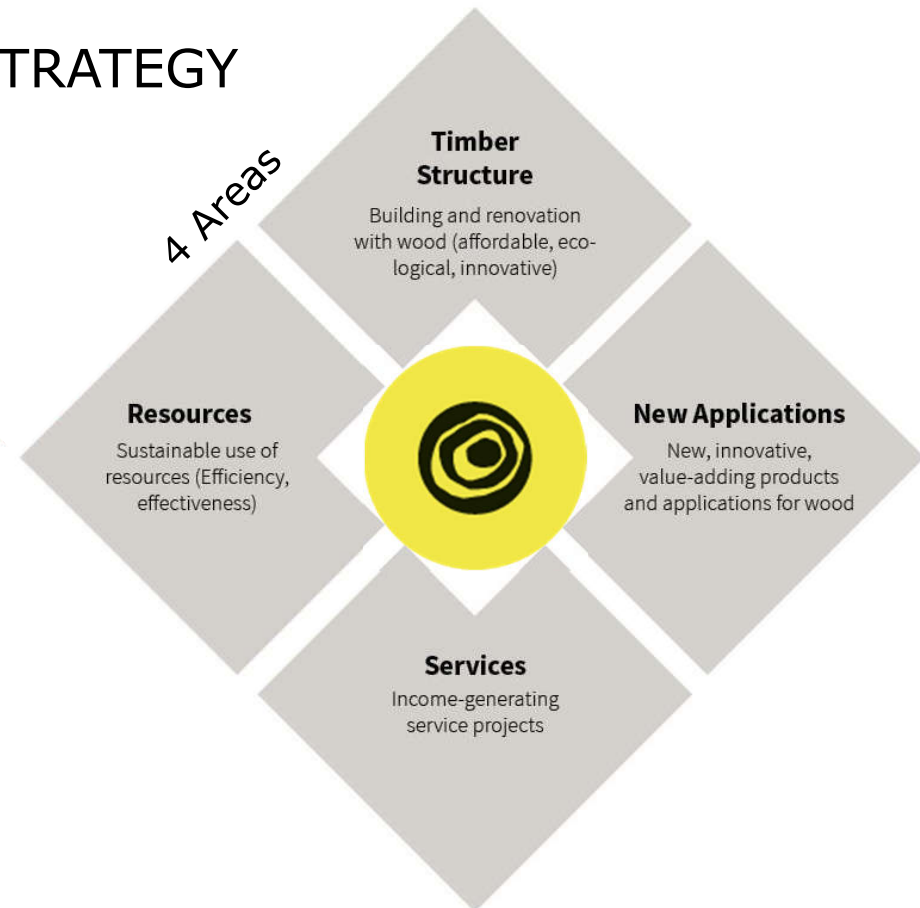
Innovation

Qualification

Internationalization

**Regional economic
Development**

**Events and network
activities**





WOOD CLUSTER STYRIA → ACTIVITIES



- **NETWORKING** between business, science and politics
- **STIMULATING R&D** in forestry and wood processing industry
- facilitating **INNOVATION ACTIVITIES** to increase added value
- measures for **UPGRADING SKILLS & COMPETENCIES** and
- support in **INTERNATIONALISATION**





Hier
wächst
Wirtschaft.

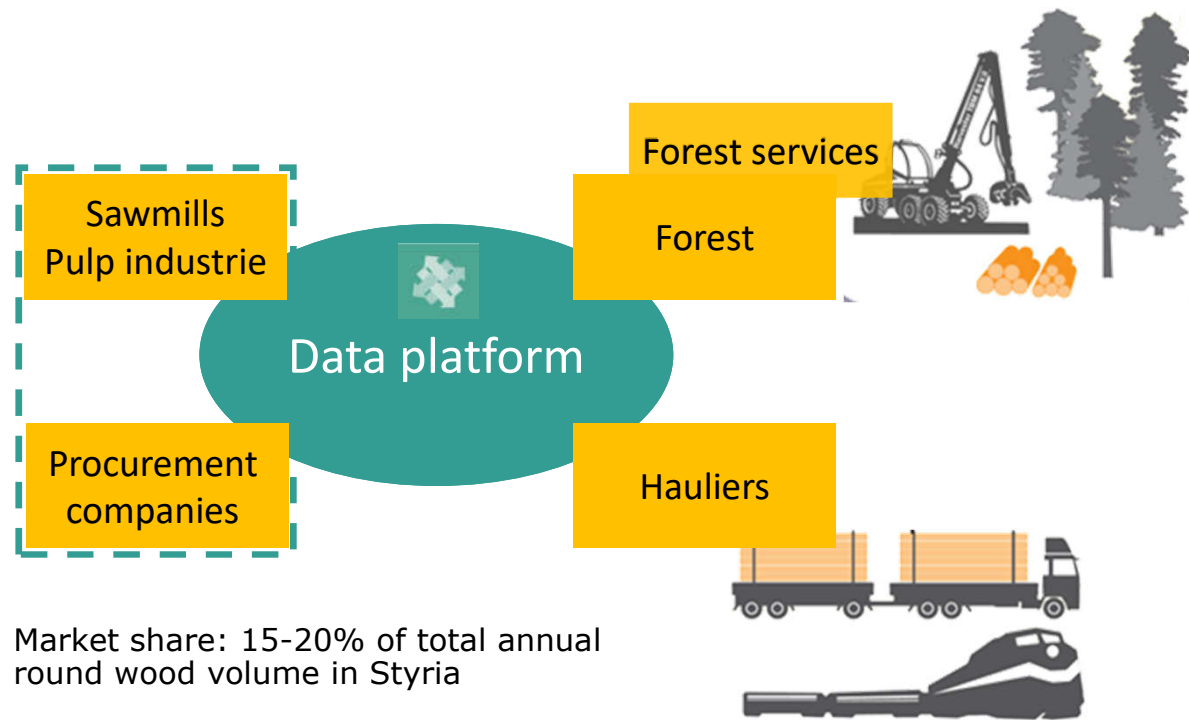
**WOOD CLUSTER STYRIA
CURRENT ACTIVITIES & PROJECTS
(EXAMPLES)**



WoodLogistics

Wood procurement platform linking forest owners and wood processing companies (raw material and document flow management)

Own IT product
PAID SERVICE



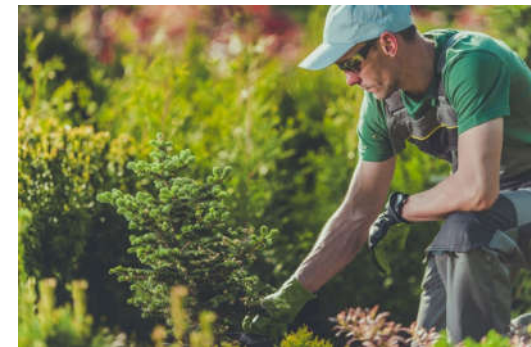
Market share: 15-20% of total annual round wood volume in Styria



*National and international funding
projects (focus on innovation)*

Wood Forest Owner Mobilisation

- **HolzMobRegio** → Regional project with Waldverband Steiermark and HCS
 - Increase the volume of timber use from the region
 - Targeted PR in the urban areas about the need of sustainable forest management
 - Further development of digital services for forest owners
- **Rosewood 4.0** → Horizon2020
- “EU Network of Regions On Sustainable Wood Mobilisation Ready For Digitalisation”
 - Establishing coherent coordination and support mechanisms among regions and engage with other relevant European regions on Wood Mobilization;
 - Identifying, exchanging and widely disseminating best practices by feeding already existing dissemination channels;
 - Creating new business opportunities and economic growth for actors of the value-chain;
 - Identifying synergies and collaborate closely with European & national initiatives such as EIPs
- 20 Partner from 15 european countries





INNOVATION Spitzen!Leistung Holz (2017 – 2022)

PROJECT TO STRENGTHEN/SET UP INNOVATION MANAGEMENT
PROCESSES IN SMES

Innovation management

- Innovation strategy
- Creativity processes – take up, structure and evaluate Ideas
- Project management of innovation processes

Innovation und digitization

- Online presence (distribution + business model)
- Automatisierung of (sub)processes

PILOT PROJECT
Cluster organization as a
funding organization



13

Unternehmen
befinden sich
auf dem Weg zur
Spitzen!Leistung
Holz



117

geführte Innovations-
gespräche mit Unter-
nehmen der Forst-
und Holzwirtschaft



16

Innovationsaudits
& Analysen und
Feedback
Workshops



58

definierte
Leistungs pakete
für Optimierungs-
maßnahmen



506

geförderte
Beratungstage

enabling  innovation

SPITZEN!LEISTUNG HOLZ



GEMEINSAME
ANALYSE IST-ZUSTAND



AUDIT & INNOVATIONSPLAN



EXTERNEN + CLUSTER
KNOW-HOW



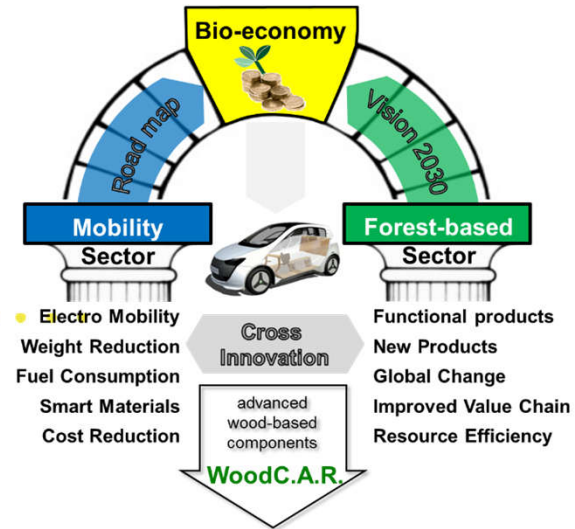
HOLZ - SPITZENLEISTUNG





INNOVATION
WoodC.A.R.
COMPUTER AIDED RESEARCH

CROSS-SECTORAL R&D VIRTUAL ENGINEERING WITH WOOD



Bus Interior



Ardenner UTV



Mobility Sector



Formwork



Side Impact Beam



Material & Production



Virtual Engineering



Industrial Design



Material Engineering



Life Cycle Assessment



Production Engineering

Die virtuellen Berechnungs- und Simulationsmethoden bilden für das WoodC.A.R. in der gesamten Mobilitätsbranche von der Entwicklung über die Produktion bis hin zur Entwicklung neuer Produkte.

Engineering Wood Produkte sind die Basis für Produkte mit höherer mechanischer Auslastung. Die Herstellung und Charakterisierung von Struktur und Eigenschaften stehen im Fokus in Projekten.

Ein weiterer Schwerpunkt liegt in der Entwicklung entsprechender Fertigungsprozesse, Produktionsketten und der Produkt-Interdisziplinäre.

www.woodcar.eu



QUALIFICATION UP-Wood

*For NON-WOOD Construction
Workers*

UP-SKILLING CONSTRUCTION WORKERS IN WOOD CONSTRUCTION METHODS FOR ENERGY EFFICIENT BUILDINGS

- Develop training content (WBL educational resources) on energy efficient wood construction methods and applications
- Develop teaching materials, VET integration guidelines and trainers guide to support VET providers to integrate new woodworking technologies and processes into their WBL and apprenticeships offerings
- Improve cooperation between VET providers and businesses to provide opportunities that will enable learners to apply the knowledge and skills in real-life workplace situation
- Partner countries: Austria (HCS Lead), Greece, Spain, Latvia, Finland



INTERNATIONALISATION

- PROJECTS
- MARKETS
- NETWORKS
- KNOWLEDGE

103
Incoming
Delegations

32
Outgoing
missions

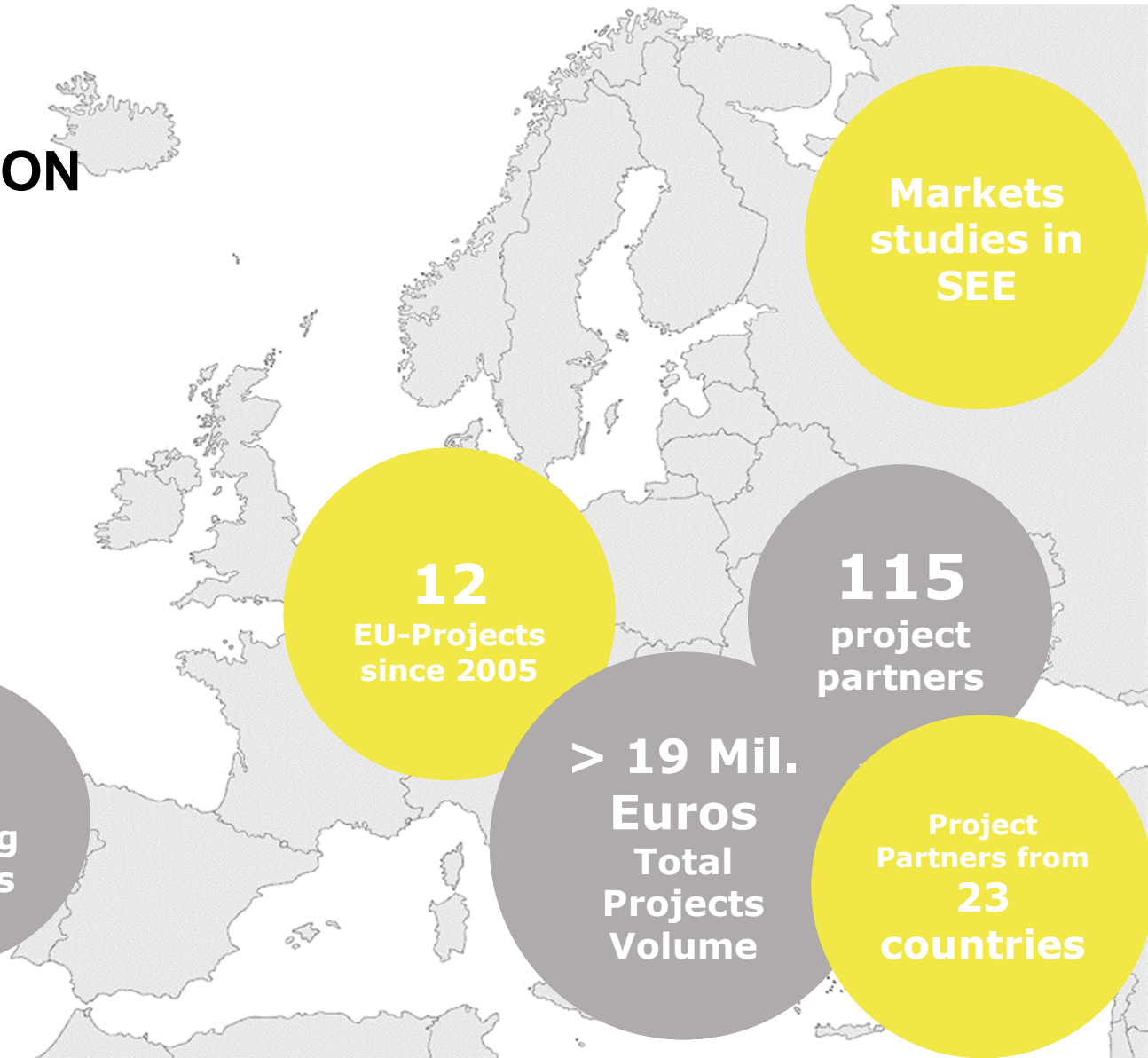
12
EU-Projects
since 2005

**> 19 Mil.
Euros**
Total
Projects
Volume

115
project
partners

Project
Partners from
23
countries

Markets
studies in
SEE





BUILDING WITH WOOD

.....

Alle
40 Sek.
wächst
1 HAUS
nach



Im Wald vermehrt sich Österreichs Rohstoff Nr. 1 nachhaltig.

holzistgenial.at

Alle
60 Sek.
wächst
1 STOCK
nach



Im Wald vermehrt sich Österreichs Rohstoff Nr. 1 nachhaltig.

holzistgenial.at



Cross Laminated Timber – a Styrian Innovation

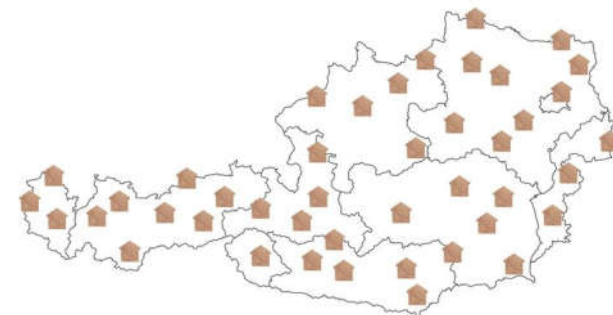
developed by
Technical University Graz



AUSTRIA: 70% PRODUCTION SHARE

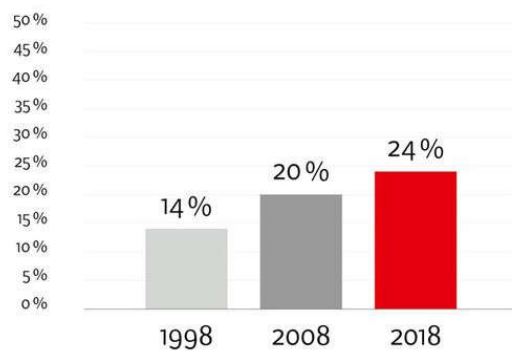


SHARE OF TIMBER CONSTRUCTIONS



Share of timber constructions in Austria

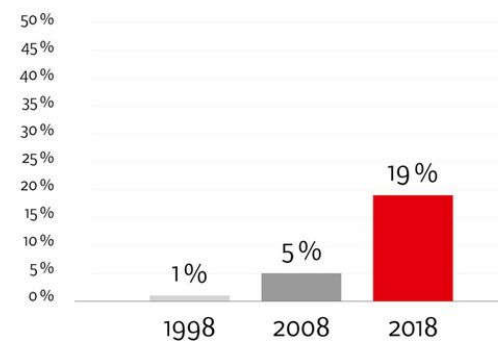
Floor space



Share of timber in constructions in public buildings in Austria

(new buildings, renovation and additions)

Floor space





OFFICE

2.442 m³ WOOD



Impulszentrum Graz-West
Fertigstellung 2004
1.500 m³ Holz



Wilder Mann
Fertigstellung 2017
513 m³ Holz



Holding Graz Hauptwerkstätte
Fertigstellung 2011



GreenLab Graz
Fertigstellung 2018



Kindermuseum Graz
Fertigstellung 2003
66 m³ Holz



Haus der Caritas – Paulinum
Fertigstellung 2014
129 m³ Holz

Timber Construction Database Austria
www.holzbaukarte.at



SOCIAL HOUSING

2.142 m³ WOOD



Wohnbau massive living
Fertigstellung 2012



Wohnbau Max - Mell - Allee
Fertigstellung 2018
980 m³ Holz



Wohnbau Sternäckerweg II
Fertigstellung 2019
3.700 m³ Holz



Wohnbau Hummelkaserne
Fertigstellung 2016
1.600 m³ Holz



Wohnbau Reininghaus Süd
Fertigstellung 2015
4.400 m³ Holz



Reininghaus Quartier 7
Fertigstellung 2020
6.281 m³ Holz



SCHOOLS and KINDERGARDEN

3.651 m³ WOOD



Volksschule Karl-Morre
Fertigstellung 2002
654 m³ Holz



Volksschule Mariagrün
Fertigstellung 2014
86 m³ Holz



Bildungscampus Algersdorf
Fertigstellung 2016
226 m³ Holz



Kindergarten Dornschneidergasse
Fertigstellung 2001
272 m³ Holz



Kinderkrippe Prochaskagasse
Fertigstellung 2010
335 m³ Holz



Turnsaal Konvent der Ursulinen
Fertigstellung 2013
539 m³ Holz



VS Brockmannngasse
Fertigstellung 2015
305 m³ Holz



Volksschule Viktor Kaplan
Fertigstellung 2016
486 m³ Holz



Kinderkrippe Schönbrunnngasse
Fertigstellung 2010
380 m³ Holz

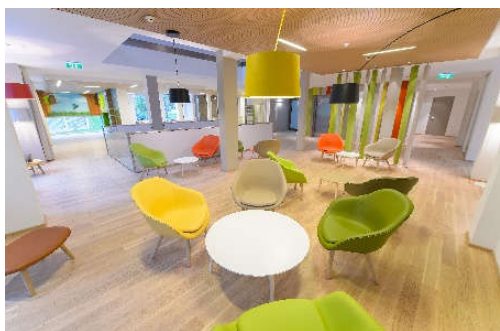


Kindergarten St. Salvator
Fertigstellung 2012



HEALTH AND CARE

5.669 m³ WOOD



Ronald McDonald Kinderhilfe Haus
Fertigstellung 2014
488 m³ Holz



Pflegewohnheim Erika Horn
Fertigstellung 2015
567 m³ Holz



Ausweichstation LKH Süd - West
Fertigstellung 2017
670 m³ Holz



Jugendzentrum ECHO
Fertigstellung 2017
125 m³ Holz



Pflegewohnheim Peter Rosegger
Fertigstellung 2014
1.649 m³ Holz



Gesundheitseinrichtung Josefhof
Fertigstellung 2018
1.995 m³ Holz



Jugendzentrum Grünanger
Fertigstellung 2017
200 m³ Holz



BAUEN FÜR MENSCHEN UND KLIMA BUILDING IN THE NAME OF PEOPLE AND CLIMATE

Holzbau
in der Steiermark
Architectural Timber
Structures in Styria
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Thank you for your attention

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