

Perceptions of innovation in wood-based products from Slovenia

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Our goals:

Determine public perceptions and attitudes as well as industrial messaging related to 8 topics of interest.

One topic of interest is:

Wood-based innovations

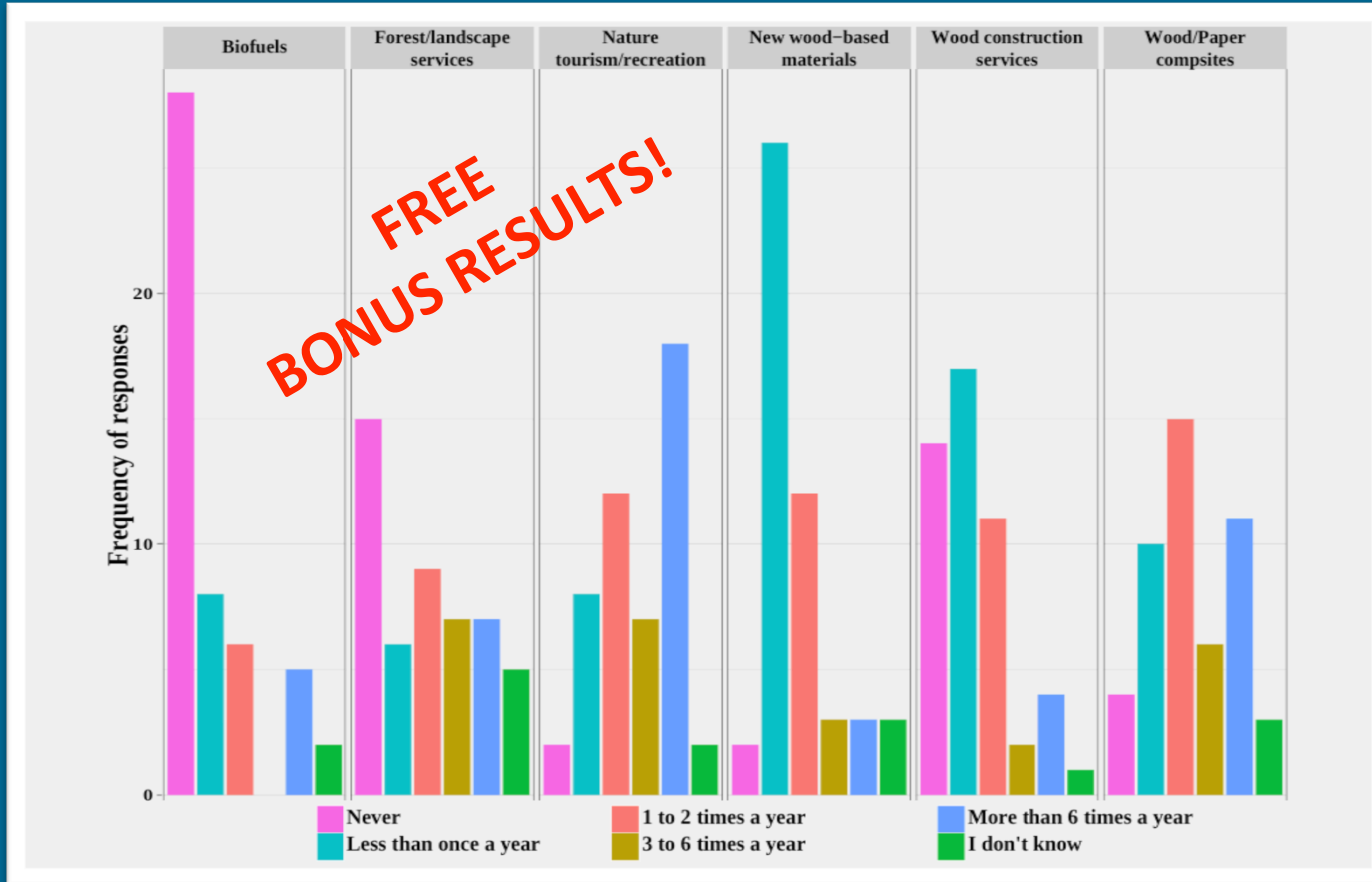
How does the public perceive forest sector innovation?

Where does the public think the forest sector should focus its efforts?

Our methods: Online and paper survey.

Preliminary results: Slovenian respondents think companies should focus on **Building Systems with Wood and Production Processes**.

Not many people know about nanocellulose.



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