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Research area: Product aims

Paper, paperboard and board // Technical speciality paper

Key words:

Future, retropolation

TITLE:

Paper&Fibre World 2030 – the foresight project of an industry sector

Background/Problem area

Current trends demonstrate that in the future, paper will not be limited to well established printing and writing functionalities. Innovative paper based solutions will be available for new applications as construction material for houses or furniture, lightweight actuators for robotic systems and revolutionary components for advanced automotive and aerospace constructions.

The aim of the project "Paper&Fibre World 2030" is the development of application areas and the analysis of future requirements for paper based materials. Resource efficiency from production and usage up to recycling will be an important part of future sustainability. The sum of insights created will generate new business opportunities for the whole paper industry to develop novel and attractive markets. According to the team motto "Doing the thinkable instead of thinking the doable", the project started with a time travel to a future vision of 2050. This was a prerequisite for the team discussions in the way to the joint identification of future needs and new requirements. The proposed future markets are not limited to currently available technologies.

In a second step the project team works on a retro-perspective view on the period to 2030, to check potential pathways into the future, and to verify how the collected ideas can be transferred into future products, services and business models.

Objectives/Research results

Following the motto "Doing the thinkable instead of thinking the doable" eight themes landscapes were defined in the interdisciplinary team. On the basis of the documented assumptions for 2050 in future regional workshops with representatives from academia, industry and associations there will be developed novel ideas for the "paper of the future".

Application/Economic benefits

- Determine future impulses, innovations and new business models for lightweight and composite materials on the road to 2030
- Identify and analyze future customer needs and expected requirements as well as new application areas for paper based materials
- Develop a consistent foresight for the innovation potential of the whole industry and its value chains
- Initiate research projects enabling the development of attractive future markets
- Foster interdisciplinary cooperation between organizations and enterprises to prepare for new profitable business opportunities

Period of time: 01.01.2014 – 31.03.2015

Remarks

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