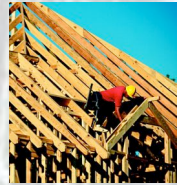


Holzwege 2020plus

Sustainable Future Markets for Building with Wood

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Background

Although renewable resources are seen as a key for achieving global sustainability (e.g. European Commission, 2005), the major part of market development takes place without consideration of sustainability criteria. In the context of competing wood uses for energy purposes the forest and timber industry is facing major challenges to make use of the immense potential of wood in a multifunctional and goal-oriented manner. Future markets need to be developed, which enhance the attractiveness of the diverse and flexible material wood for building and reconstruction. How sustainability demands can be integrated in early innovation phases and how new markets for sustainable products and services can be systematically explored are recent and challenging research questions (see e.g. Fichter et al., 2005). The research project Holzwege 2020plus addresses these issues in the area of wood-based construction and refurbishment (see www.holzwege2020.de or Geibler et al., 2005).

Objectives

- The project objectives are:
- Perspectives for sustainable future markets of the building material wood (trend analysis, scenario development, road mapping)
 - Practical opening up of sustainable future markets focussing on wood-based construction and refurbishment
 - Dissemination of research results to enterprises of the forestry-timber-value chain, associations and multipliers

Research Results

A number of research results have been documented and are available on the project webpage, for example:

- Working Paper „Ziel-Indikator-System Nachhaltig Bauen und Sanieren mit Holz“ [Goal-Indicator-System for Sustainable Construction and Refurbishment with Wood],
- Working Paper „Ist-Analyse Forst und Holz Deutschland“ [Status Quo-Analysis Forestry and Timber Germany],
- Working Paper „Trendreport. Zukunftstrends für das Bauen mit Holz“ [Trend Report. Future Trends for wood-based Construction],
- Material on the IZT-Workshop „Perspektiven der Holzmobilisierung zur Stärkung nachhaltiger Zukunftsmärkte der Forst- und Holzwirtschaft“ [Perspectives of Wood Mobilization for the Enhancement of Sustainable Future Markets in the Forestry and Timber Industry].

Guiding Research Question

How can innovative forms of actor cooperation and customer integration create new and sustainable market opportunities for the building material wood and new business areas for companies of the forestry and timber industry?

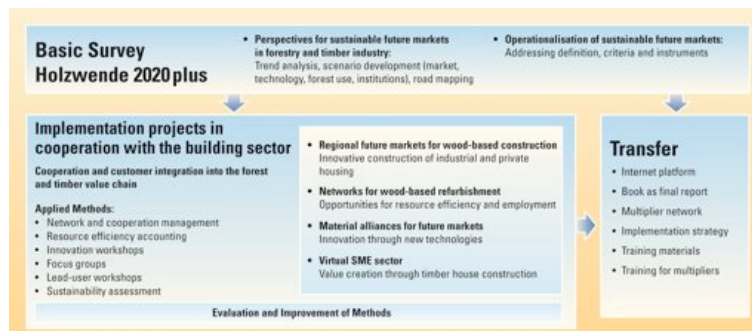


Figure 1: Focus Areas of the Holzwege 2020plus-Project

Focus Areas

The focus areas (see fig. 1) are:

1. *Development of strategies and concepts* to assess and link different technological, social, economic and ecological perspectives of the forestry and timber industry.
2. *Implementation projects* focussing on four key areas for ensuring a demand-oriented development of the wood market within the building sector.
 - Regional future markets for wood-based construction
 - Networks for wood-based refurbishment
 - Material alliances for future markets
 - Virtual SME sector
3. *Transfer*. In addition to various publications and an internet platform, a multiplier network will be set up, integrating enterprises, political actors and further relevant multipliers. The results will also be made available for practical application through training material.

Research Partners

- Wuppertal Institute for Climate, Environment and Energy (Project Coordination)
- Institut für Zukunftsstudien und Technologiebewertung, Berlin (IZT)
- Holzforschung München (HFM), Technische Universität München (TUM)
- Steinbeis-Forschungsinstitut Nachhaltige Rohstoffe, Kleinmachnow (SFIN)
- triple innova GmbH, Wuppertal (TI)

Industry Partners

- LIGNOTREND Produktions GmbH
- Bundesarbeitskreis Altbauerneuerung e.V., Berlin (BAKA)
- TECNARO GmbH, Ilfeld-Auenstein
- Centrum für Energietechnologie Brandenburg GmbH, Cottbus (CEBra)

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Project Duration: 03/2005 - 02/2008

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