

Creativity Workshop Societal challenges for the Forest-wood sector

24 April 2013
UN premises, Palais des Nations Geneva



Organizer: InnovaWood RTDI (Research, Technological Development and Innovation) Division

Scope

The creativity workshop aims to define potential research, development and innovation opportunities created by the grand societal challenges in Europe for the InnovaWood sector.

Programme

Morning: keynote presentations

Participants should gain an as broadest view as possible on the current social trends and future societal challenges beyond our sector level. Each presentation will last 30 minutes followed by a 15 minutes questions round. Proposed themes for the presentations are:

- **Sustainable lifestyles: future scenarios**

Unsustainable lifestyle trends in Europe: food, housing & mobility as sustainability hot spots

Trends towards sustainability: promising practices & social innovation

Influencing behaviors: understanding diversity, context-dependency & change

Enabling environments: infrastructure, innovation, economy, research & policy

Policy solutions: fostering prosperity & healthy sustainable ways of living

Speaker: Cheryl Hicks, SPREAD sustainable lifestyles 2050, Switzerland

- **European vision and approach on societal changes:** Grand Societal Challenges and the EU's use of foresight for identifying future research priorities.

European vision on wide socio-political issues such as globalisation, migrations and ageing populations and specific techno-economic issues such as greenhouse gas emission reduction targets, consequences of ageing and technological choices.

Speaker: Susanne Giesecke, AIT, Austria

- **Mass customization of consumer products/goods:** S-MC-S project aims at supporting European manufacturing to adapt to global competitive pressures by developing methods and innovative enabling technologies towards a customer oriented and eco-efficient manufacturing. To this end, S-MC-S vision is to define and research a new production paradigm, Sustainable Mass-Customization, while also presenting Customization as one of the main driving forces behind the future success of Sustainability.

Speaker: Paolo Pedrazolli, SUPSI-ISTePS, Switzerland

Afternoon: brainstorm session: Sustainable habitat: living and building with wood (consumer goods and services, furniture products and wood in construction)

Participants will discuss about the potential opportunities provided by the future societal challenges on all activity fields within the InnovaWood network. The session topics cover the main areas of the InnovaWood structure and the sector value chains and they embrace the most important FTP SIRA Research themes for our sector.

Moderators from outside the sector, will stimulate out of the box thinking and the design of novel ideas during the afternoon discussions.

Closing session: Sum-up of the brainstorm session

The brainstorm session will summarize its discussions and come up with a number of potential research themes to be further developed into the InnovaWood strategy revision that is planned in 2013.

Keynote speakers:

Cheryl Hicks:

Team leader at CSCP (collaborating centre on sustainable consumption and production). Coordinator of the SPREAD sustainable lifestyles 2050 project. Cheryl is an experienced business and sustainability professional with 15 years of cross-sector business experience and most recently working with leading multi-national companies on collaborative action projects for sustainable development with The World Business Council for Sustainable Development (WBCSD).

Susanne Giesecke:

Is right now involved in a big EU project called VERA (Visions for the European Research Area) where the most pressing societal challenges - not only for Europe – were identified by analysing more than 70 Forward Looking Studies. She is also the project coordinator of the European Foresight Platform, a project that was funded until recently by the European Commission. The platform serves as a network for all kinds of forward looking activities in Europe and beyond. Susanne will compile a talk on the Grand Societal Challenges and the EU's use of foresight for identifying future research priorities.

Paolo Pedrazzoli:

SUPSI (University of South-Switzerland). He is the coordinator of the EU project S-MC-S which deals with mass customisation in several industries especially the furniture industry. SUPSI has quite some previous research work in the furniture sector. He is involved in the CTC project that will start soon in which InnovaWood Secretariat is a partner as well. The project CTC deals with Local flexible manufacturing of green personalized furniture Close To the Customer in time, space and cost.