

## Research Seminar: ValueConnect in Forest Bioeconomy

Wed 26 May 2021, 14:15–16:00 EEST (13:15-15:00 CET) in Teams

In 2019–2021, Swedish University of Agricultural Sciences (SLU) and University of Eastern Finland (UEF) have jointly conducted ValueConnect project, which has concentrated on **value co-creation within forest bioeconomy connecting private landowners with service market and wood-based businesses**.

ValueConnect has been part of **Tandem Forest Values** programme, Sweden's Gift to Finland celebrating its 100-year anniversary in 2017. The programme has been administrated by KSLA, The Royal Swedish Academy of Agriculture and Forestry. The Research Seminar presents ValueConnect's results as follows:

14:15–14:20 **Welcome words**, *Assoc. Prof. Gun Lidestav (SLU) and Prof. Teppo Hujala (UEF)*

14:20–15:00 **Service providers as intermediators in value cocreation in private forestry**,  
*Postdoctoral researcher Osmo Mattila (UEF/SLU)*

15:00–15:10 BIOBREAK

15:10–15:40 **Uncertainty and regret in forest owners' decision situations**, *MSc student Pasi Mäkelä (UEF)*

15:40–16:00 **Conclusions, next steps, and Q&A**, *Osmo Mattila (UEF/SLU)*

The Seminar will be jointly hosted by Gun Lidestav (SLU) and Teppo Hujala (UEF), the co-leaders of the ValueConnect project.

Participants from both UEF and SLU as well as from collaboration and funding organisations are warmly welcome to join the event.

At UEF, attending Osmo Mattila's presentation may be counted as a part of course "Postgraduate Research Seminar" (3514001) at the School of Forest Sciences.

---

## Microsoft Teams meeting

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

[+358 9 85626310,444144453#](#) Finland, Helsinki

Phone Conference ID: 444 144 453#

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

---