



EFORWOOD

Sustainability Impact Assessment of the Forestry-Wood Chain

Module 5

Industry to consumer interactions

Analysis of consumers, wood-based products and substitutes in the context of the forest-wood chain sustainability concept, including the identification of hot spots

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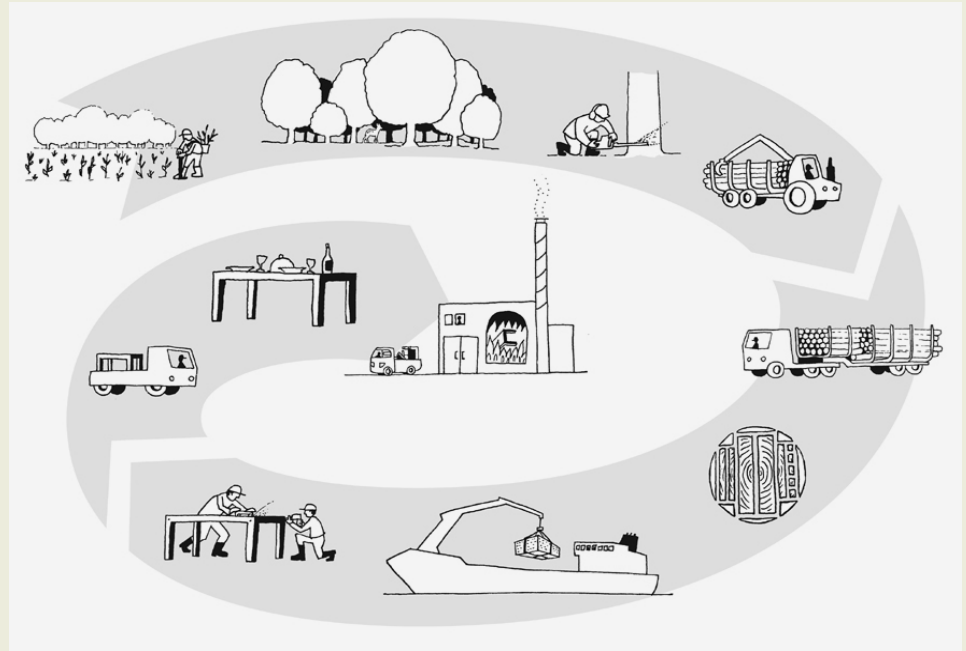
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- **Analysis of the results for the selected products;**
 - Sustainability hot spots: Furniture
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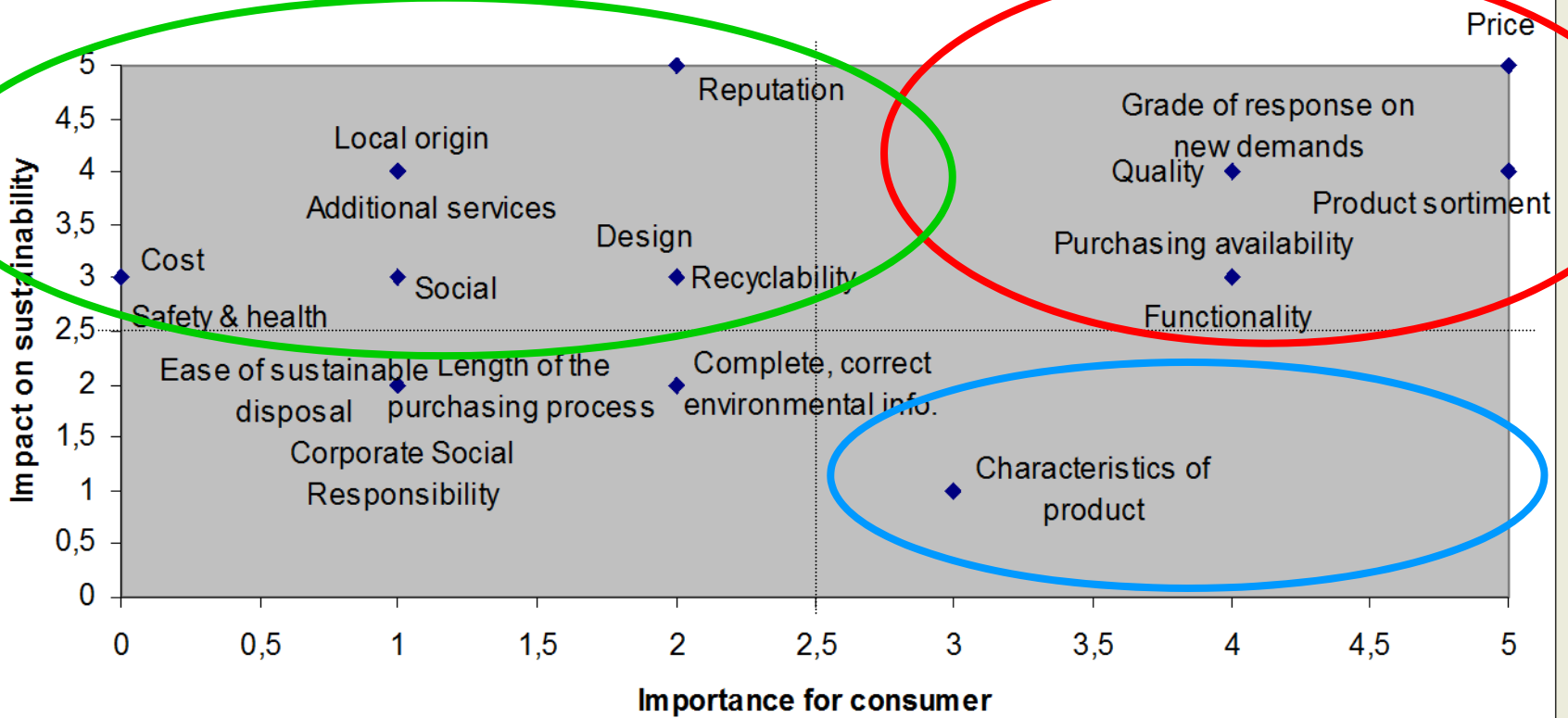




Key aspects of the buying process- BOOKS- B2C	Importance for consumers	Impact on economic sustainability pillar
Price	5	5
Costs of waste management/recovery	0	3
Design	2	3
Quality	4	4
Functionality	4	3
Product sortiment, selection	5	4
Characteristics of product (performance)	3	1
Grade of response on new demands created by European macro trends (ageing population, one-person households, time shortage, mobility, migration...)	4	4
Reputation	2	5
Safety & health	0	3
Additional services	1	4
Complete, correct environmental info. On labels	2	2
Length of the purchasing process	1	2
Purchasing availability in different places (responding on trends)	4	3
Social acceptance	1	3
Ease of sustainable disposal	1	2
Recyclability	2	3
Local origin	1	4
Corporate Social Responsibility	1	2



HOT SPOTS ON SUSTAINABLE FWC CONSUMPTION





Sustainability hot spots: Furniture

Economic aspect

- **Additional services** give a boost to cross-sectoral cooperation, for B2B buyers it is important as a bargaining opportunity in terms of price.
- **Price** that is also a major decisive factor for furniture buyers
- **Grade of response on new demands created by European macro-trends**
- **Local Origin** means more effective transport, less cost. It is not important (yet) for consumers and customers, but has great impact on economic sustainability, shorter delivery time means more competitiveness as well
- **Safety and health**; professional buyers are very exigent in this aspect, especially in case of standards for hotels, hospitals.
- **Costs of waste management**



Sustainability hot spots: Furniture

Social aspect

- **Safety and health:** Growing consumer interest, very high impact on social sustainability. In B2B it is important due to the standards they have to meet.
- **CSR** is a concept in which producers take into account the interests of the entire society by taking responsibility for the impact of their activities on consumers, employees, communities and the environment in all aspects of their operations. It is supposing voluntary steps to improve the quality of life of employees and their families as well as for the local community and society at large. For consumers it is not important at the buying process, but it is for B2B buyers who would like to create an image that is demonstrating publicly the social responsibility of the company there is a trade off between price and the value added by **CSR**.
- **Local origin** from social sustainability point of view is very important, growing interest of consumers
- **Price** and **additional services** are the most important aspects for B2B buyers



Sustainability hot spots: Furniture

Environmental aspect

- **Ease of sustainable disposal and recyclability**, are very important from environmental point of view, however these aspects are not important for the buyers. Furniture companies should improve these services as additional services that are provided .
- **Correct complete environmental labelling** is very important, but lack of confidence experienced concerning the information held by the labels
- **Costs of waste management**: buyers would like to avoid bearing these costs, should be an additional service provided by the industry to B2B and B2C buyers
- **CSR** is especially important for B2B buyers for the image they provide to their clients
- **Local origin**; means production based on local resources, less transport, less contamination.
- **Design, price, functionality, quality**



Sustainability hot spots of printing and publishing sector

Economic aspect

- **Price** – is of the highest importance for consumers but definitely not so decisive aspect for business customers
- **Product assortment** – is a vital factor for both consumers and business customers in terms of contents and type of books such as hardback books, pocket and sound books
- **Quality** – is of highest importance for business customers, but for consumers this factor should be related to price
- **Grade of response on new demands** – this factor is very important for consumers but of very low importance for business customers
- **Reputation** – this factor has a very high impact on economic sustainability according to experts, but neither consumers nor business customers expressed opinion that it is important when purchasing printed products



Sustainability hot spots of printing and publishing sector

Social aspect

- **Price** – as an important factor for social sustainability is also on the top of ranking list for consumers but is of quite low importance for business customers
- **Safety and health, local origin and CSR** – have a great impact on the sector's social sustainability according to experts, but they are totally unimportant for consumers and business customers
- **Additional service** – however this factor has a high impact on social sustainability, but has a different importance grade for business customers and consumers. Business customers expressed a high expectation in this matter
- **Grade of response on new demands** – is influencing social sustainability in a high grade and is important for consumers, but of very low importance for business customers



Sustainability hot spots of printing and publishing sector

Environmental aspect

- **Quality** – which is an important factor from the environmental sustainability perspective, possesses very high importance grade for business customers, but much lower for consumers
- **Ease of sustainable disposal and costs of waste management** – were identified by experts as factors with high impact on environmental sustainability, but both business customers and consumers expressed an opinion that those aspects are not important for them





Sustainability hot spots of wood pellets

Economic aspect

- **Price** (of both the initial investment and material) is crucial in the decision of choosing pellets
- **Functionality** and **quality** are important especially for the households (B2C)
 - Problems in heating system may hurt the reputation of pellet heating as a heating option
- **Availability** of pellets is important especially for heating and power plants (B2B)
- **Additional services** are not perceived important by consumers, but there is potential to develop services that pellet users do not expect yet and that have remarkable effect on sustainability





Sustainability hot spots of wood pellets

Social aspect

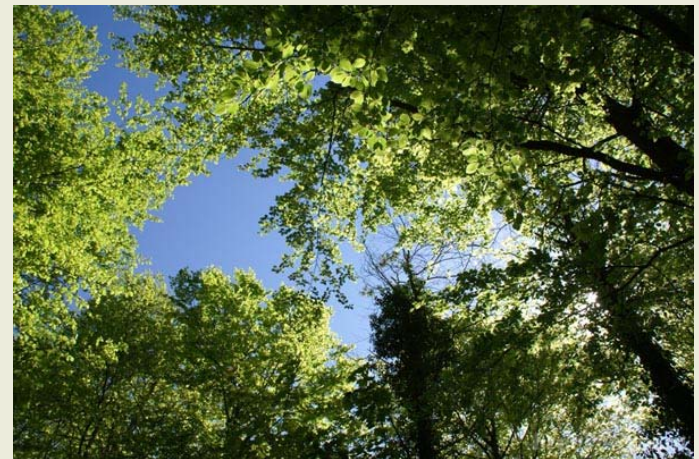
- **Price** is crucial from the social dimension's point of view, too
- **Health and safety** are considered important by consumers and have effect on social sustainability
- Consumers are interested in the **reputation** of the products and the producers
- Especially households are also interested in producers' **corporate social responsibility**
- Consumption of domestic and local products is a rising trend, particularly among households
 - **Locality** influences social and economic sustainability positively, as purchasing products of region supports local economy and saves jobs
- Development of equipment **design** has potential to make pellets more attractive heating option and have impact on sustainability



Sustainability hot spots of wood pellets

Environmental aspect

- **Grade of response on new demands** is important in all the aspects of sustainability
 - New demand could be in this case a need for renewable heating options that are easy and feasible to use
- Because of the growth in pellet production also raw material of weaker quality must be utilised
 - **Quality / functionality** becomes more critical
- Especially household consumers are interested in **local origin** which from the environmental point of view means less transports
- **Costs of waste management** are relevant for the industrial consumers





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THANK YOU