

# Wood Promotion, a success story

---

## Mr. Reima SUTINEN

senior adviser (on forest-based and related industries)

Ministry of Trade and Industry, Industries Department

Aleksanterinkatu 4; P.O. Box 32

FIN-00023 GOVERNMENT

Tel + 358 9 1606 2108, Mob +358 50 325 8719

Fax + 358 9 1606 2635

e-mail: [reima.sutinen@ktm.fi](mailto:reima.sutinen@ktm.fi)

# Promotion campaigns in Finland

---

- **Year of Wood 1996**
- **Time of Wood campaign 1997-2000**
- **WoodEurope campaign 2001-2005**
- **Government decision-in-principle on promotion of wood use and wood-based construction 2005-**

# Time of Wood campaign 1997-2000

---

- promote the use of wood in home markets in Finland
- construction, art, home decoration and furnishing
- large and high level support for the campaign (industry, government, politicians)
- The Lahti Congress and Concert Hall
- Vision 2010

# Vision 2010 of European Wood Working Industry

---

Wood-based products to become the leading material in construction and interior solutions by 2010

There is a strong common interest for the European wood industry to increase the demand of wood products

# WoodEurope Campaign 2001-2005

---

- logical continuation of the Time of Wood campaign
- help put into practise the Vision 2010
- promote the use of wood in Europe and to improve European co-operation to increase the use of wood
- emphasize the environmental properties and advantages of wood
- eliminate technical and other obstacles e.g. in wood construction
- launch Time of Wood campaigns in Baltic States and Russia

# Government decision-in-principle

---

- The use of wood will be promoted in international cooperation
- The use of wood will be enhanced by research and development activities
- The competitiveness of the woodworking industry and wood-based construction will be increased by developing new business and partnership models
- Education and teaching activities together with the wood sector will ensure the availability of highly skilled labour for the wood and wood-based construction sectors

# Government decision-in-principle (2)

---

- The quality of development projects will be improved by allocating resources to the key areas of expertise
- The use of regions corresponding to the housing needs and small-house construction will be enhanced
- The steering of construction by the authorities will be developed and harmonised

# Results of the promotion

---

- use of wood has doubled, increased especially in construction, it is now at an international record level (over 1m<sup>3</sup> per capita)
- total value of production has more than doubled
- positive effects on the regional economy, employment situation has developed positively
- wood is respected material, presentable at court
- Increased cooperation between parties
- people travel to Finland to learn about timber construction
- recorded on the agenda of four successive governments