

The Upper Savo Development Ltd. is a regional development company facilitating regional business development. Wood product industry is one of the important industries areas in the region.

## CASE STUDY

### A JOINT DEVELOPMENT PLAN FOR THE WOOD PROCESSING FIRMS IN THE REGION

“The process helped us to collect the development needs and the ideas for the future actions from the companies and other key actors in the region. The process resulted in the joint action plan.” Tuija Valta, Business manager.

### CHALLENGE

The challenge is to identify and agree what are the main activities to be implemented jointly by wood industry companies and other regional actors.

### SOLUTION

Standardized innovation and evaluation process was created by InTo tool including the following key steps:

- ⌘ Definition of the decision context and making the preparations for a planning process like selecting and briefing the participants. In a joint meeting three development themes were identified, namely increasing the use of timber in wood products, increasing the know-how and competitive advantage and customer oriented and international business development.
- ⌘ Totally 17 companies were interviewed and 88 ideas for the three development theme were identified. The ideas were further elaborated in three theme group workshops.
- ⌘ The final set of the ideas were evaluated by the key companies. Robust portfolio modeling was employed in order to identify those ideas meeting in a best way the criteria needs.
- ⌘ In a final workshop the set of the ideas were selected and the action plan with concrete goals, schedule and responsibilities elaborated.

### BENEFITS

As a outcome of the pilot was the joint action plan for regional wood product industry. The action plan has concrete development actions covering areas like increasing the use of timber in wood products, increasing the know-how and competitive advantage of the industry and customer oriented and international business development. For the development company the resulted action plan provides a tool to facilitate regional development actions.

InTo tool also enabled to 17 companies to share their wide experiences and remarkable know-how on the further business development of wood product industry. This forum of these professionals is also playing a key role in order to fully realize the benefits in the focus areas.

