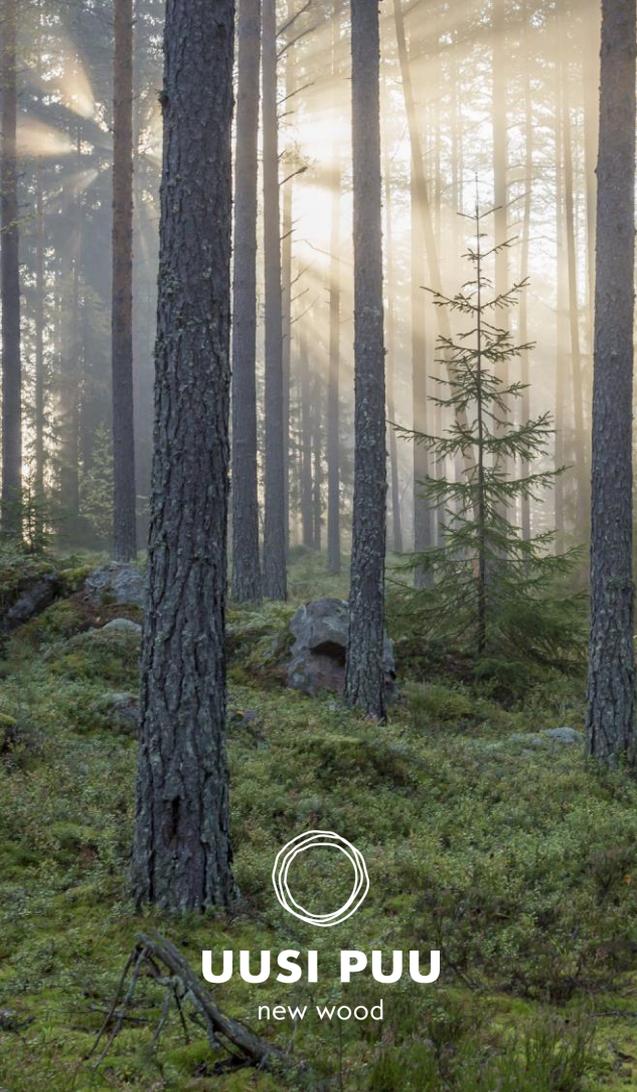




**UUSI PUU**

**Reshaping the forest-based bioeconomy:  
products and solutions**

Virpi Korhonen, Executive Director of the New Wood, Finland



**UUSI PUU**

new wood

# The New Wood (est. 2014)

New Wood is a Finnish community that

- promotes the wood-based bioeconomy and
- provides information to influencers and political decision-makers

about the **significance** and **value of wood-based products**.

# New Wood organisations



Huhtamaki

Lumir



pyroll

walki

woodio

PAPTIC

SULAPAC



PAPERILIITTO

VTT



jamk.fi  
Jyväskylän ammattikorkeakoulu

Tampereen yliopisto  
Tampere University

Tampereen ammattikorkeakoulu  
Tampere University of Applied Sciences

# Wood-based solutions for global challenges

- Resource scarcity
- Urbanisation
- Changes in the population structure
- Digitalisation
- Consumer awareness
- ...and Covid-19

New Wood competition in 2014, 2017, 2018,  
and 2021



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## Resource scarcity

How can we use fewer resources and still accomplish more?



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Building materials from recycled fibre  
and sawdust



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Fertilizers and soil amendments from  
forest industry's side-streams



# Urbanisation

How can we distribute products to the cities and into use in an efficient and sustainable manner?





Fibre tray with 85% less plastics



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Plastic-free coffee cups

100% recyclable recycling bin  
for 1000 cups



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A group of four elderly people are gathered around a table, laughing heartily. In the foreground, there are several colorful mugs in shades of green, red, and orange. The background shows a home-like setting with shelves and a window. The overall atmosphere is warm and joyful.

# Changes in the population structure

How should changes in the population structure be taken into consideration in product design?





Spruce extract for prostate problems



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Wood-based cast



# Digitalisation

How to utilise the opportunities enabled by digitalisation across the entire value chain?



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Fibre foam for replacing styrofoam



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Elastic cardboard for cushioning



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# Consumer awareness

How can we respond to changing consumer needs?





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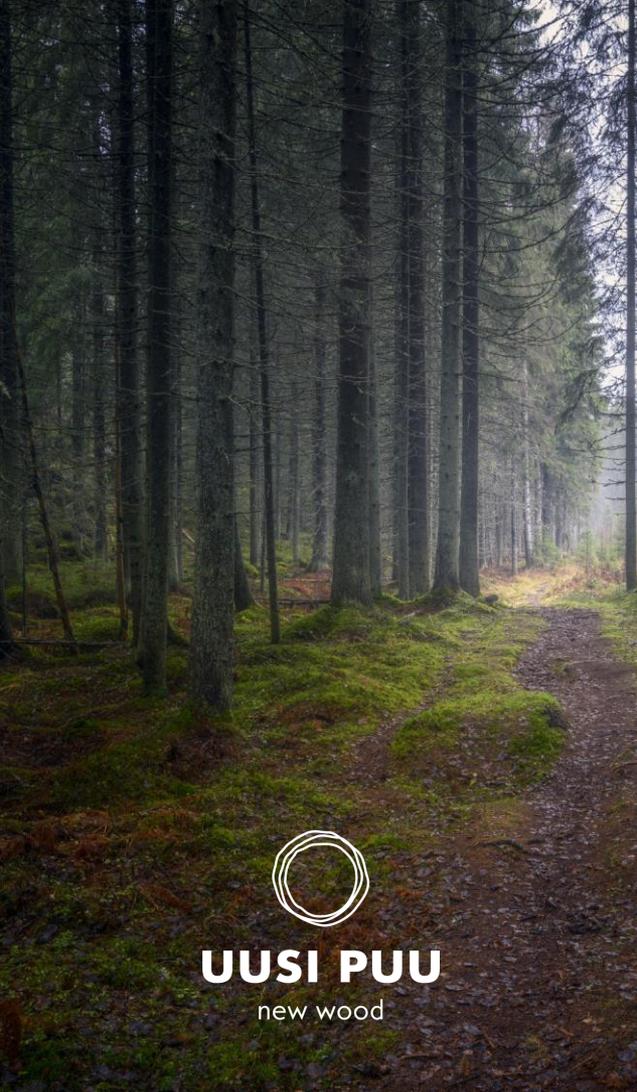
Fabric from birch fibre



Wood composite furniture



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# Wood inspires us all.

Wood-based bioeconomy represents hi-tech in the 2020s.

Businesses based on sustainable raw materials and solving global problems will succeed in the future.

Increasing consumer awareness is a megatrend that increases the demand for wood-based products in numerous industries.

Discover more at:  
[uusipu.fi/en](https://uusipu.fi/en)



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