



## Press Release

# European forest-based sector launches its Strategic Research and Innovation Agenda 2030

**HELSINKI, 27 November 2019** – The European forest-based sector today launches its [Strategic Research and Innovation Agenda \(SIRA\) 2030](#) at the annual conference of the Forest-based Sector Technology Platform (FTP) in Helsinki. The agenda provides a holistic roadmap for the European research and innovation to tackle the current major societal challenges facing Europe. The one-day conference is organised under the auspices of the Finnish Presidency of the Council of the European Union.

*"Forests can provide solutions to the global challenges. Growing forests have an immense uptake of CO2 emissions. Using fibre-based products that substitute the products from oil and coal will provide a solution to climate and microplastics issues as well as provide jobs and economic development in all parts of Europe. In our innovation platform, we demonstrate possible solutions that will better fit the Sustainable Development Goals outlined by the United Nations.",* said Lena Ek, Chair of the board of FTP and Södra.

With a mission to achieve the [10 FTP Vision Targets by 2040](#), which was introduced last year, SIRA 2030 identifies for each vision target the challenges that require significant efforts in research and innovation. Accordingly, close to 50 challenges have been identified. For each challenge, SIRA 2030 identifies important examples of research and innovation activities needed to tackle the challenge. The 10 focus points of the agenda include:

1. Sustainable forest management, biodiversity and resilience to climate change
2. Increased, sustainable wood production and mobilization
3. More added value from non-wood ecosystem services
4. Towards a zero-waste circular society
5. Efficient use of natural resources
6. Diversification of production technologies and logistics
7. Purposeful, safe jobs and links between rural and urban region
8. Renewable building materials for healthier living
9. New fibre-based products and 80 per cent lower CO2 emissions
10. Renewable energy for society

*"Making Europe the world's first climate-neutral continent is within reach but requires more innovative initiatives and research-based actions. SIRA 2030 will play an important role in reaching EU climate and energy policy objectives and the discussion on more*



*ambitious emission reduction targets for 2030.*", said Johan Elvnert, Managing Director of FTP.

Forest volumes continue to grow across the EU which provides great resources for Europe to tackle climate change and develop a circular bioeconomy. While sustainable forest management ensures the resilience and vitality of ecosystems, the increasing production of wood-based products provides more recycled and environment-friendly options to consumers in their daily lives. By 2040 material collection rates of forest-based products are expected to increase to 90% and our reuse and recycling would account for 70% of all recyclable material. This circular economy stores carbon and substitutes more energy-intensive materials. With the launch of SIRA 2030, the forest-based sector is ready to take the lead in ensuring a climate-neutral and prosperous Europe.

*"The public-private partnerships built across the various sectors of the forest-based industries, the European research landscape and the EU government have provided for extraordinary success stories in innovation and have attested to the emergence of solid foundations for new, sustainable and cross-industrial ecosystems. SIRA 2030 is proof of committed teamwork between industry, research, and governments across economic, geographic, and cultural boundaries.*", said Timo Jaatinen, Director General of the Finnish Forest Industries Federation.

Together with the launch of SIRA 2030, the FTP conference 2019 gathers policymakers, researchers and the European forest-based sector to discuss further the challenges and priorities in view of Horizon Europe.

### Contact for more information:

Johan Elvnert  
Managing Director, FTP  
+32 (0)2 239 23 03  
[johan.elvnert@forestplatform.org](mailto:johan.elvnert@forestplatform.org)

Diem Tran  
Communications Officer, FTP  
+32 (0) 2 239 23 08  
[diem.tran@forestplatform.org](mailto:diem.tran@forestplatform.org)

### About FTP

The Forest-based Sector Technology Platform (FTP) is a [European Technology Platform \(ETP\)](http://www.forestplatform.org) dedicated to the forest-based sector. It is the meeting place for industry, forest owners and public authorities, to discuss and build up a critical mass of knowledge on common research and innovation needs for the sector, and to decide on the best ways to cooperate. FTP's mission is to advance the competitiveness and sustainability of the sector through innovation.

More information: [www.forestplatform.org](http://www.forestplatform.org)