Building from wood – promotion seminar 13.11.2019 in Jyväskylä

Wood building is closely connected to every box of SDG. When planning a city, the emphasis should be on humans. Building modern, wooden city is action to mitigate climate change. In Skellefteå these two (humans, climate change mitigation) are on focus, and they go hand in hand.

The key word is collaboration and taking actions. Dialogue between government, municipality and business & research. Emphasis should be on new, sustainable jobs - and wood construction sector is one solution. Building sector needs to optimize the use of materials, and in this material optimization work wood has advantages. To promote wooden construction sector requires repetition, info of the advantages should be in digestible form, and message should be repeated over and over again. Material optimization includes all the steps from cradle to grade. FI, SE and NO has wood knowledge, we should do wood building business together and export to  e.g Japanese market.

Promotion work on national level is conducted by the ministry of environment. It is clear, that we could be more ambitious, though of all building, 30% is wood already? But, especially apartment buildings, public building is lacking behind. We have roots in log houses, we should utilize this heritage and make it happen. Municipalities could do more, including designate areas and lots for wooden buildings alone. Also, different kind of myths and false truths in wooden buildings should be destroyed. We have good material available for different stakeholders’ groups, these materials should be promoted.

In general, especially Nordic countries should cooperate on this topic. Cooperation occurs, but it should be strengthened.

In panel discussion, we created golden rules for promoting building from wood.

1. Include all the professionals in early stage, already when city level land use planning starts. Include also politicians, and create a strategy where you select wood as building material.
2. Be brave, and start building wooden housing areas etc.
3. Think about the comfortability and functionality - these aspects guarantee the success.
4. It is possible here, since it is possible elsewhere
5. The only limitation in the wooden buildings is our imagination.
6. We should break down the old rules, legislation and support mechanisms that hinders the progress.
7. Knowledge in public tendering should be highlighted.