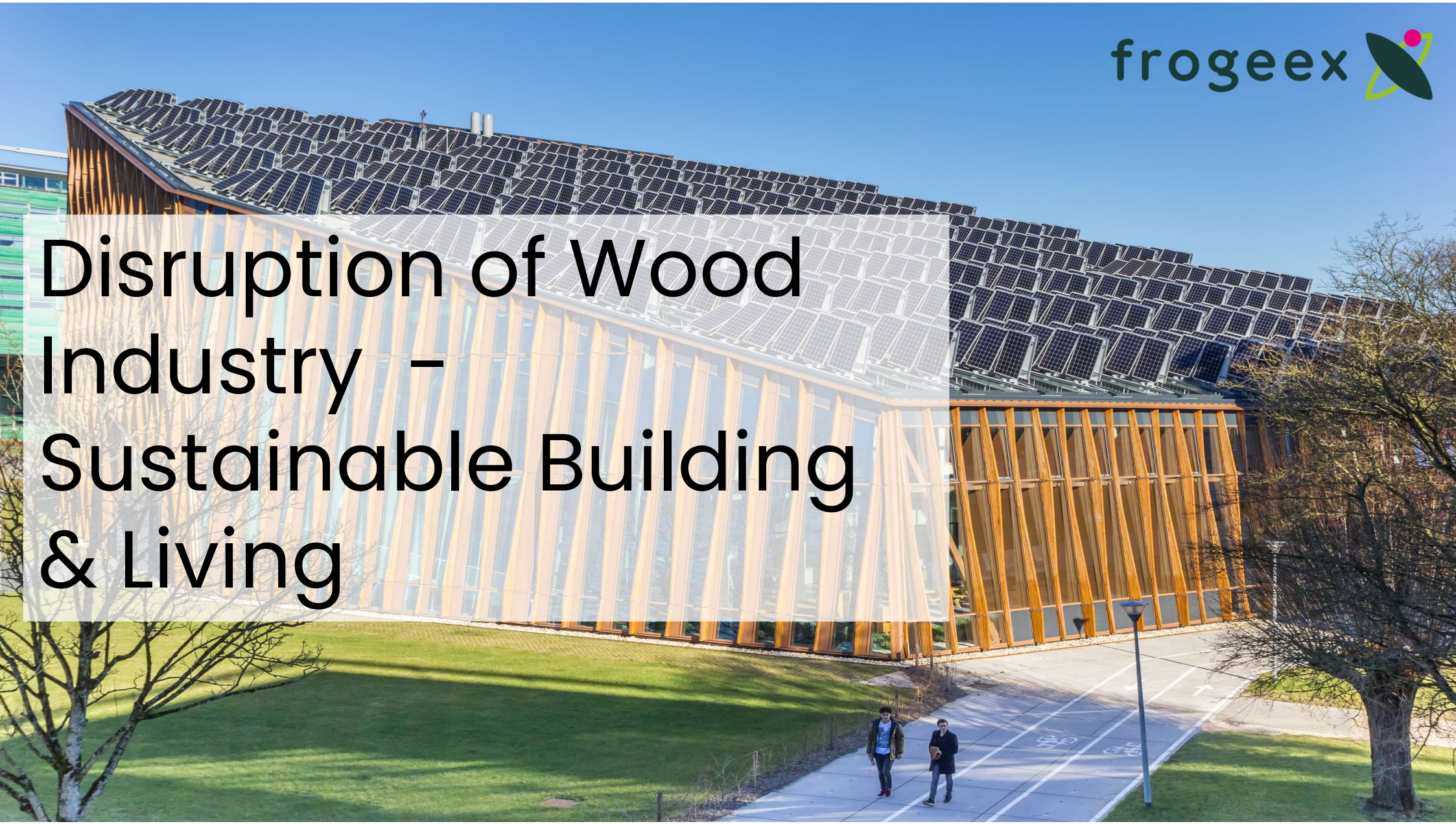


Disruption of Wood Industry – Sustainable Building & Living



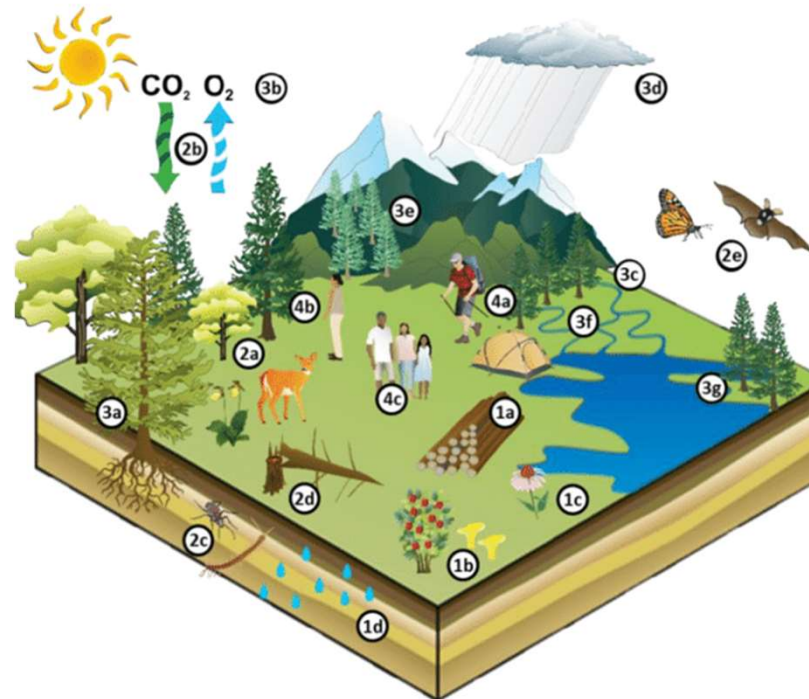
What is the Value of one TREE ?



Number board feet



vs Complete Package of Services



Ecosystem services of forests

- 1. Provisioning Services**
 - a. Timber/Fibre (construction, energy)
 - b. Food (deer, fruits, herbs, seeds, honey)
 - c. Chemical and medicinal products
 - d. Water
- 2. Supporting Services**
 - a. Habitats for fauna and flora (biodiversity)
 - b. Photosynthesis/Primary production
 - c. Soil formation
 - d. Nutrient cycling
 - e. Pollination, seed dispersal
- 3. Regulating Services**
 - a. Carbon storage (above/below ground)
 - b. Purification of air
 - c. Purification of water
 - d. Climate regulation
 - e. Protection against erosion/avalanches
 - f. Flood mitigation
 - g. Protection against coastal erosion and storms
- 4. Cultural Services**
 - a. Recreation/Aesthetics
 - b. Spirituality
 - c. Education

Symbols courtesy of the Integration and Application Network, University of Maryland Center for Environmental Science (ian.umces.edu/symbols/)

The Wood Industry is Being Disrupted and so is the Future of Forests

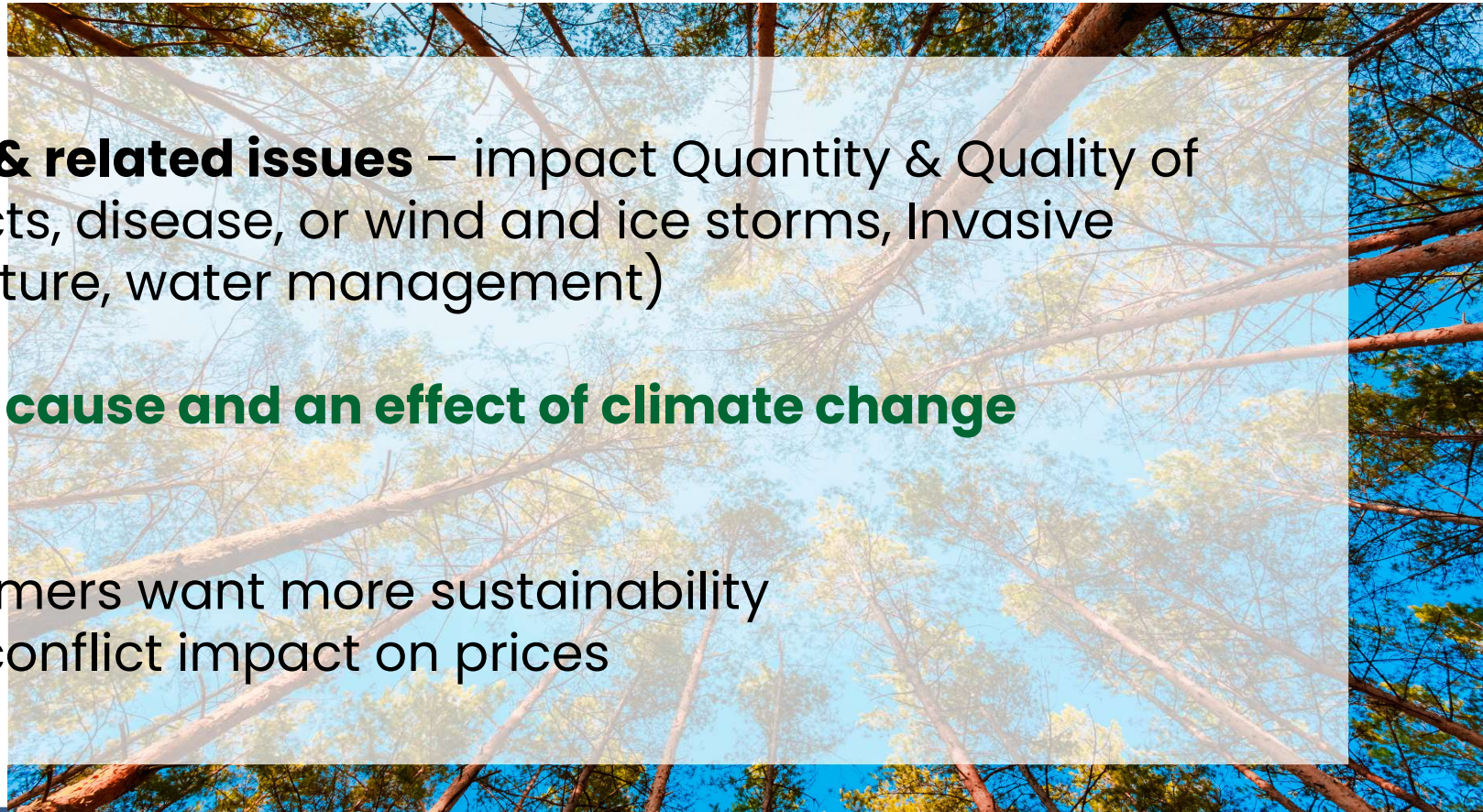


Factors:

1. **Climate change & related issues** – impact Quantity & Quality of Wood (Fire, insects, disease, or wind and ice storms, Invasive species, temperature, water management)

Forest loss is both a cause and an effect of climate change

2. **Regulation**
3. **Demand** – Customers want more sustainability
4. **Costs** – RU – UA conflict impact on prices



Wood is Sustainable – is it?



Yes, but consider this :

- 1. Sourcing** – Monoculture Plantations & Biodiversity and other
- 2. Demand** – 1 in 3 consumers stopped purchasing a good due to concern about their sustainability or ethical sourcing (BCG Study 2021)
- 3. Application** – Old method & Innovation- more demand?



Can Sustainability be profitable in the Wood Segment – Absolutely !

By

- 1. Increased Output**
 - 2. Local Support**
 - 3. New Community Opportunities**
 - 4. New Business Models rooted in Sustainability**
 - 5. Wise Resource Management**
- + Funding of New Future Proof Concepts that build Resilience**



Why Frogeex ?



- A global Green Tech Marketplace
- 1 year, 221 partners, 6 continents over 23 countries

We:

- **Help Business, Municipalities & Individuals** be efficient & eco-logical
- Show you how to **Manage Natural Resources wisely & profitably**
- Give you **access to Solutions, Insights & Network** in a fast, simple and efficient way

We help you make your project profitable and sustainable.

And we constantly look to expand the community of partners, educators, investors and providers. So reach out !



WOOD INNOVATIVE DISRUPTION IN FOREST INDUSTRIES

Leonhard Ventures

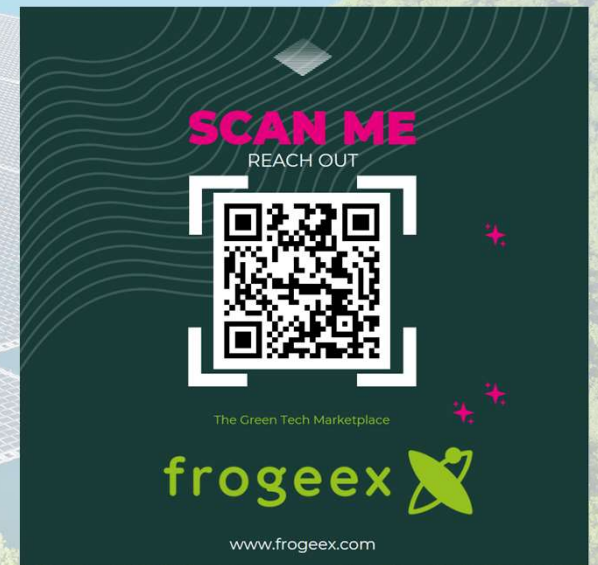


SWISS KRONO

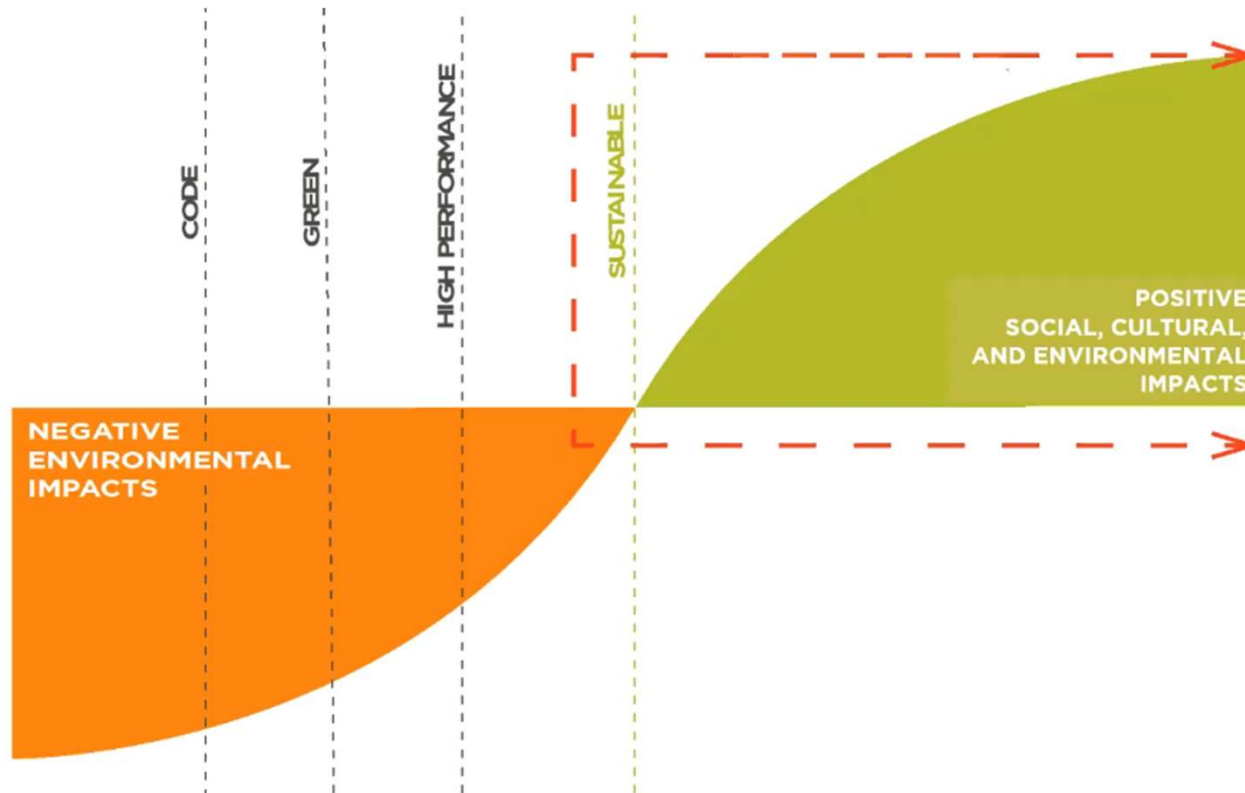
Thank you

frogeex 

Jana Skokan
Cofounder frogeex
jsk@frogeex.com
0041 78 213 6447



What is Sustainability ?



Giving back to Nature what we have been taking away. **Regeneration is an integral part, without it, nothing is sustainable.**

Credit : Living Future Europe

