



HOW DOES AN ESTABLISHED PULP AND PAPER BUSINESS FIELD TRANSFORM TOWARDS SUSTAINABLE CIRCULAR BIOECONOMY?

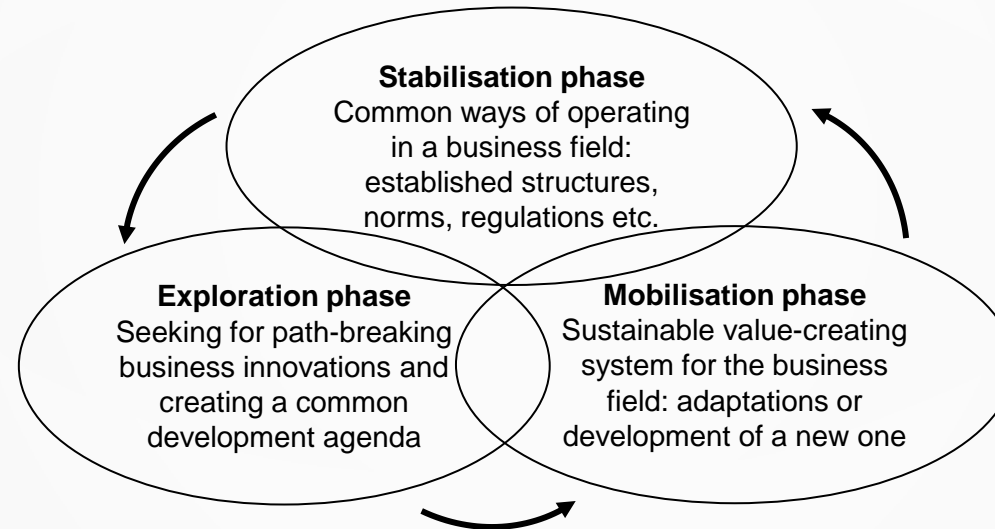
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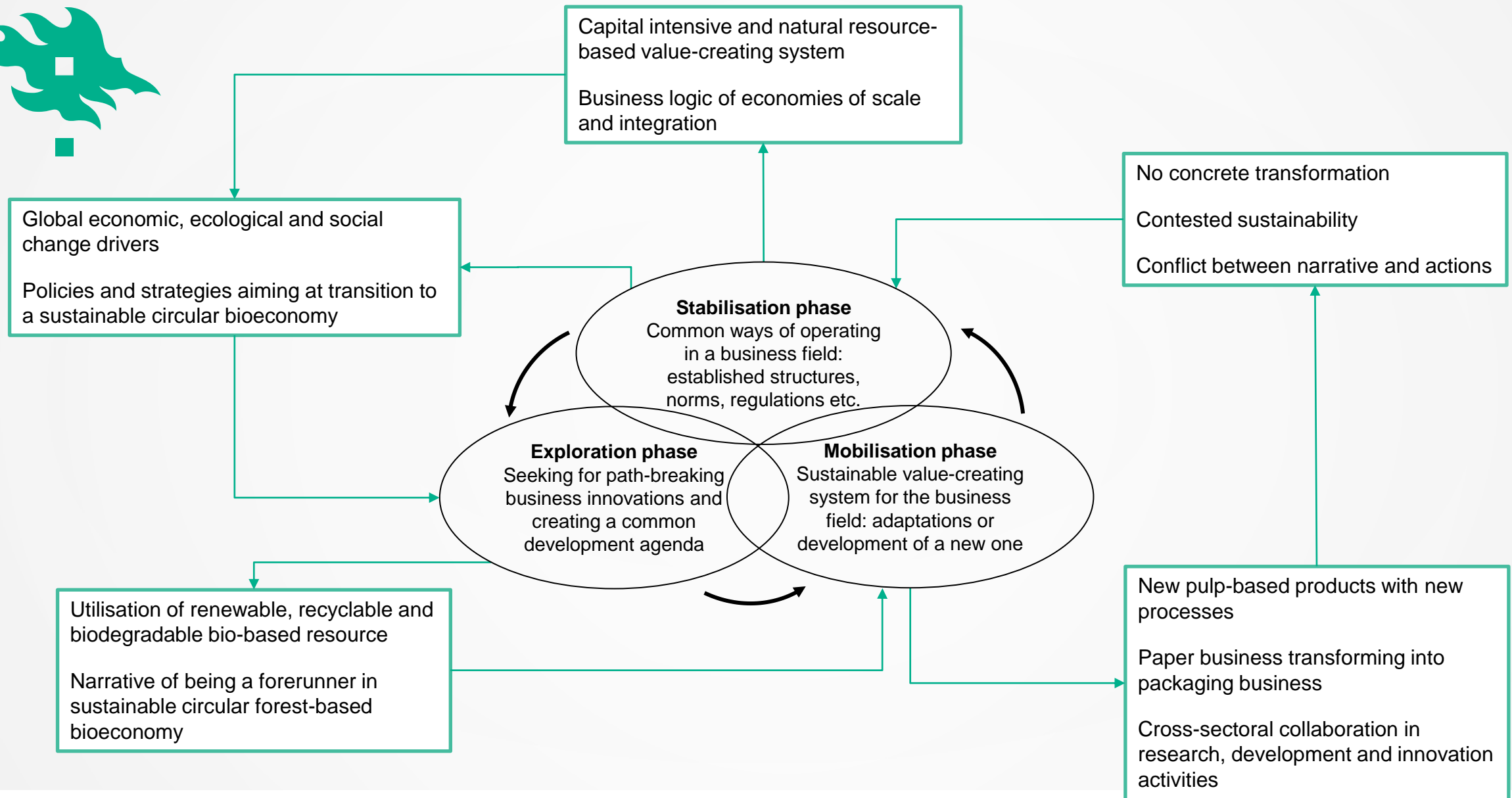
Plenary session 2. Bioeconomy 22 September 2022



BUSINESS ENVIRONMENT'S (TRANS)FORMATION CYCLE



Modified from Möller, Nenonen & Storbacka. 2020. Networks, ecosystems, fields, market systems? Making sense of the business environment. *Industrial Marketing Management*, 90: 380–399.





WHAT SHOULD THE BUSINESS FIELD DO TO TRANSFORM TOWARDS SUSTAINABLE CIRCULAR BIOECONOMY?

- Value creation logic should be holistically sustainable, collaborative and cross-sectoral
- To create a truly common sustainable development agenda different stakeholders should be engaged
- Strategic foresight could be utilised to advance collaborative exploration of new business opportunities



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THANK YOU!

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Reference:
Möller, Nenonen, Storbacka. 2020. Networks, ecosystems, fields, market systems? Making sense of the business environment. *Industrial Marketing Management*, 90: 380–399.