

## Innovation Systems and Processes

### Support for innovation on private forest land

Systems and processes can stimulate innovation for new and existing businesses. So how does such support help the development of businesses concerned with Wild Forest Products (WFP)?

StarTree looked at factors that helped or hindered innovation, comparing regions, different types of products and services and taking into account associated factors, such as actors or institutions.

**Innovation** is the introduction of a something new to the market: goods, productions methods, new materials or resources, new forms of organisations, or the creation of a new market itself.

StarTree found that entrepreneurial behaviour in innovation processes can be a very individual and context-specific undertaking or a “universal” activity with common features and attributes.

What is innovation?

Types of Innovation in StarTree	Examples at enterprise level	Examples for product	Most innovative features
<b>Product</b>	Innovating a well-known product	<i>Mushrooms, birch sap, juices, tea, wine</i>	Product innovation with self-induced learning
<b>Institution</b>	Labels & brands for stronger product marketing	<i>WFP labels: mushrooms, berry products, e.g. jam, chestnuts</i>	Several actors agree to a project that would be difficult to realise acting alone
<b>Historical or traditional</b>	Natural resin, turpentine from larch	<i>Natural resin, larch resin</i>	Historical product re-used and adapted to modern needs.
<b>“Embedded” products</b>	Tourism and festivals connected to WFPs: e.g. mushroom hotels	<i>Regions connected with a WFP and vice-versa</i>	Whole region promoted in connection to a product for tourism and other activities
<b>Service</b>	WFP experience: cut your own Christmas Tree; forage for wild forest fruits	<i>Adventure and “nature” experiences connected with WFP</i>	Selling a product and a service together as an experience.
<b>Marketing</b>	Stronger marketing through labels & brands / new packaging	<i>WFP labels &amp; branding</i>	A label is created as innovative marketing.

**What’s missing?** There are not many comprehensive policies that touch upon innovation in the forestry sector and policy-makers don’t often see WFPs as part of the “forest sector”. There is not enough support available for the early stages of innovations in small scale WFP start-ups. Specific support aiming at the development of new products and services in the forest sector is largely missing.

**What can be done?** More openness towards bottom-up ideas and cross-sectoral connections between entrepreneurs is needed. Policy instruments that foster cross-sectoral interaction and information exchange, as well as non-bureaucratic and small-scale funding would help.

**Want to know more? [Read the whole report!](#)**

