

B2 Storyline

Forestry Sector developments

The slower economic growth leads to low overall consumption levels and a relatively large demand for lower quality furniture and finishing.

At the same time the emphasis on bio-energy, leads to a high rise in the use of woody biomass.

The high sustainability credentials of the forest industry attract high levels of political interest and support. Forestry is viewed globally as having a key role to play in this programme which leads to increased planting programmes for carbon sequestration (but in competition with demand for agricultural land). There is strong support for low carbon footprint homes, which benefits the forest industry.

The B2 storyline and scenario family describes a world in which the emphasis is on local solutions to economic, social, and environmental sustainability. It is a world with continuously increasing global population, intermediate levels of economic development, and less rapid and more diverse technological change than in A1 storylines. While the scenario is also oriented toward environmental protection and social equity, it focuses on local and regional levels. (IPCC SRES)

Forest resource and forestry to industry

Reduced wood imports in combination with the high demand for wood products for building and biomass increases the demand for European wood (e.g. increase in fellings of 1.5% a-1). This is favourable for the forest owner who makes high profits from harvesting and who invests in his estate. Increased investment in IT infrastructure by forest industry companies has resulted in enhanced interaction in the value chain and in reduced costs and increased efficiency.

The forest industry takes advantage of new multi-modal forms of transport to optimise its costs within this framework.

Processing and manufacturing

The demand for biomass for bioenergy has pushed raw material prices up. Because of the high environmental awareness and high raw material prices the recycling and recovery rates are higher than today and recycled material supply chains are very sophisticated. But there is also strong competition from the energy sector for supplies.

The panel industry is strong but also sees increased competition from wood plastic composites as more plastics are recycled into environmentally friendly products.

Because of high raw material prices together with the high energy costs the paper industry is faced with high production costs.



Industry to consumer

The overall per capita consumption levels decreases and there is more demand for cheaper and lower quality goods. There is more emphasis on the full chain and re-use, recyclability and/or biodegradability are important trends. Products are locally produced and transport distances are limited. Lower wealth combined with high material costs will lead to lower consumption of paper for printing and publishing and paper for packaging. In the packaging sector, there is a trend for material reduction (lighter packaging) and the avoidance of redundant packaging.