



# On the Road: DWoC 2013-2018

9th January, 2018  
Tiina Nakari-Setälä

DESIGN DRIVEN  
VALUE CHAINS  
IN THE **WORLD**  
OF CELLULOSE  
DWoC

# The vision

Refresh the image of cellulose to a trendy raw material

Facilitate technology transfer and spin-off entrepreneurs to use new biomaterials

Promote Finnish cellulose knowledge internationally

**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'

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



# In figures





## 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.
- 3 Coherent development of technology into business concepts. Continuous dialogue within the business ecosystem. Advocacy of start-ups.



“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