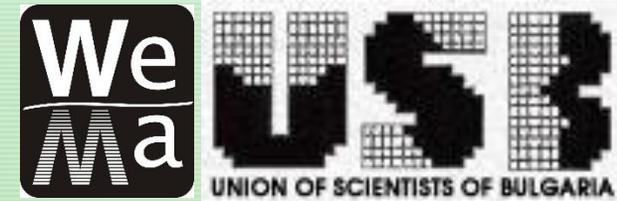


**DIGITALISATION AND CIRCULAR ECONOMY:
forestry and forestry based industry implications**

12th International Scientific Conference WoodEMA 2019

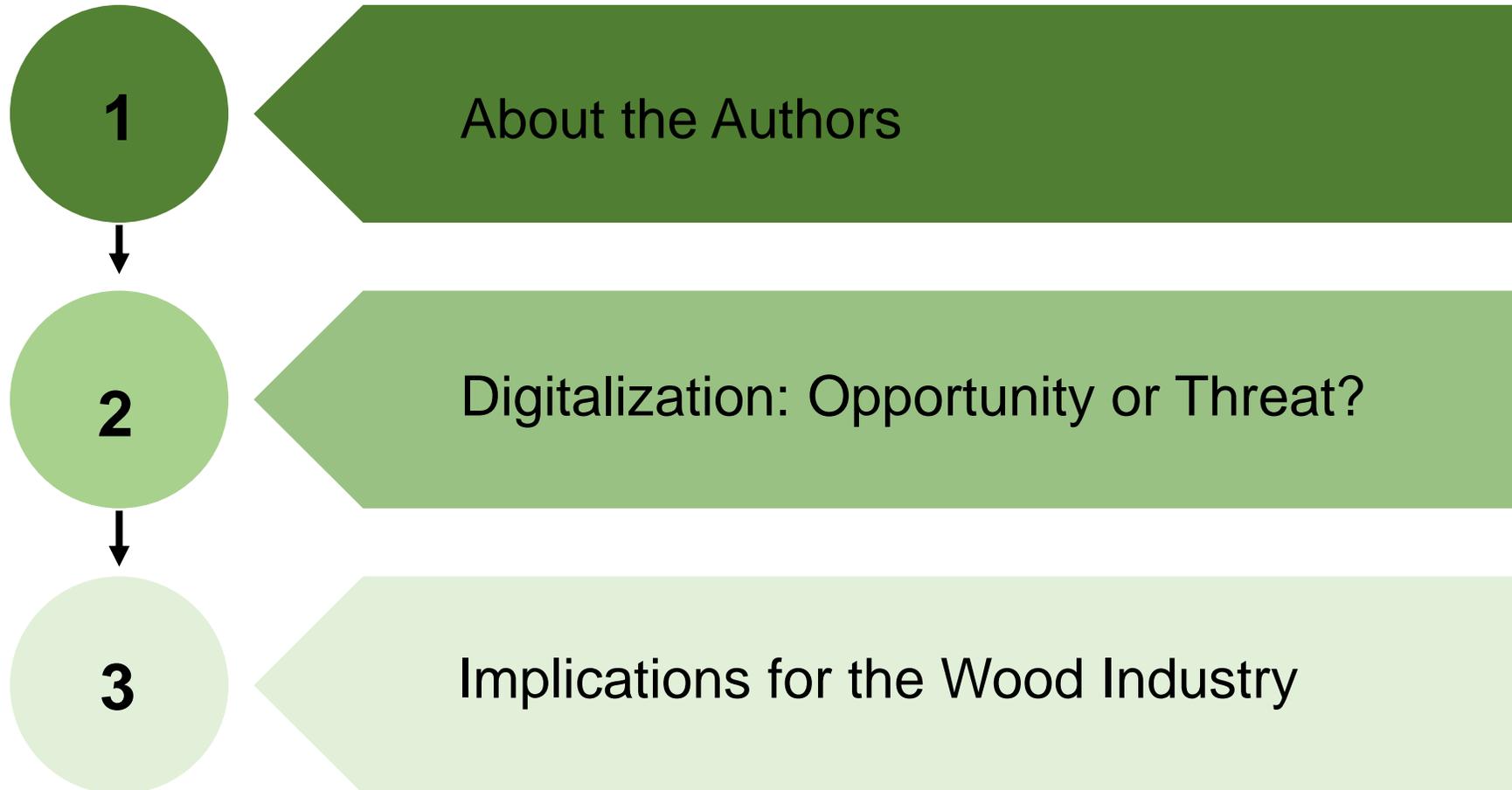
Varna, September, 11-13, 2019

**ANALYSIS OF THE SOCIAL
INNOVATION MODELS
ORIENTED ON THE CIRCULAR
ECONOMY AND THEIR IMPACT
ON THE WOOD PROCESSING
INDUSTRY**



Jana Šujanová,
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Content



1

About the Authors



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Civil Society (modern concept)

Building sustainable cities - and a sustainable future - will need open dialogue among all branches of national, regional and local government. And it will need the engagement of all stakeholders - including the private sector and civil society, and especially the poor and marginalized.

Ban Ki-Moon

Civil Society (historical concept)

[...] society in which people dedicate themselves to the common good, practice civic virtues of wisdom, courage, moderation and justice, and perform the occupational role to which they were best suited.

Plato

1

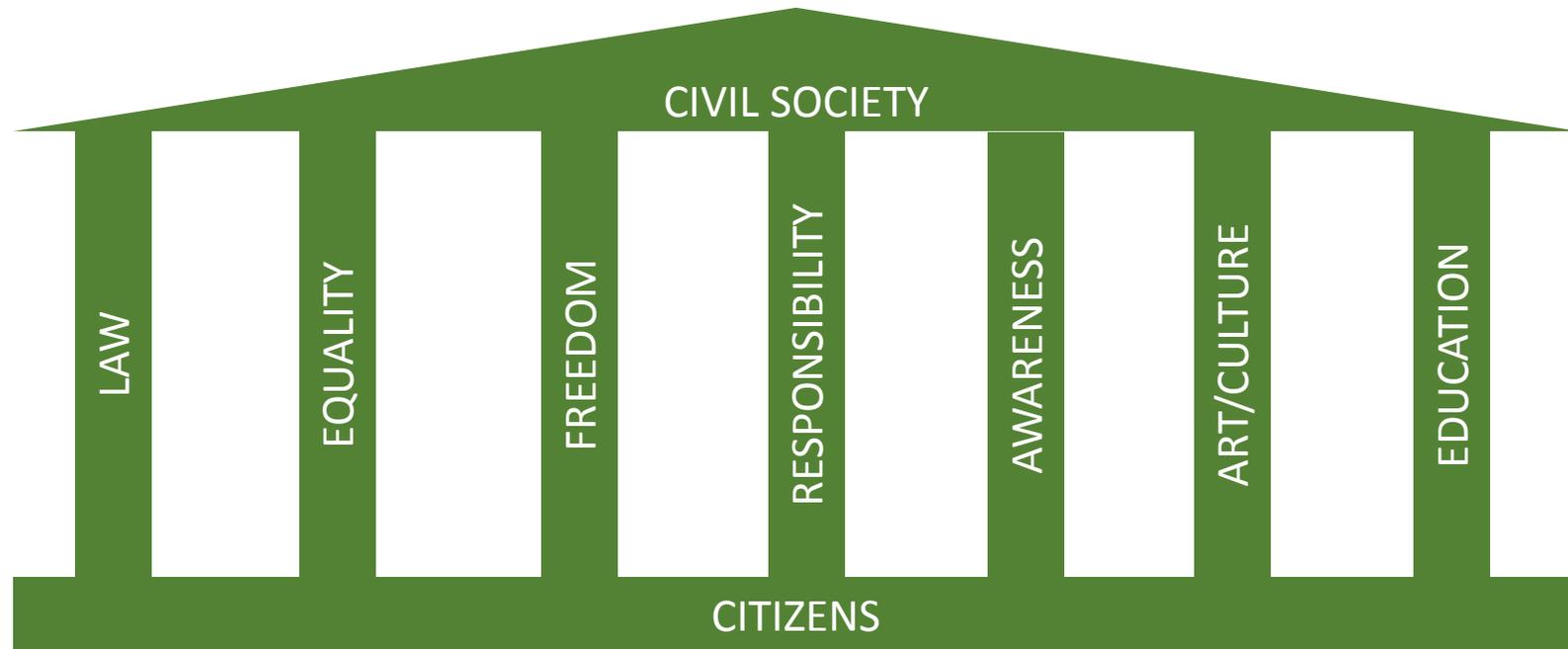
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1

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How to achieve it?

- T shaped professionals
- Cross disciplinary research
- Social innovations



**Social demand oriented
study programmes**

2

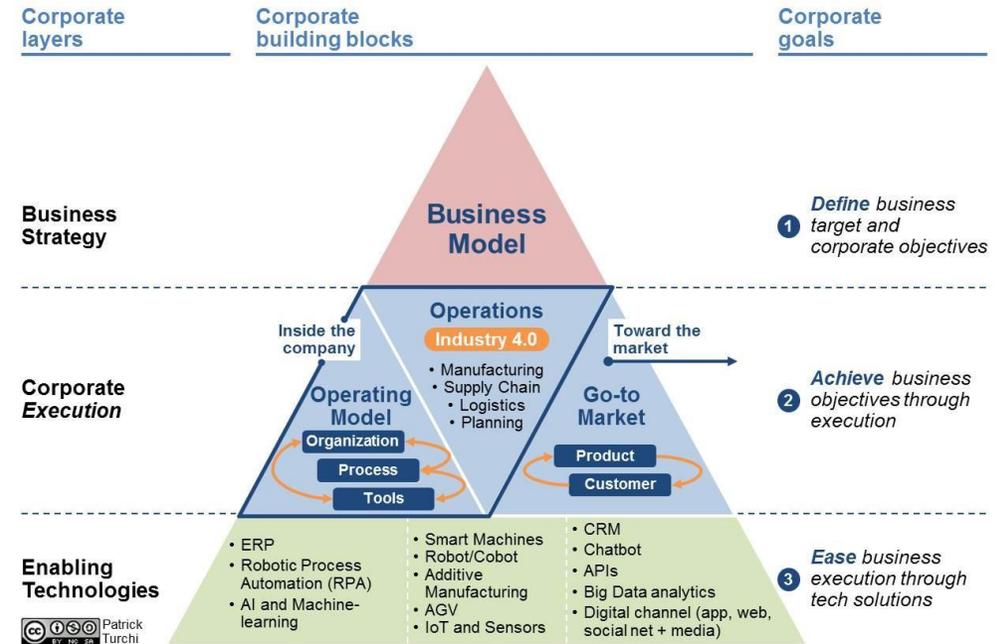
Digitalization

• Horizontal



• Vertical

The Digital Transformation pyramid

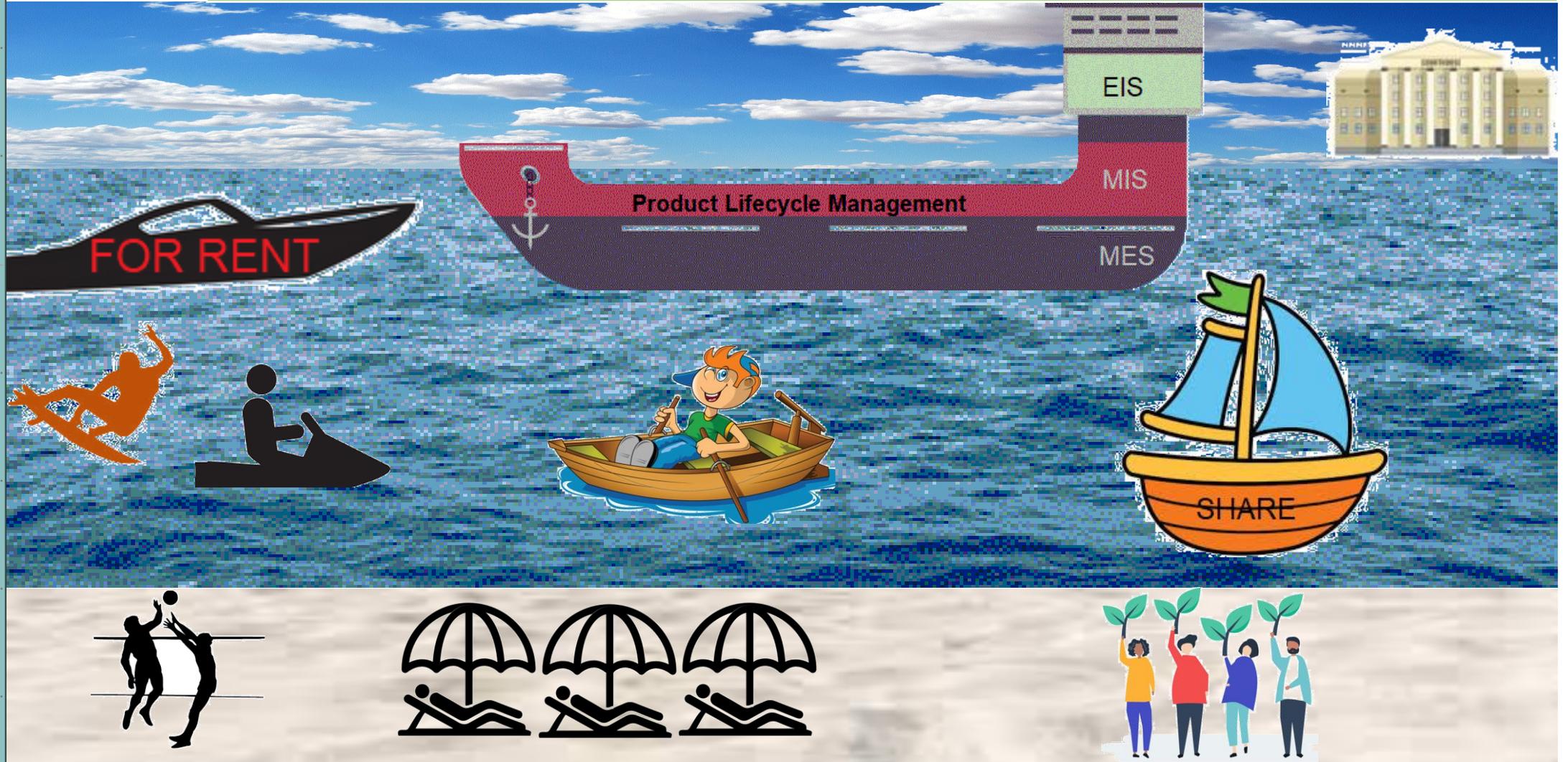


Source: <https://www.reuters.com/brandfeatures/venture-capital/article?id=79934>

Source: <https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/digital-transformation-pyramid-business-driven-approach-corporate-initiatives/>

2

Digitalization: Opportunity or Threat



2

Digitalization: Opportunity or Threat

Qualitative research of the selected social media

Social media:  YouTube 

Qualitative research: Sentiment analysis, content analysis

Form of the analysis: keywords, # (circular economy, #circulareconomy)

SW: MaxQDA

2

Digitalization: Opportunity or Threat

Qualitative research of the selected social media

Text Coding:

- Approach
- Initiative
- Legislation
- Awareness

Sentiment Analysis:

- VADER vocabulary

2

Digitalization: Opportunity or Threat



Creativity



Reusability/Recyclability



Functionality



Adaptable/Alternable



Design



Valuable



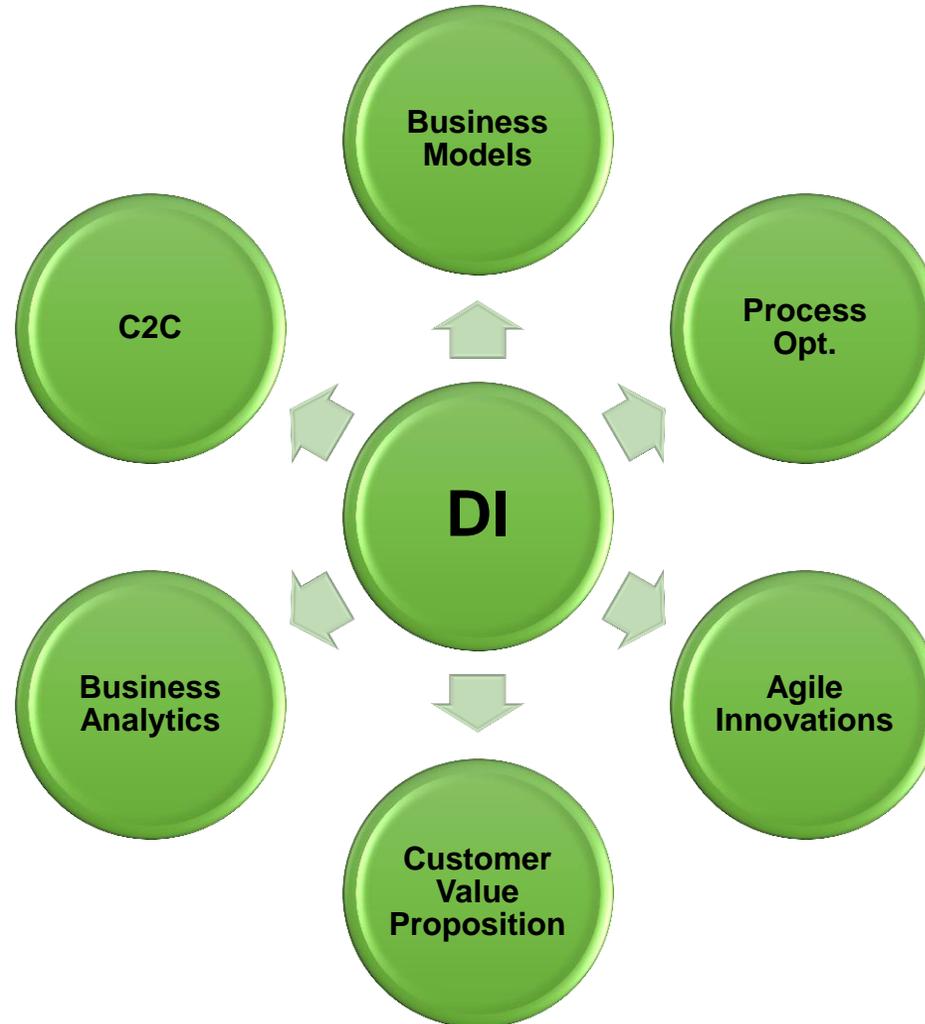
Quality



Affordable/Accessible

3

Implications for the Wood Industry





MANNERS ARE THE BUILDING BLOCKS OF CIVIL SOCIETY

Alexander McCall Smith

