

# Action Programme

Prepared by

Timwood AB

Stockholm, March 2, 2004

In collaboration with:

**JAAKKO PÖYRY**  
Jaakko Pöyry Consulting

**TIMWOOD**

 **INDUFOR**

**BRE**



CEI-Bois  
Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles  
TP +32 2 5562585 – TF +32 2 5562595 – [info@cei-bois.org](mailto:info@cei-bois.org)

## Industry's Vision & Project's Main Conclusions

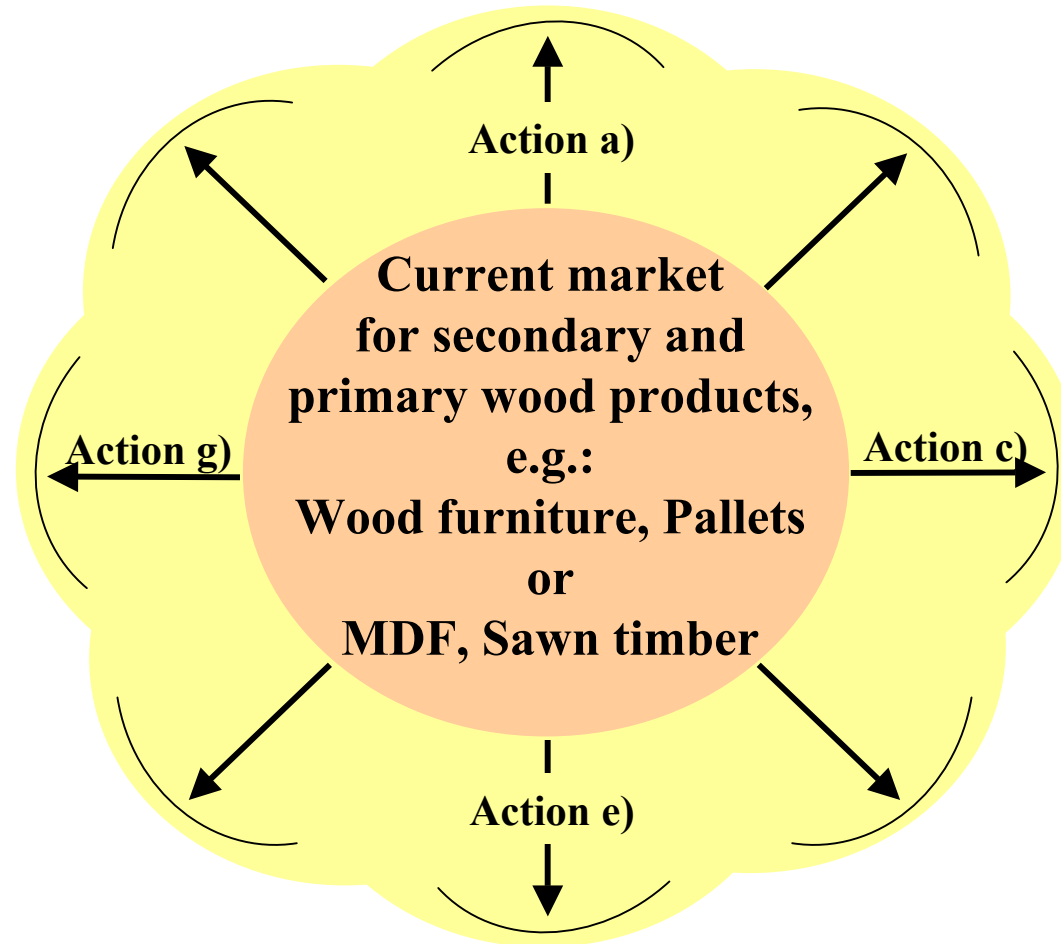
### VISION:

- By 2010, **wood** will be **Europe's leading material** in building system solutions and high-quality home and office furnishing.

### MAIN CONCLUSIONS:

- Base case **demand** forecast to 2010 **unsatisfactory**; growth 1% per year.
- **Stronger cooperation** within the European woodworking industry necessary to change the bleak 2010 demand scenario.

Action Programme aims at growing the European market – “increase the whole pie”



# The Action Programme to increase consumption of wood products summarises in five Strategic Processes

## Strategic Process

CORE

1. Building with Wood

2. Living with Wood

3. Wood used in packaging and transport

SUPPORT

4. Wood in Sustainable Development

5. CEI-Bois Consolidation

T  
h  
e  
  
V  
I  
S  
I  
O  
N

Communication & Dissemination

In collaboration with:



TIMWOOD



INDUFOR

BRE

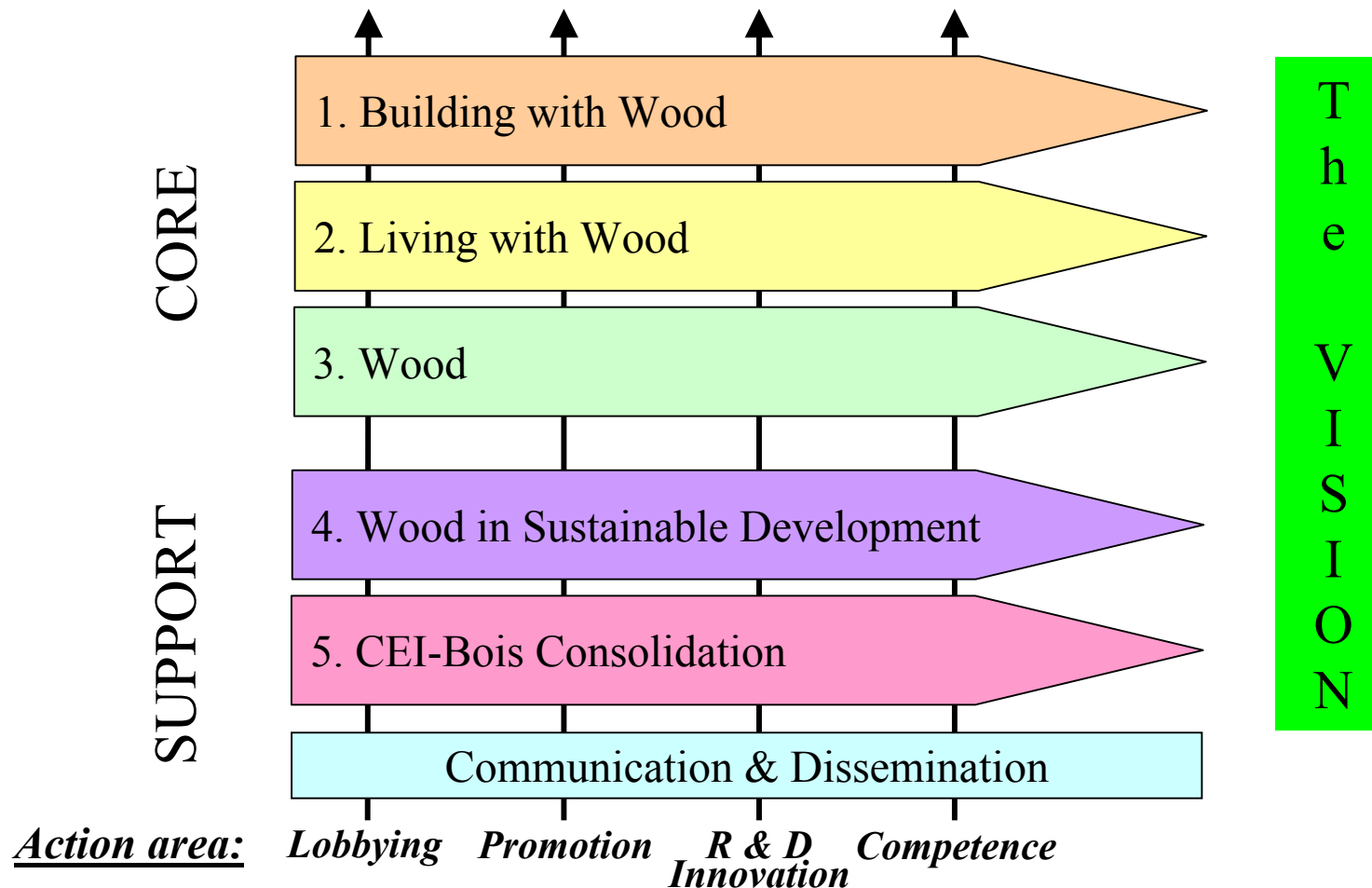


CEI-Bois

Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles

TP +32 2 5562585 – TF +32 2 5562595 – info@cei-bois.org

# Strategic Processes involve all Action Areas



- Base documentation contains 100+ suggestions to actions by action area.

In collaboration with:



TIMWOOD



CEI-Bois

Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles

TP +32 2 5562585 – TF +32 2 5562595 – info@cei-bois.org

## Strategic Process

## Goal by 2010

### 1. Building with Wood

#### Main Actions / Features:

- a) Facilitate changes needed through the whole construction and wood supply chains to increase the use of wood/wood-based products by removing limitations to their use and eliminating Institutional, Technical, Economical and Perceptual barriers.
- b) Define European building system and facilitate “inter-changeability” / modularity of building components through standardisation process.
- c) Develop planning toolboxes, e.g. CAD/CAM, and web sites to share information, especially targeted for European situation.
- d) Provide relevant industrial and non-industrial codes & standards if not already available.
- e) Address the needs of non-housing applications (i.e. industrial, commercial, heavy structures, etc.).
- f) Create harmonized standards for EWP by fast-tracking process to ensure the smooth introduction of innovative wood products into the construction chain.
- g) Remove Institutional, Technical, Economical and Perceptual barriers.
- h) Eliminate regulatory limitations to the use of wood.
- i) Address and use environmental credentials of wood.
- j) Identify and develop other areas of application of the use of wood in construction.
- k) ...

Double wood based materials' market share in construction

## Strategic Process

## Goal by 2010

### 2. Living with Wood

#### Main Actions / Features:

- a) Communication / Promotion / Product development / Innovation / Design / Attitude changing processes.
- b) Target specific groups, e.g. specifiers, architects, designers, women, youths etc.
- c) Coordinate national campaigns – develop promotion campaign boxes – exchange promotion material.
- d) Provide relevant industrial and non-industrial codes & standards if not already available.
- e) Create harmonized standards to ensure the smooth introduction of innovative wood products
- f) Remove Institutional, Technical, Economical and Perceptual barriers.
- g) Eliminate regulatory limitations to the use of wood.
- h) Address and use environmental credentials of wood.
- i) Create tools in order to facilitate specifying suitable wood-based products for different interior uses and to facilitate designers' work. Create similar tools for individual customers to visualise wood products in their home environment.
- j) ...

To achieve a substantial and sustained change in attitudes towards wood & wood products, leading to an increase in wood consumption.

## Strategic Process

## Goal by 2010

### 3. Packaging & Transporting with Wood

#### Main Actions / Features:

- a) Promote standardisation of wood packaging and adequate phytosanitary requirements.
- b) Communicate and do R&D in safety and health aspects of wood & food.
- c) Involve the entire logistic chain in wood-based solutions development.
- d) Remove Perceptual barriers on the suitability of wood for packaging and transport purposes.
- e) Eliminate regulatory limitations to the use of wood for packaging or transport
- f) Address and use environmental credentials of wood.
- g) Create wood-based logistical systems.
- h) Do research in order to create new innovative wood-based packaging materials and packaging systems.
- i) ...

Create conditions for a better and increased use of wood-based products for packaging and transport purposes.

\* Action 3a) needs to be carried out first – which requires ability to measure market share - before a specific goal can be developed.

In collaboration with:



TIMWOOD



BRE



CEI-Bois

Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles

TP +32 2 5562585 – TF +32 2 5562595 – info@cei-bois.org



## Strategic Process

## Goal by 2010

### 4. Wood in Sustainable Development

#### Main Actions / Features:

- a) Take actions to insert enhanced wood utilisation in national and EU-level policies and programmes on sustainable development, environment, climate change and energy.
- b) Generate new information on the environmental profile of wood and sustainability impacts of enhanced wood utilisation *vis-à-vis* alternative materials in order to influence international, EU-level and national policies and regulation.
- c) Forge alliances with NGOs and other pressure groups to promote wood on the basis of environmental and social benchmarking.
- d) Develop and promote appropriate tools to assist wood-working industry to demonstrate and communicate on its social responsibility and environmental performance to consumers, buyers and other stakeholders.

Sufficient knowledge and awareness created among stakeholders on the sustainable development contribution of enhanced use of wood.

## Strategic Process

## Goal by 2010

### 5. CEI-Bois Consolidation

#### Main Actions / Features:

- a) European Confederation – CEI-Bois – level:
  - Empower CEI-Bois to be able to monitor and update the Strategy process.
  - Promote the interests of WWI on EU and international levels.
- b) Sub-sectorial level:
  - Deals with product line specific issues, e.g. trade, customs classification, standards etc. Example organisation: EPF.
- c) National level:
  - Develop national, industry endorsed and government supported programmes in accordance with *Building with Wood*, *Living with Wood* and *Wood in Packaging and Transport*.
  - Empower national WWI organisations through strong European-level cooperation
- d) Actions are European-wide coordinated, but nationally implemented.

By 2005; a restructured CEI-Bois which is the owner of an ongoing strategy process for the European woodworking industry; coordinate, monitor & up-date.

A tiered system with clearly defined tasks by organisational level and a flourishing co-operation between all actors.

## In addition to the five Strategic Processes....

- Develop ability to measure (value based) market share by segment.
  - Without an accurate understanding of wood and wood-based materials' position vs. competing materials, it is difficult to properly design detailed actions and follow-up on their impacts.

In collaboration with:

**JAAKKO PÖYRY**  
Jaakko Pöyry Consulting

**TIMWOOD**

 **INDUFOR**

**BRE**



CEI-Bois  
Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles  
TP +32 2 5562585 – TF +32 2 5562595 – [info@cei-bois.org](mailto:info@cei-bois.org)

## Foundation for successful implementation

- Overall support from the “Captains of the Industry”.
- Identification of Process leaders.
- Significant funding.
- Each Strategic Processes has to be adequately staffed.
- Timing is NOW.
  - Monitor development through intermediary evaluation points.
- Interaction and cooperation:
  - Internally; Industry – Associations – Unions.
  - Externally; Authorities – NGOs – Customers.

# European Roadmap: Communication & Dissemination

- The communication plan should be divided into three parallel activities:
  1. Present and discuss the results of the European Roadmap to the:
    - Industry.
    - National associations and Authorities.
    - European institutions.
  2. Start a consensus building process among captains of the industry to get support for proposed actions.
  3. Disseminate industry wide Conclusions, Action programme and future results.
    - Use established dissemination system developed by EU + the *European Wood Magazine*.

## ...and finally...

- A coordinated effort by the European woodworking industries in line with the *European Roadmap 2010* recommendations will lead to a substantial demand improvement.

*Base Case* is a frosty alternative ...



...to the sunnier *Stretch Goal* road.



In collaboration with:

**JAAKKO PÖYRY**  
Jaakko Pöyry Consulting

**TIMWOOD**



**INDUFOR**

**BRE**



CEI-Bois

Allée Hof-ter-Vleest 5/4, B-1070 Bruxelles

TP +32 2 5562585 – TF +32 2 5562595 – [info@cei-bois.org](mailto:info@cei-bois.org)