

Are Finland and Sweden different markets for urban residential construction with wood?

A joint Finnish-Swedish research project aims to analyze differences and similarities within consumer preferences, and business and municipal strategies regarding wooden multi-storey construction (WMC).

A newly started Finnish-Swedish research project aims to compare Finnish and Swedish markets on wooden multi-storey residential construction. Markets are studied from three angles, namely from consumer demand, municipal strategies, and wood construction industry business strategies. The outputs of the project are expected to highlight key barriers and enabling factors for positive WMC market development. This information should support competitive growth of the forestry-wood construction value chain, and support municipalities in developing sustainability transition in housing.

-Understanding the markets for wooden multistorey construction is limited even in Finland and Sweden. The novelty of this study is that similar consumer, municipality and business actor data are collected simultaneously from both countries in an integrated process. This enables an analysis of the two country-specific markets as one unity but also to reveal differences, explains the project leader dean Ritva Toivonen from the University of Helsinki.

Research professor Katja Lahtinen from Luke says that the market diffusion of the multistorey wooden building requires comprehensive information both on supply and demand structures in the housing markets. This comprises, for example, knowledge on how land zoning practices connect to supply of wooden multistorey homes in the markets, and how different forms of ownership are linked with demand of those homes among residents.

Professor Anders Roos from SLU underlines that country level markets in any Nordic country are rather limited from the business development point of view. Therefore it is of interest to reveal to which degree it is reasonable to understand Finland and Sweden as one WMC market.

The study focuses on a few case cities from both countries, and newly built WMC projects in these cities. In addition to consumers' home choice criteria and experiences in wooden/concrete buildings, the project contributes with an analysis of the role of wood in housing, and sustainability or low-carbon strategies in cities. The case business ecosystems will also be connected to the case cities.

The project "Building up wood construction markets with consumer knowledge, industrial and municipal strategies" is funded by the Finnish Ministry of Environment, and by the Swedish Formas. The project is carried out by The University of Helsinki, Department of Forest Sciences, Luke and SLU, the Swedish University of Agricultural Sciences.

Further information:

The project web-pages: www.slu.se/KnockOnWood.

Ritva Toivonen, University of Helsinki, [ritva.toivonen\(at\)helsinki.fi](mailto:ritva.toivonen(at)helsinki.fi)

Katja Lahtinen, Luke, [katja.lahtinen\(at\)luke.fi](mailto:katja.lahtinen(at)luke.fi)

Anders Roos, SLU, [anders.roos\(at\)slu.se](mailto:anders.roos(at)slu.se)

Photograph: Katja Lähtinen

