



3W FACTOR - WOOD YOU MIND?

Have you got the 3W Factor? WoodCircus invites well performing SMEs in the wood construction value chains to show your talent, share your success story, innovations and ideas for the future. You can win an award for your implemented efficiency solutions or current innovations in **W**ood processing, **W**ood recycling and **W**ood reuse. Your innovative solutions will be assessed by our International Expert Committee. Benefit from the European-wide publicity and communication to **showcase your singularity in the circularity!**

Launched on September 3rd 2019, the 3W Factor is a call for Europe's well performing SMEs in wood construction value chains to step forward with their outstanding best practices. It is launched by the WoodCircus project, a European initiative under the Horizon2020 programme. The project's main goal is to promote wood-based value chains as a key part of a circular bioeconomy in Europe.

CONTACT



Coordinator

VTT Technical Research Centre of
Finland Ltd
P.O. Box 1000, FINLAND 02044

Anne-Christine Ritschkoff
Anne-Christine.Ritschkoff@vtt.fi
Tel. +358 40 5149893



Co-coordinator

Institute of Technology FCBA
10 rue Galilée
77420 Champs-sur-Marne,
FRANCE

Andreas Kleinschmit von
Lengefeld
andreas.kleinschmit@fcba.fr
Tel. +33 (0)1 72 84 97 35



Call-coordinator

InnovaWood
66, Rue du Luxembourg
1000 Brussels, BELGIUM

Uwe Kies
uwe.kies@innovawood.com
Tel. +32 472 62 60 43



woodcircus.eu
[@WoodCircusEU](https://twitter.com/WoodCircusEU)
[linkedin.com/in/woodcircuseu](https://www.linkedin.com/in/woodcircuseu)

HAVE YOU GOT WHAT IT TAKES?

WoodCircus is all about forest-based products and wood construction but the 3W Factor is not limited to any specific type of production chain or technology! We are glad to welcome all kinds of innovative technological solutions from typical process improvements to more advanced solutions for resource efficiency, recycling and reuse. We are seeking through Europe and beyond to find the best implemented efficiency solutions or current innovations to be approved as best practice for the industry. Take part in shaping tomorrow's European forest-based sector!

- Is your company involved in wood processing and/or manufacturing?
- Have you come up with *the* best solution or innovation in processing and energy efficiency, or recycling and reuse of raw materials, residues, side streams or wood waste?
- Is your solution either a well performing state of the art technology or a progressive innovation with an unconventional, novel approach?

SHOW US YOUR TALENT!

The 3W Factor Proposal Form will appear on the official WoodCircus website (woodcircus.eu) on September 3rd, 2019. We'll be asking some basic information on your company (name, address, website, contact person details, short company profile) and of course a non-confidential description of your outstanding efficiency solution with some evidence provided (savings potential, efficiency gains, sustainability impacts). Should you have any questions concerning the application procedure, you can contact your Regional 3W Contact at any time.

All received proposals will be grouped by region, industry and technology and studied by our International 3W Evaluation Committee*. The Committee reserves the right to give priority to proposals that represent a group of special interest. All proposals are evaluated by the criteria of **INNOVATION** and **COMPETITIVE ADVANTAGE** and you may be contacted during the evaluation process to provide additional information.

- **'Innovation'** – Level of technology according to the state of the art, and innovativeness as a progressive approach.
- **'Competitive Advantage'** – Economic feasibility and market relevance, considering also the level of delivered results for efficiency and sustainability (social, economic, environmental), as evidenced through the provided key figures.

Three most innovative solutions will be awarded a gold label and, in addition, the most unique solution will be awarded a special **WoodCircus label**. All winners will profit from Europe-wide communications and will be invited to showcase their efficiency solution at the WoodCircus Conference.

*Names of our International Experts will be published on the project website.

