



**BOKU**  
**UNIVERSITY**

**Stojan Ivanović, MSc**

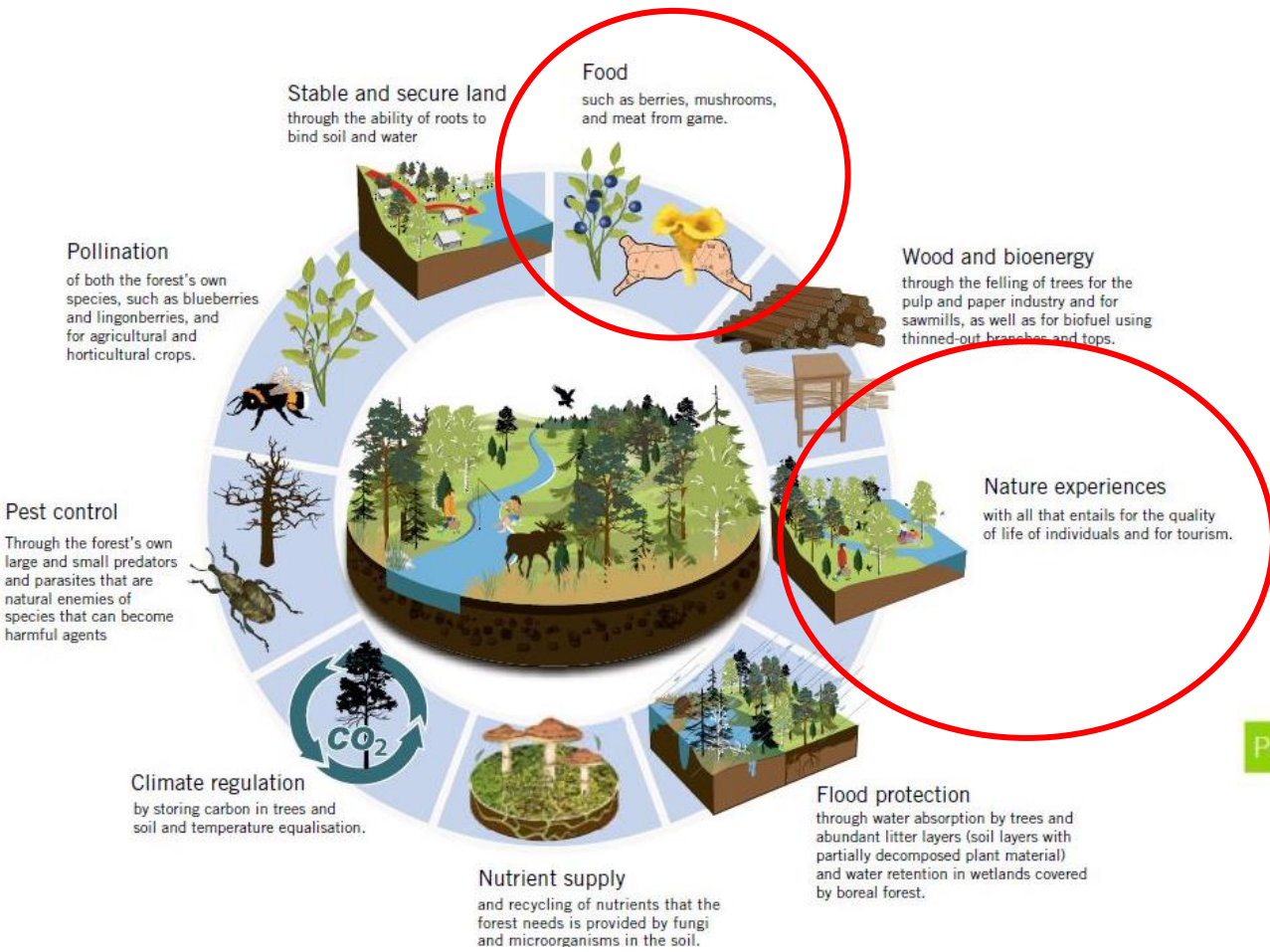
*Institute of Forest Environment and Natural  
Resource Policy,*

*BOKU University*

**Innovations in Forest-  
Based Bioeconomy**

# What is forest bioeconomy?

## Ecosystems Services



## Bioeconomy



## PROGRESSION OF FOREST VALUE



Forest-based enterprises increasingly create memorable, place-based experiences rather than only selling physical NWFPs

## EXPERIENCES CO-CREATED WITH VISITORS



- Engagement
- Participation
- Immersion
- Emotions

Tourism, foraging walks, workshops  
craft courses = user-led innovation



## HIGHER VALUE THROUGH HEDONIC UTILITY

Visitors pay more for meaningful, memorable experiences (Kahneman, 2003; Chang, 2018)

## „TOTAL CONCEPT“ IN FORESTRY EXPERIENCES

(Sundbo et al, 2013)



Products



Services



Storytelling



Cult-  
Context



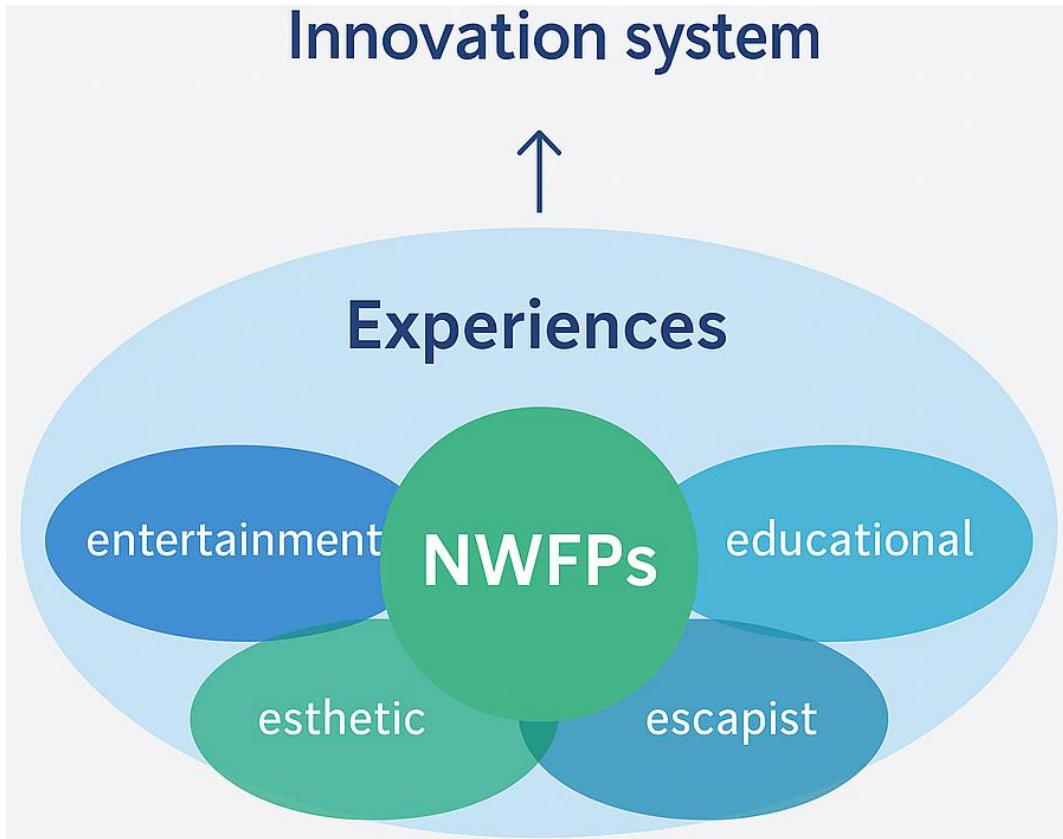
## HIGHER VALUE THROUGH HEDONIC UTILITY



Visitors pay more for meaningful,  
memorable experiences

Experience  
Economy as a  
Driver of  
Innovation in  
Non-Wood  
Forest  
Products  
(NWFPs)

# Four Realms of Experiences in NWFP innovation (Pine & Gilmore, 1999)



- Entertainment: demonstrations, festivals, tasting sessions
- Educational: foraging courses, identification workshops
- Escapist: immersive forest walks, guided harvesting
- Aesthetic: landscape appreciation, forest retreats

UK – one person company

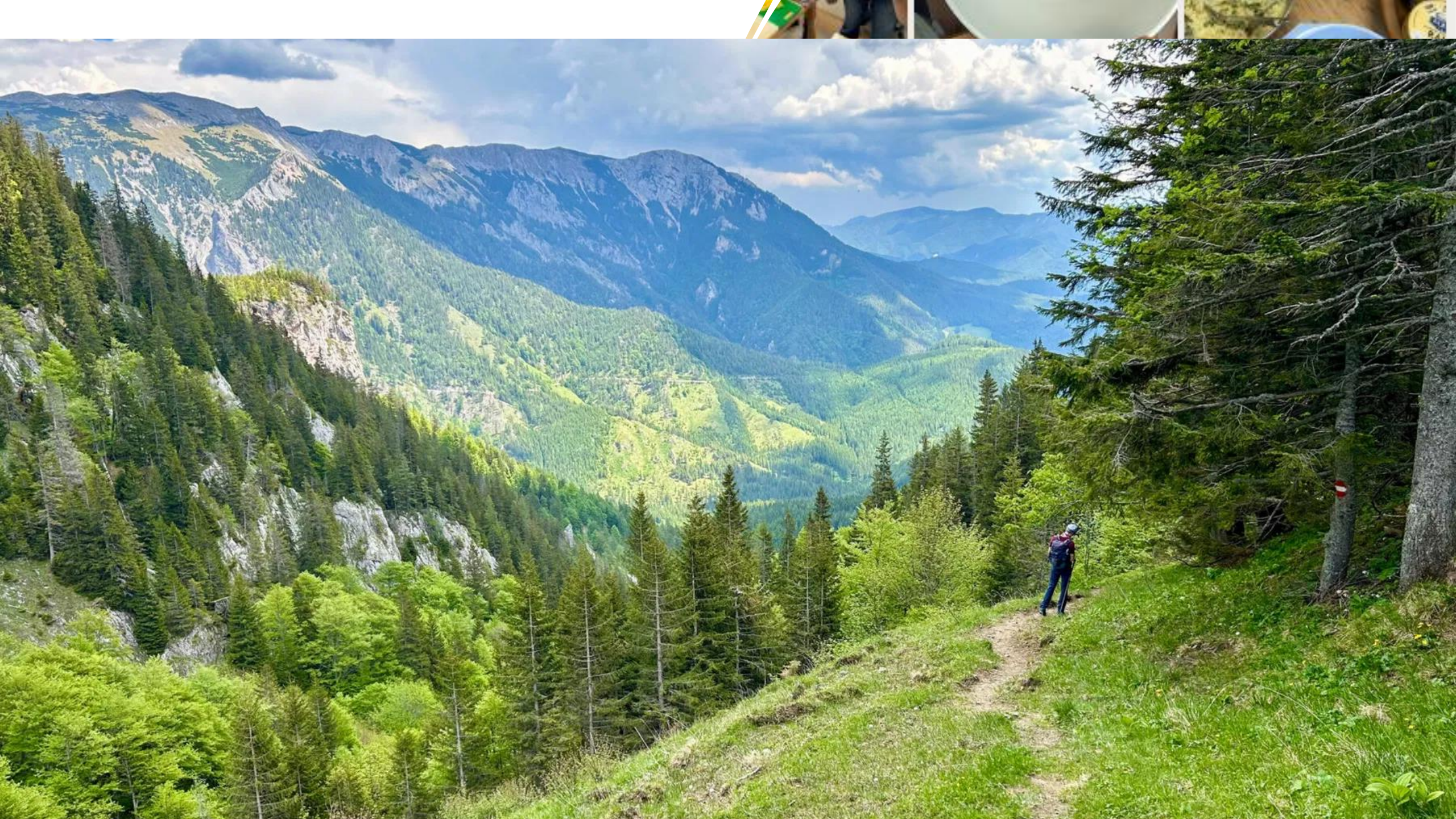


# Wild Pickings

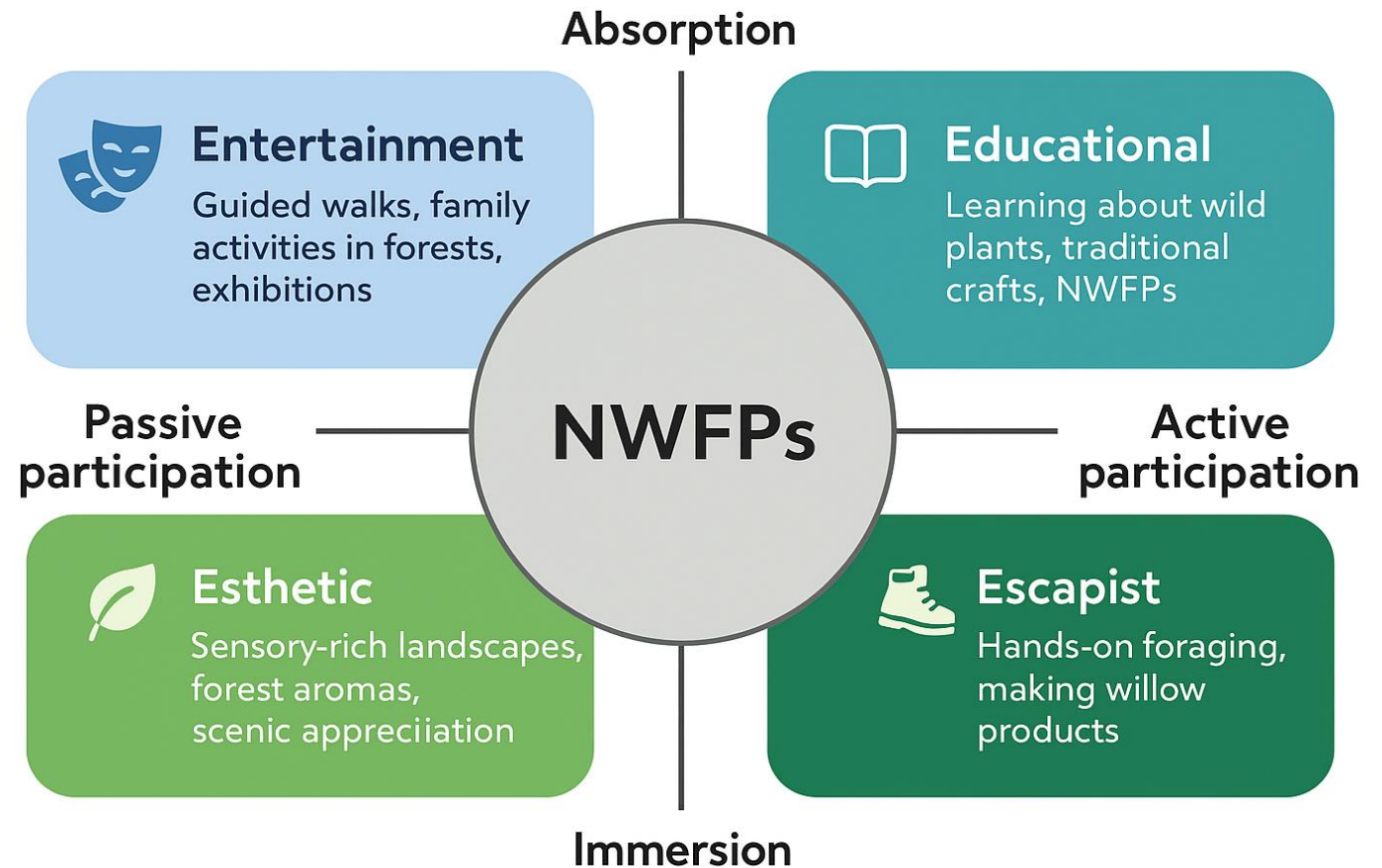
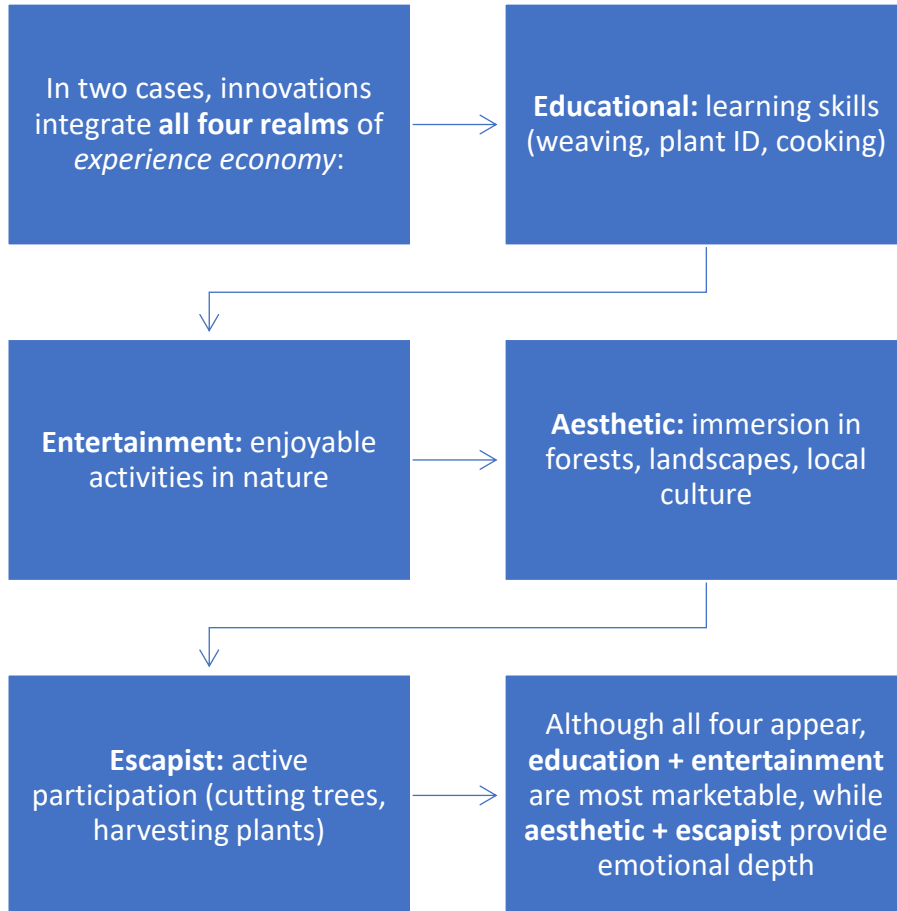
A Celebration Of Wild Botanicals



- **Wild Pickings – UK (One-person NWFP company)**
- Wild food products (jams, pickles, preserves)
- Foraging walks & workshops
- Cookery demonstrations
- Collaboration with local markets, festivals & small businesses
- Seasonal product innovation (new flavours each year)



# Four Experience Types Are Always Combined





# Why These Innovations Succeed

- ◆ **1. Strong personal motivation of entrepreneurs**  
Owners are highly passionate, skilled, and embedded in local culture.
  - ◆ **2. Co-creation with consumers**  
Value emerges through direct consumer participation — picking, weaving, crafting, cooking.  
No two experiences are identical.
  - ◆ **3. Use of cultural heritage and local identity**  
Products gain value from authenticity, tradition, and connection to place.  
("Taste", "story", "skills", regional identity)
  - ◆ **4. Flexibility & seasonality management**  
Entrepreneurs diversify offerings to match seasons and local conditions.
-  The innovations are small-scale, flexible, authentic, and experience-driven — not commodity-driven.

# Task Force T50

## Building an Integrated Vision of the Forest-Based Sector within a Bioeconomy

» Task Force T50

### About the Task Force

The International Union of Forest Research Organization (IUFRO) commissioned, in early 2025, a global Task Force to describe a comprehensive science-based perspective of a forest-based sector within a bioeconomy. IUFRO is made up of the premier forestry research institutes, and the Task Force will work with this global community to develop pathways to consider for improved transition strategies, policies, and actions that reflect the myriad contributors to the forest-based sectors. The new vision, developed by the Task Force, will be based on the perceptions and views of the IUFRO member institutions, scientists, and related experts, supported by science-based frameworks that include metrics, methodologies, guidelines, with



# IUFRO Task Force T50 Building an Integrated Vision of the Forest- Based Bioeconomy

We bring together **74 members**—including experts, policy analysts, scientists, and researchers—from **around 20 countries**. Our group represents a broad range of disciplinary backgrounds such as forestry, agriculture, economics, political science, and bio-resources.

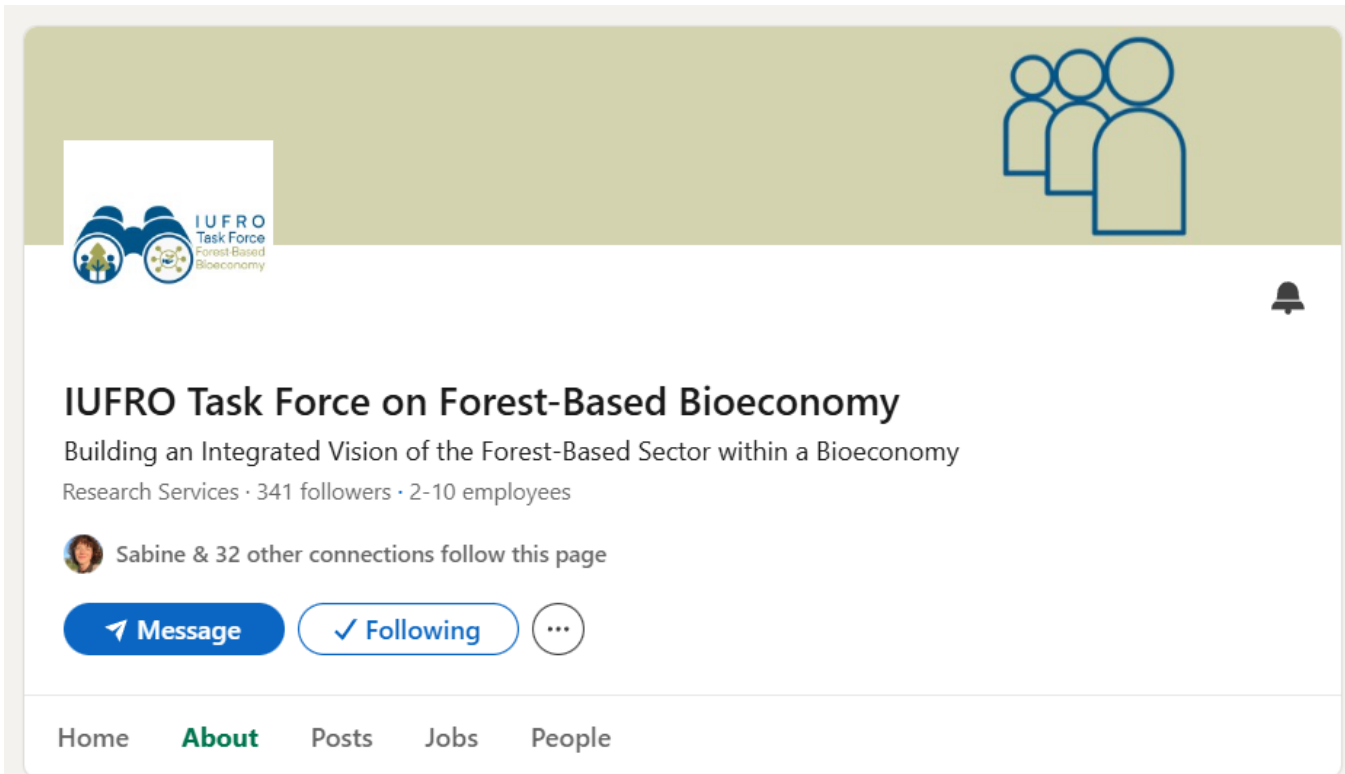
Collectively, we cover expertise in areas including:

**forestry, agroforestry, innovation, economics, value chains, ecosystem services, biodiversity, governance, urban forestry, non-wood forest products, timber, green jobs, sustainability, and the bioeconomy.**



Role	Institution	Country
Coordinator	Institute of Forest, Environmental and Natural Resource Policy, BOKU	Austria
Coordinator	Centre for Bioeconomy, BOKU	Austria
Deputy Coordinator	Institute for Bioeconomy Science	New Zealand
Deputy Coordinator	University of Eastern Finland	Finland
Deputy Coordinator	Czech University of Life Sciences Prague	Czech Republic
Deputy Coordinator	Thünen Institute of Forestry	Germany

# Join us & keep in touch!



The image shows a LinkedIn profile page for the IUFRO Task Force on Forest-Based Bioeconomy. The profile picture is the IUFRO logo. The header includes the text "IUFRO Task Force on Forest-Based Bioeconomy" and "Building an Integrated Vision of the Forest-Based Sector within a Bioeconomy". It also shows "Research Services · 341 followers · 2-10 employees". Below this, it says "Sabine & 32 other connections follow this page". There are buttons for "Message" and "Following". The navigation bar at the bottom of the profile shows "Home", "About", "Posts", "Jobs", and "People", with "About" being the active tab.

## Overview

The Task Force on Forest-Based Bioeconomy is a global IUFRO initiative that brings together leading forestry researchers and experts to describe a comprehensive science-based perspective of a forest-based sector within a bioeconomy. It will collect perspectives from IUFRO member institutions, develop methodologies, and propose practical transition pathways, policies, and actions that reflect the myriad contributors to the forest-based sectors.

### Website

<https://www.iufro.org/task-forces/t50-building-an-integrated-vision-of-the-forest-based-sector-within-a-bioeconomy>



The **IUFRO Task Force on Building an Integrated Vision of the Forest-based Sector within a Bioeconomy** explores how forest policy, governance, and innovation can support a sustainable, inclusive bioeconomy.

Led by the **EFI Forest Policy Research Network**, the Task Force brings together researchers and practitioners to bridge science, policy, and practice.

### Learn more about our work:

Visit [iufro.org/t50](http://iufro.org/t50) or scan the QR to follow us on LinkedIn.



*Join us in advancing integrated,  
policy-relevant forest research!*

### Contact:

**Ivana Zivojinovic** - [ivana.zivojinovic@boku.ac.at](mailto:ivana.zivojinovic@boku.ac.at) or  
**James Chamberlain** - [jachambe@vt.edu](mailto:jachambe@vt.edu)



Thank you!

Q&A