

KÄPY & WOOD VISION 2025  
PROJECTS' FINAL SEMINAR

# MAINSTREAMING WOOD IN URBAN BUILDINGS

A matter of strengthening  
collaboration and creating  
new connections?

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DECEMBER 3, 2019 | 13-17 |  
TIETEIDEN TALO  
(KIRKKOKATU 6), HELSINKI





UNIVERSITY OF HELSINKI  
FACULTY OF AGRICULTURE AND FORESTRY

**HELSUS**  
HELSINKI INSTITUTE OF SUSTAINABILITY SCIENCE



# SIGN UP!

**REGISTRATION IS OPEN UNTIL  
NOVEMBER 20, 2019**

**You are cordially invited in the final seminar of the KäPy and Wood Vision 2025 projects. The seminar offers an opportunity to learn about and discuss new research results on wooden multi-storey construction in Finland and beyond, including its business, policy and consumer aspects.**

**The seminar is open for all and free of charge, but please register at:  
<https://elomake.helsinki.fi/lomakkeet/100561/lomake.html>  
soonest as the seats are limited.**

**Warmly welcome!**

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Main funders

**BUSINESS  
FINLAND**

  
**METSÄMIESTEN  
SÄÄTIÖ**



Ministry of Agriculture and Forestry of Finland





# PROGRAM

## 13:00-13:15 Welcome

**Opening words** - Professor Katja Lähtinen (LUKE)

**Welcome words** - Dean Ritva Toivonen (UH) and a representative of the KäPy project's supervisory board

## 13:15-14:00 Keynote

**Modern wood construction - Enhancing sustainability in the built environment** - Professor Anders Nyrud (NMBU)

## 14:00-14:20 Break - Coffee & Snacks

## 14:20-15:50 Presentations by UH researchers

**Long-term collaboration and (lack of) stakeholder involvement - A Business Ecosystem approach to three Finnish WMC projects** - Doctoral trainee Noora Miilumäki

**Wood in housing - Residents' views, experiences and future visions** - Post doc Eliisa Kylkilahti

**Comment** by Programme director Petri Heino (Ministry of Environment)  
**Discussion**

**Institutional and policy frameworks in support of WMC market growth?**

**Comparing Finland and Austria** - Post doc Heini Vihemäki

**Challenges with WMC in Finland: key perceptions from municipal civil servants** - Doctoral trainee Florencia Franzini

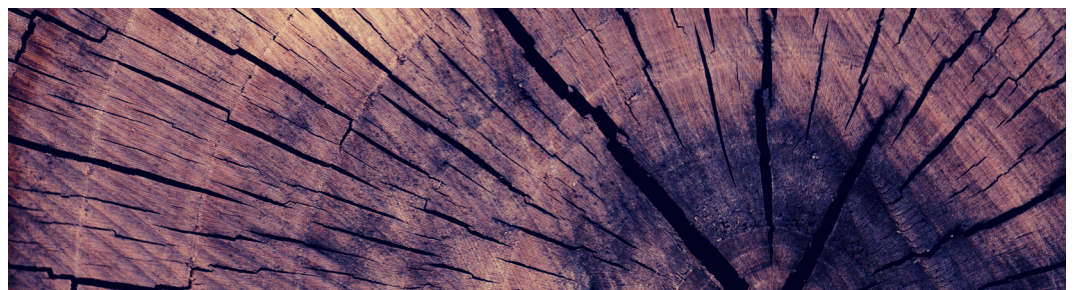
**Comment** by Project researcher Jaakko Jussila (University of Vaasa)  
**Discussion**

## 15:50-16:00 Closing words

**Note by a funder** - Deputy Director Liisa Saarenmaa (Ministry of Agriculture and Forestry)

**Thank you note** - Professor Anne Toppinen (University of Helsinki)

## 16:00-17:00 Cocktails and networking





# Key note speaker



## ANDERS Q. NYRUD

Prof. Anders Q. Nyrud conducts research on and teaches Wood Technology and Forest Business at Norwegian University of Life Sciences (NMBU). His research focuses on aspects that influence the economic performance of the Norwegian forest sector, and contribute to increased value added and profitability of the forest industry. Prof. Nyrud is particularly interested in studying the relationship between raw material properties, industrial production processes and market requirements for final products and their attributes, including functional, aesthetic and psychological ones.