



European Network of Regions On Sustainable WOOD mobilisation

Roadmapping methodology in ROSEWOOD

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Steinbeis 2i GmbH

ROSEWOOD Final Event

Florence, 15th-16th January 2020

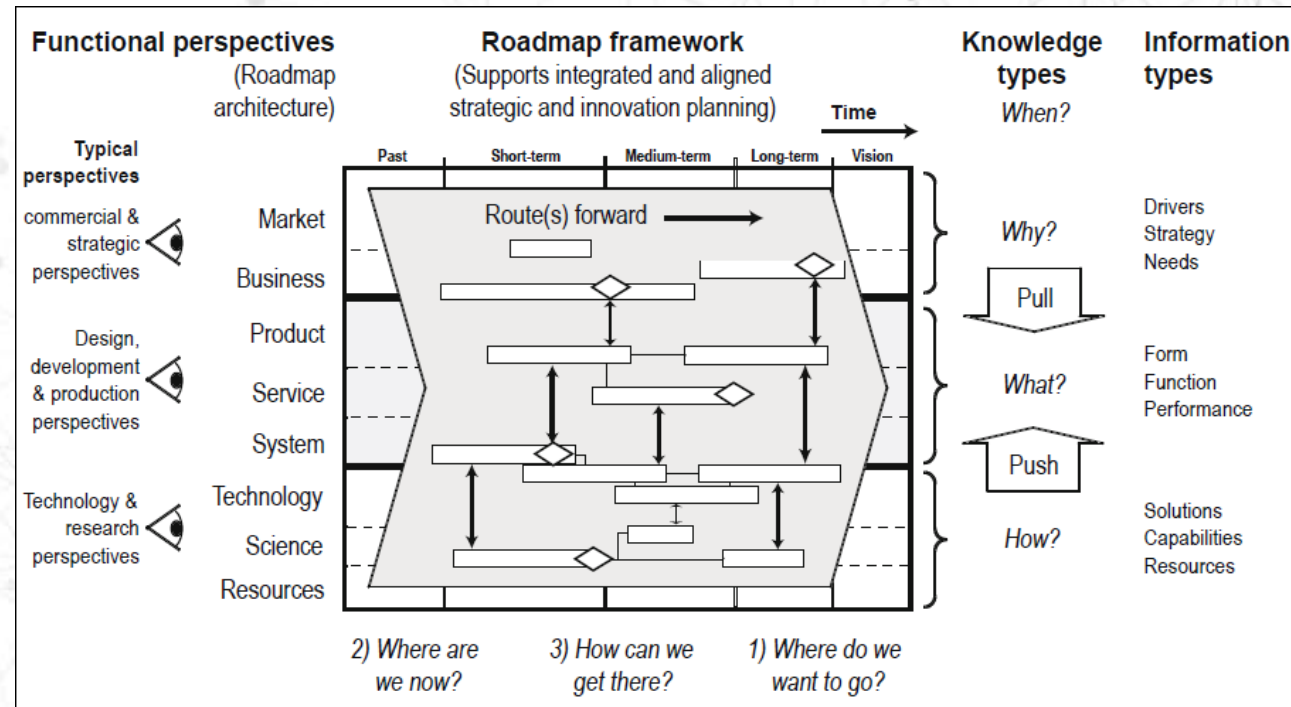


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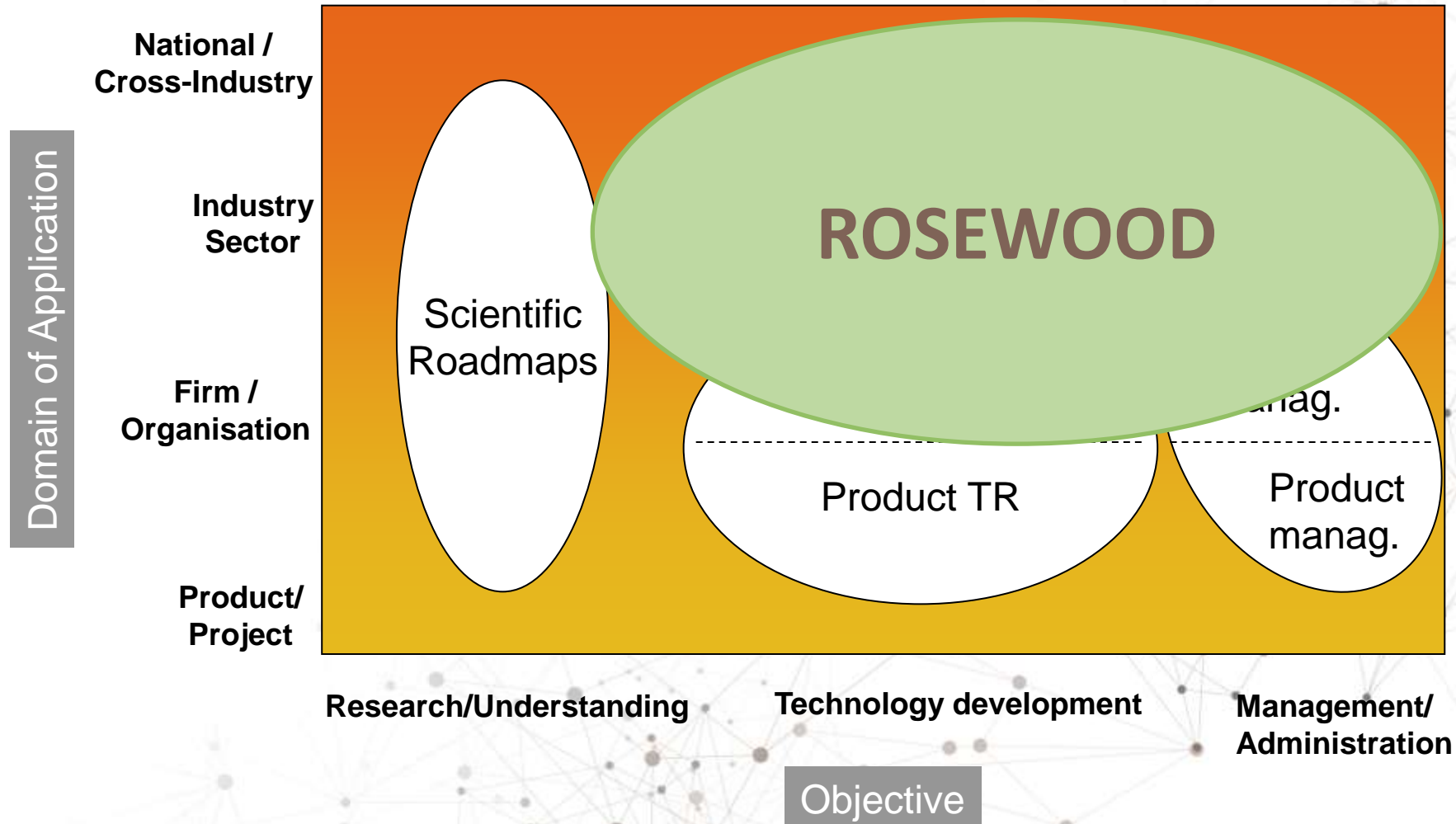
ROADMAP: STRATEGICAL DOCUMENT AND PROCESS

- Support the development, communication and implementation of technology and business strategy → technology and business management
- Time-based chart, including both commercial and technological perspectives, associated with detailed report
- Account taken to evolution of society, markets, products and technologies to be explored, and linkages between the various perspectives

Technology Roadmapping:
linking technology resources to business objectives, Robert Phaal, Clare Farrukh and David Probert, University of Cambridge



ROADMAPS

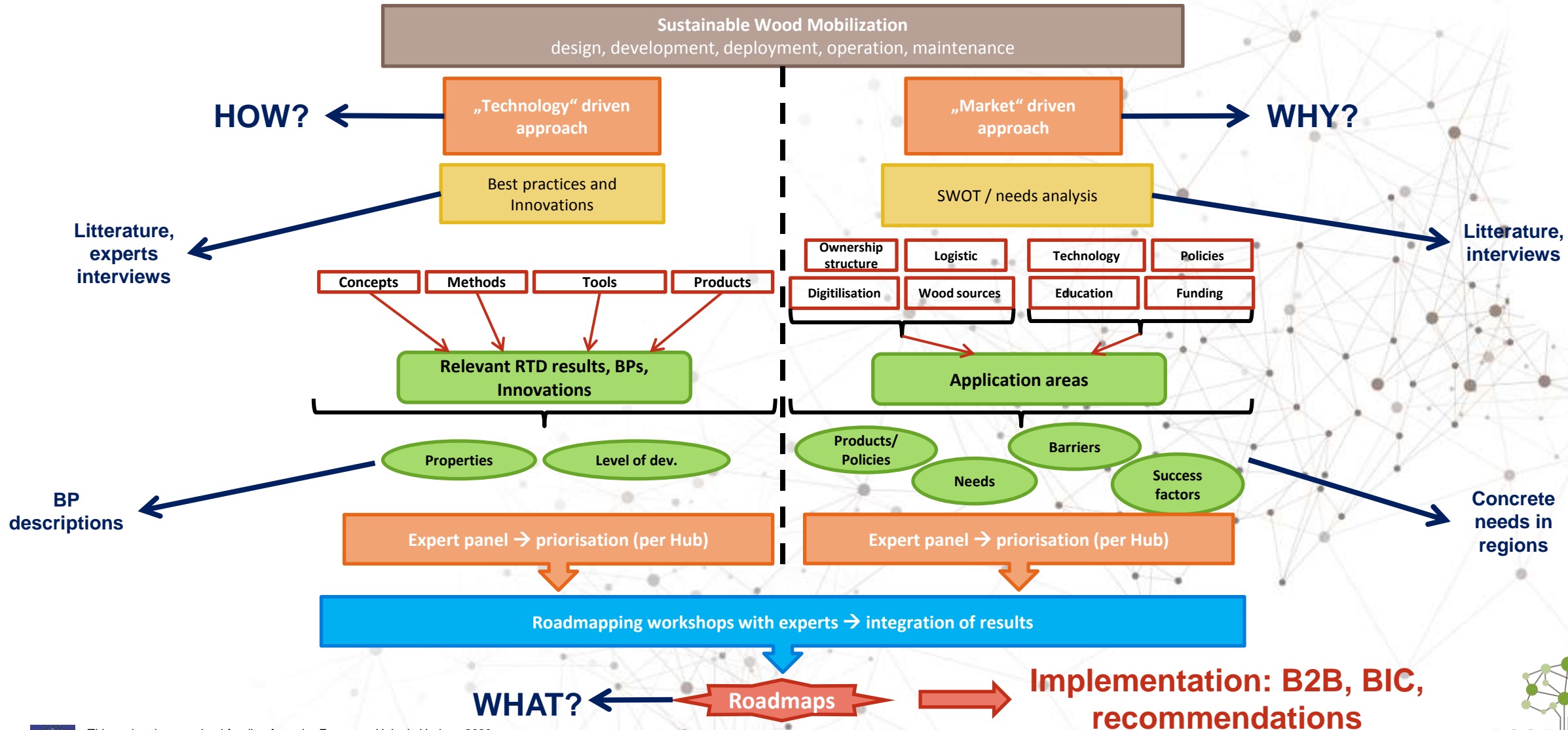


ROSEWOOD ROADMAPS

- Tool to identify most relevant best practices and innovations around Europe
- Improve mobilization of wood at different levels: companies, industry, political level
- Best practices dealing with technological improvements but also management, education & training, networking, etc
- Aiming at improving knowledge transfer between European regions with common interest
→ each region selected the most relevant best practices from other regions
- Not aiming to present a timeline for implementation, but present the readiness level



GENERAL METHODOLOGY



3 DIFFERENT INTER-RELATED STEPS

Phase 1: Data collection & analysis

- Examination (and description/assessment) of most relevant RTD+I results of European projects, recent scientific papers, studies, best practices in place, innovative products on the early market
- Identification of needs, barriers and opportunities in industrial sectors via SWOT and interviews
- Validation and completion of data collection via Expert panel

Phase 2 : Roadmapping

- Roadmapping workshops to integrate results of phase 1
- Development of Roadmaps for each hub, containing knowledge to be transferred from other hubs
- Building of a common view and set recommendations

Phase 3: integration in context

- Integration of roadmaps by setting Business idea creation workshops
- Dissemination through workshops and final event















RESULTS TO BE PRESENTED NOW

AVAILABLE AS REPORTS

WWW.ROSEWOOD-NETWORK.EU

Downloads

ROSEWOOD Roadmaps for Targeted Transfer of Best Practices and Innovations 	ROSEWOOD Roadmap North Europe Hub 	ROSEWOOD Roadmap East Europe Hub 	ROSEWOOD Roadmap Central Europe Hub 
ROSEWOOD Roadmap South Europe Hub 	ROSEWOOD Analysis Report - Best practices and innovations for timber mobilisation in Europe 	ROSEWOOD Coaching Methodology and Toolbox for better exploitation of best practices and innovations 	ROSEWOOD project flyer 
ROSEWOOD press release 1/2018 	Sustainable Wood Mobilisation Best Practice & Innovation description template 	ROSEWOOD Membership Form - East Europe Hub 	ROSEWOOD Membership Form - South Europe Hub 



AVAILABLE AS WEBPLATFORM (ONLINE ROADMAPPING TOOL)

[HTTPS://MAPVIEWER.ROSEWOOD-NETWORK.EU/](https://mapviewer.rosewood-network.eu/)

HOME THE ROSEWOOD PROJECT MAP ▾



BEST PRACTICES & INNOVATIONS
⬆

Country	Region	Type	Domain
Select one ▾	Select one ▾	Select one ▾	Select one ▾
FILTER			

Results
⬆





BEST PRACTICES & INNOVATIONS



Country: **Germany** | Region: **Baden-Württemberg** | Type: **Best practice** | Domain: **Communities / networks**

Communities / networks
 Construction
 Digitalization, data security, IT driven solutions
 Employees / education


Results

Show entries: **10** | Search

Title	Country	Region	Type	Domain	Actions
"Forst und Holz Allgäu-Oberschwaben - WIR GmbH"	Germany	Baden-Württemberg	Best Practice	Communities / networks Employees / education	
"Forstwirtschaftliche Vereinigung Schwarzwald eG (FVS eG)"	Germany	Baden-Württemberg	Best Practice	Communities / networks	



Best Practices & Innovations



"Forst und Holz Allgäu-Oberschwaben - WiR GmbH"

Type:
Best Practice

Domain:
Communities / networks, Employees / education

Source of wood:
Woodland/Forest

Description Assessment

Location:
Allgäu (Germany)

Implementers:
Landkreis Ravensburg Bauernverband Allgäu Oberschwaben e.V. Stadt Leutkirch-Stadt Wangen Landratsamt Ravensburg Holzwerk Gebr. Schneider Weizenegger GmbH Berufsbildungswerk Adolf Aich GmbH

Actual status:
Running

Approach:
Forst und Holz Allgäu-Oberschwaben is a joint project of communities, municipals, companies and planners to strengthen the network along the value chain. It also serves as an informative platform on a regional level. The top goal is to spread the excitement for wood. Other main goals are:
Secure the usage of wood from local forests and provide wood produced by a sustainable forestry
Working together to promote wood usage in the Allgäu-Oberschwaben region
Increase the benefit by strengthening the regional chain of custody.

Main results:
Accomplishment of several projects along the chain of custody focusing on the regional added value.

Lessons learned:
The personal contact and trust is the key to improve regional networks successfully.

Contact information:
forstundholz@allgaeu-oberschwaben.net

Link to website:
<https://www.forst-und-holz-allgaeu-oberschwaben.de/>

PDF CLOSE



THANK YOU FOR YOUR ATTENTION!



Contact & Information

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