Wood U Make It Happen?
Forest Industry Innovation Contest

WEBINAR 30.11.2017 at 14-15

- **Presenting:** Alina Ruonala-Lindgren, Finnish Forest Industries Federation & Veera Eskelin, UPM
- **Q&A:** Tero Nevalainen, Sappi; Taneli Myllykoski, Sappi; Marko Harinen, Stora Enso; Antti Lindqvist, Forest Products Engineers
WHAT IS IT?

• “Wood U make it happen?” is an innovation contest for students in Finland
• The Finnish Forest Industries Federation – Metsäteollisuus ry celebrates their 100th anniversary by providing a platform and a stepping stone to the future masters of the forest
• The contest is enrolled at universities and polytechnics in Finland
• Seeking for solutions for the forest industry of the future
  – The contest seeks novel ideas for responding to the global megatrends with the help of wood and creating sustainable innovations for forest industry.
  – The idea can be a new product, service or a way of working

• Contest is organized by the Finnish Forest Industry Federation – Metsäteollisuus ry and Forest Products Engineers – Puunjalostusinsinöörit ry
WHO CAN PARTICIPATE?

• The competition is open to students attending Finnish universities and polytechnics
  – Also exchange students as well as postgraduates are welcomed

• The work can be completed by one student or a group of 2–3 students

• Participants can use advice from school or institute, if this is agreed with the instructor

• We highly appreciate cross-disciplinary thinking
PRESENTATION OF SUBMISSIONS AND LANGUAGE

- Participants are free to choose how they present their submissions

- Submissions must be presented in Finnish or English
  - a summary around 1,000 characters about the entry in English is required

- E-mail submissions: innovationcontest@forestindustries.fi

- Submissions such as models or other structures:
  - Innovation Contest, Finnish Forest Industries Federation,
    Snellmaninkatu 13, FIN-00170 Helsinki, Finland.

- Semi-finalists are invited to pitch their work in English at the PulPaper 2018-event at Expo and Convention Center Helsinki
WHEN?

• The contest period is January 1st, 2018 – April 16th, 2018

• **Sign up** to stay up-to-date through contest updates, support and reminders
  opens November 30th 2017

• The semi-finalists (best 6-8 submissions) will be chosen and pitch their work in May 31st 2018 at the PulPAPER2018 fair in Helsinki

• The winner/s (top 3) will be announced September 27th 2018 in The Finnish Forest Industries Federation’s 100th anniversary gala at Finlandia Hall
THE PRIZE

• The three best submissions (individual or a group of 2-3 students) will receive prizes:
  1st Prize: 10,000 euros
  2nd Prize: 5,000 euros
  3rd Prize: 3,000 euros

The prize is taxable income.

• Additionally: Prior to the pitching session the semi-finalists will get coaching by the organizing forest industry companies

• The top 3 will be invited to a get-together with the forest industry companies in autumn 2018.
MEGATRENDS (1/2): OPPORTUNITIES AND CHALLENGES

Address one or more megatrends affecting our globe:

• **Digitalisation**: Digitalisation is a major challenge for some sectors and a new business opportunity for others. Global demand for paper is falling but online shopping has meanwhile greatly increased the demand for packaging for packaging and labelling. Digitalisation also offers the opportunity to develop products, services, and modes of operating. Such opportunities include, for example, smart packaging, forestry, process management, or supply chain management.

• **Urbanisation**: Every day, 100,000 people around the world need a new home. Homes will have to be built for three billion people by 2020. Due to population growth and urbanisation, people will increasingly live in cities. Construction uses half of the world’s natural resources and construction produces 40 per cent of all waste. Rising incomes and the need to consume in a sustainable manner will be an increasingly important factor for more and more people. Wood construction, for example, is an increasingly attractive option thanks to its renewable and environmentally friendly characteristics. Work, leisure activities, and housing move people more and more.
MEGATRENDS (2/2): OPPORTUNITIES AND CHALLENGES

- **Competition over natural resources:** In 2030, the world population will need 50% more food, 45% more energy, and 30% more water than it needs today. If, for example, textiles are produced from wood fibre, they do not compete with food production for land use and for water. The circular economy means an economy where raw materials and their value are employed as efficiently and wisely as possible. The objective is to create more income with fewer resources and in the most environmentally friendly way possible. Resource efficiency and the circular economy are built into the forest industry.

- **Environmental challenges and environmental reputation:** Informed consumers want to make a difference and choose products that use resources efficiently and are made responsibly. Informed consumers increasingly choose a more sustainable way of consuming and living. They value personalised products and services with which they can stand out. Consumers do not want to increase the environmental load with their choices. Products manufactured from a renewable material meet this demand.

- **Population growth:** By 2030, about 70% of the world population will live in cities, which will use most of the world’s resources and energy. Consumption habits have changed due to urbanisation and rising living standards. Consumers want solutions that make everyday life easier. The right packaging, for example, can reduce food waste, be recycled, and finally be disposed of sustainably.
CONCRETE EXAMPLES

• New applications, products or end uses
• New products/materials from wood biomass
• Improving material and energy efficiency in production and logistics/supply chain
• Waste and loss reduction ideas
• Exploit of side streams
• Digital solutions and services
• Biochemistry
• Construction
• Old idea → new opportunity
WHAT WE LOOK FOR...

• Creative new approach for forest industry
• Business and/or market potential
• Possible societal impact
• Answer to forest industry megatrends
• Distinctiveness and clarity of the innovation and business idea
• Timeliness of the innovation

• The idea can be a new product, service, or a new way of working.
• We highly appreciate cross-disciplinary thinking!
COMPANIES’ EXPECTATIONS

• We are waiting new ideas and new way of looking forest industry
• "Outside of box" ideas
• Finnish forest industry needs new talents and ideas
• Forest industry’s new coming needs young talents and fresh thinking - is it your team that creates next megatrend?

WHY ENTER THE CONTEST?

• Jump start to work life and forest industry
• Create new contacts
• Possibility to create something unique
• Get your idea to next level!
HOW ARE THE WINNER(S) CHOSEN?

• Innovation contest working group
  – Selection of semi-finalists (best 6-8 submissions to be coached and pitching their work at PulPaper2018 fair)
  – The working group consists of expert of the forest industry companies with wide range of expertise
  – Feedback and support to the contest participants during contest period

• The Jury
  – The winner(s), top 3, will be chosen by a contest Jury.
  – The Jury consists of professionals from different fields and the forest industry.
  – The Jury will be announced in winter 2017
MORE INFORMATION?

• www.forestindustries.fi/innovation-contest-wood-u-make-it-happen/

• Follow and discuss using the hashtag in social media

#WoodUinnovate

• innovationcontest@forestindustries.fi