On the Road: DWoC 2013-2018

9th January, 2018
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The vision

- Refresh the image of cellulose to a trendy raw material
- Catalyze a dynamic ecosystem of businesses capitalizing on numerous applications of cellulose
- Develop technologies and machinery for production of new material structures from fibrous cellulosic materials
- Facilitate technology transfer and spin-off entrepreneurs to use new biomaterials
- Promote Finnish cellulose knowledge internationally
- Develop new cellulosic product concepts by combining design-driven prototyping and hypothesis-driven technology development
- Prototype concepts for architecture and building, personal assistive products and textile materials.
The journey

A five year effort of four partners
Commitment of scientists, designers and business professionals
Strong financial support, 7.9 M€, from Tekes

From initial pool, 55 ideas taken into technology and concept development and 3 into piloting
Risky

400 demo objects presented in national and international exhibitions
Business concepts created and dialogue with industry established
Target-oriented
## In figures

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<tr>
<th>Science</th>
<th>Business</th>
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<td>Scientific presentations 45</td>
<td>Technology, product, business concepts &gt; 50</td>
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<td>Scientific publications 37</td>
<td>Notifications of inventions 19</td>
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<td>Theses 10</td>
<td>Patent applications 12</td>
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<td>International exchange 52 person months</td>
<td>Technology scale-up 3</td>
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<td>Start-ups 1</td>
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<td>Media hits 19</td>
<td>Duration 4.75 y</td>
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<td>Exhibitions 10</td>
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<td>Public seminars 6</td>
<td>Resources 85 persons</td>
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<td>Audience &gt; 70 000</td>
<td>Industrial advisors 15</td>
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- **Duration**: 4.75 y
- **Funding**: 11.3 M€
- **Resources**: 85 persons
- **Industrial advisors**: 15
The transformation still requires

1. Amalgamation of designers, material scientists, engineers and business professionals. Creation of a common language and understanding.

2. Engaging the designer community. Showing the potential of cellulose materials to support design entrepreneurs as promoters of new materials.

“The DWoC project has created a globally unique cellulose knowledge platform that benefits from cross-disciplinary approach. Many of the innovative material concepts developed will create new business in the near future”
Christine Hagström-Näsi
Chairman of the DWoC Board