



**Session 1.**  
**The wood industry in Europe: what do EU institutions foresee?**



# Creative Destruction of the Forest-based Sector in the EU

- some old products declining (*destruction*), while new products and services emerging (*creative*)
- more value added products
- more complex, cross-sectoral and interlinked
- diversification and resource-efficiency as key trends
- services related to new products could create more value and employment than “manufacturing” of the products
- new operators coming into markets (energy, construction-chemicals-textile industries, investment groups, ...)



# European Technology Platform for the Forest-based Sector

## 10 Vision Targets 2030

...Recovery, reuse and recycling of forest-based products **account for 70%** of all recyclable material.

...have resulted in a **significant reduction** in specific energy consumption, specific raw material input and specific water use ...

Wood-based construction in Europe **has tripled its market share**, from the 2010 level, **reaching a turnover of € 200 billion**, whilst the **overall added value** of the wood-working industries has **doubled**.

**Increasing value** will come from new products and services, as well as **more widespread use** of energy-saving modular housing structures and functional furniture.

