



EFORWOOD

Sustainability Impact Assessment
of the Forestry - Wood Chain



Deliverable D5.2.4

Summary analysis report on consumers, wood based products and substitutes in the light of the forestry-wood chain sustainability concept including the identification of hot spots

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Executive Summary

The main objective of present deliverable is to provide an analysis on the behaviour and perception of consumers towards wood based products and their substitutes from the point of view of the forestry-wood chain sustainability concept.

Other objectives:

to convert former qualitative WP 5.2 research results quantitative, and useful for further analysis of the European consumers.

to appoint strengths and weaknesses of the FWC at its´ final link as well as the possible knowledge gaps.

To suggest possible actions that can reduce weaknesses and increase strengths of FWC.