



Boosting European Citizens' Knowledge and Awareness
of Bio-Economy Research and Innovation

Co-creation workshop results

Co-creation workshops in
Finland in 15.11.2018 and
27.11.2018



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1st workshop - thursday 15.11.2018

Time and place: 13.00-16.00 at Sokos Hotel Alexandra, Jyväskylä, Finland

Number of participants: 15

Guest speaker: Sirpa Kärkkäinen, Finnish Forest Association – “How to make forest bioeconomy and innovations interesting with communications”

Goals: To recognize what participants know about wood-based materials and products and what kind of information would consumers need in order to make sustainable choices.

Results by using the brainstorming method

What kind of wood-based products are used?

- Most applications were recognized in construction and renovation and also in household items such as different paper products and kitchen utensils.
- Wooden products are also being purchased as furnitures, jewellery and games.
- Recognized that derivatives from wood can also be used in food and fuel.
- Wood-based products are being chosen because of their material, origin and ecological aspects.

Where should wood be used more/what should be replaced with wood material?

- **In living and renovation:** Wood construction should be increased. Wood should also be used more in renovation, decoration and energy production.
- **In textiles and clothes:** Different wood-based textiles such as clothes and linen should be in the markets. Interesting items would also be shoes, helmets and eyeglasses made from wood.
- **In technical applications:** Wood-based technical applications such as phones, computers, cars and solar panels would be interesting.
- **In consumables:** Wood to replace plastic in disposable consumer goods, such as straws and toothbrushes, and in packaging materials in food and cosmetics.
- Especially recyclable and biologically sustainable products, that replace non-renewables, are interesting.
- Production chains need to be more transparent: information and origin of wood-based products and derivatives should be visible for consumers in the products. It would also be interesting to see from a map application where the wood has been logged. Attention should be paid into making products recyclable and reusable and the related communications should be easily understandable.
- The discussion emphasized that people should only buy what is needed and they should first consider if borrowing or sharing would be possible. Communication is important tool in making an influence on consumer behavior.

What kind of communication is interesting and influential?

- Authentic stories
- Expertise and credibility
 - The use of information based on facts
 - Open access to information
- Recommendations
- That the product is ecological, local and healthy
 - Labels
- Humour and unexpected turns

At the moment, what's good and what's bad when communicating about wood-based products and materials? Does it reach a wide audience?

- **Food packages:** Good is that many actors have realized that packaging can add more value to the product. Bad is that there might be greenwash or misleading of consumers. Marketing of wood-based products reaches a wide audience. Marketing needs to be informative, honest and based on facts.
- **Wood construction:** The communications has been good in highlighting that wooden houses bind carbon dioxide for a long time and that they usually have good indoor air quality. Bad is that communications can be based mainly on advertising that is based on mental images. More information would be needed about the effect of fire retardants onto the carbon footprint of wood construction. Facts about environmental impacts and air quality of wood construction should be brought into light when advertising.
- **Textiles:** Good is that the communications about textiles has reached a wide audience. Bad is that these products aren't yet available or it is unlikely that they would be commercially available very soon for ordinary consumers. When marketing wood-based textiles, it would be important to showcase the same facts from similar (cotton etc.) products in order to make it easier for a consumer to compare these different products.

From what wood-based products and for whom we should communicate and why?

- **Youngsters:** It's important to spread the message for youngsters because it might be difficult for them to recognize different materials and to compare them. The good qualities, energy efficiency and ecological aspects of wood are the main issues that should be used when communicating with youngsters. It should be also highlighted that wood is also a way to avoid and reduce micro plastics. Especially wood-based clothes, electronics and items related to household might be interesting to them.
- **Grandparents:** An important target group because they have a lot of purchasing power. When trying to influence their consumer behavior, the responsibility of future generations should be highlighted (climate change). Also traditions might be important for them and because of that they might be interested from wooden toys and construction from wood.

- **Immigrants:** A growing part of the population and they have growing buying power. Alternative options for wood use can also be attained from other cultures.
- **Politicians and officials:** Education and especially wood construction is the bottle-neck of wood expertise in Finland

What products should be replaced with wood-based materials?

- **Construction and renovation:** Increase of wood construction to reduce the use of concrete. Also replacing decorative elements and paints into wood-based.
- **Textiles, clothes and garments:** To replace, for example, leather with wood-based materials.
- **Consumables:** Replacing plastic packages and consumables, such as kitchen utensils, with wood-based options.
- **Helmets and shielding:** Traditional shielding equipment contain lots of styrofoam which could be replaced with wood-based materials (e.g. Woodcast and foam forming)

2nd workshop - tuesday 27.11.2018

Time and place: 16.00-19.00 at the campus of JAMK University of Applied Sciences, Jyväskylä

Number of participants: 14

Guest speaker: Roosa Blom, entrepreneur and a blogger – “What kind of knowledge affects one’s everyday choices?”

Goals: To recognize different ways how we can reach out to four given (age and sex) target groups and how we should do communications about bioeconomy and wood-based products in order to reach them.

Results by using the Avatar and Future Scenarios methods

Jani, 17

- Young city dweller in Jyväskylä who goes school and likes to hang out with his friends, do sports and play computer games.
- Uses the Internet mainly to play e-games or to follow social media.
- **Interesting events and activities:** Events related to his sport hobby. Also all kinds of e-sports-tournaments, Youtube-streaming and watching other e-games via Internet.
- **What wood-based products could he use?**
Furniture, sport equipments (stick), books



- **What does he think about sustainable development or bioeconomy and what motivates him?** Not so interested. Best way to influence Jani's consumer behavior is through a friend or other close person to him or to influence him via an idol.
- **What obstacles are there when trying to reach him?** He follows mainly social media and his source criticism may be poor.
- **How should we do communications about bioeconomy and wood-based products in order to reach him?** through new social media channels and influential persons acting there. Also through games.

Alina, 27

- Young city dweller in Jyväskylä who lives in a row house and who is interested in sports, wellbeing and new trends.
- Finds information from the Internet, womens' magazines, blogs and social forums.
- **Interesting events and activities:** Trade shows and lectures focused on wellbeing, festivals, theme cruises and girls' nights.
- **What wood-based products could she use?** Decorative elements, kitchen utensils and terrace furnitures. The source of packaging material isn't important to her when deciding what to buy but, for example in cosmetics, she thinks it's a good bonus.
- **What does she think about sustainable development and bioeconomy?** Sustainable development and bioeconomy sound great but she doesn't fully understand their meaning. She may become interested but not really concerned about these issues. She comes across with bioeconomy in her daily life (e.g. super foods) but she doesn't realize it.
- **What motivates her in sustainable development and wood-based products?** Sustainable development isn't one of her values in life. Alina follows trends and if sustainable development is trendy, Alina wants to apply it to her life. The price of the product is a major issue, which affects Alina's decisions as a consumer.
- **What obstacles are there when trying to reach her?** She doesn't want to be different than others and she needs social pressure to be motivated. Source criticism is an obstacle and she might be vulnerable to greenwash.
- **How should we do communications about bioeconomy and wood-based products in order to reach her?** Through social media "trendsetters" and influential persons, lifestyle blogs, womens' magazines and through different events focused on wellbeing. Alina is interested about issues that can have an impact on her wellbeing (e.g. micro plastics) – the best way to reach out to her is with the message: "good for you and nature".



Jarmo, 47

- Middle-aged family man living in his own house in Jyväskylä. He is interested in sports (especially icehockey), electronics and fishing.
- Finds information through traditional media (TV news and magazines).
- He has prejudices towards recycling – he thinks it's pointless because all of the garbages end up in the same garbage truck.
- **Interesting events and activities:** Icehockey games (JYP), sport events and events related to children's hobbies.
- **What wood-based products could he use?** Technical clothes, Hifi-products, sponsor products in sports events.
- **What does she think about sustainable development and bioeconomy?** He thinks sustainable development doesn't concern him but in fact, he acts pretty much by it's principles. It's hard for him to understand the big picture and how forest bioeconomy relates to sustainable development.
- **What motivates him in sustainable development and wood-based products?** Positive economical effects and promoting domestic products and services. Communications about bioeconomy/sustainable development should be done by a credible source and the credibility of the actor is created through their status and appearances.
- **What obstacles are there when trying to reach him?** Criticism towards everything new and his rigid opinions. He is not easily reachable through social media and he doesn't take part in social dialog within the society. His opinions are based mainly on the information he gets from the TV and magazines.
- **How should we do communications about bioeconomy and wood-based products in order to reach him?** Through articles and interviews in trade magazines, through trade shows and sponsors of sports clubs.



Riitta, 67

- Pensioner living in a small town in Saarijärvi who has two cats and who likes travelling and mushroom-picking.
- Finds information from books and magazines. She has also learned how to utilize Internet and tablet to search information but she lacks source criticism.
- **Interesting events and activities:** Taking part in the activities of local associations, the Martha Organization (Finnish home



economics organization), events in adult education centre, culture events and grand-childrens' school and hobby events.

- **What wood-based products could she use?** Renovation and decorative elements for her house and summer cottage, kitchen and garden utensils, pottering stuff, health food.
- **What does she think about sustainable development and bioeconomy?** She has gotten accustomed into economical way of life and she avoids disposable usage of items. She acts by the principles of sustainable development even though she doesn't pay attention to it nor does she relate herself into the term.
- **What motivates her in sustainable development and wood-based products?** Instead of terms such as sustainable development and bioeconomy we should highlight ways of acting and that natural resources should be spared also for the future generations.
- **What obstacles are there when trying to reach her?** Traditional things feel more secure to her; she's not exactly an early adopter.
- **How should we do communications about bioeconomy and wood-based products in order to reach her?** Through familiar and trustworthy communication channels such as theme events of local associations, articles in familiar magazines and through well-known (finnish) brands that promote bio-based (e.g. Marimekko).

Visualizations of the avatars and their interests can be used in communication and outreach activities.