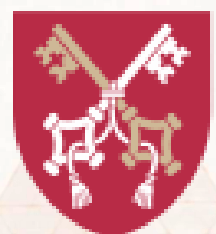


WOOD BUSINESSES ON THE MARGINS?

THE WOOD-BASED MICRO-MARKET OF THE SOCIALLY EXCLUDED PATHOLOGY OR OPPORTUNITY?

Leszek Wanat, Jan Adam Klimek, Łukasz Sarniak

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19th International Scientific Conference WoodEMA 2026
Bioeconomy Moves Forward: Perspectives on Wood Product Markets

September 30 – October 2, 2026
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Maybe together, yet alone???



Step 1: The Starting Point

- Facing a dark reality: depression, mental illness, and loneliness.
- Feeling like broken parts of a machine that no one needs.
- The core question: How do we help someone return to life?
- The paradox: We know the problem, but as a society, we often do nothing.

DEPRESSION, MENTAL ILLNESS, AND LONELINESS... **LONELINESS...**

UNDERSTANDING THE STARTING POINT



MANIFESTATION OF THE PROBLEM

1. LACK OF PURPOSE & MEANING



2. ISOLATION IN A CROWD



3. FALL IN SELF-BELIEF



KEY QUESTION

HOW TO AID THE RECOVERY JOURNEY BACK TO LIFE?



SOCIAL PARADOX ON LONELINESS

WE KNOW OF THE PROBLEM, YET AS A SOCIETY, WE FREQUENTLY DO **NOTHING** ABOUT **LONELINESS**.



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But what will

the future hold?

Step 2: The Workshop & The Magic of Wood

- **The Setting:** Inclusive timber- and urban forest-based workshop at the Psychiatric Hospital in Kobierzyn (Kraków).
- **The People:** Collaborative work between patients and university students from Poznań and Kraków.
- **The Material:** Wood as an amazing, anisotropic material.
- **The Magic:** Dead waste wood comes back to life, helping people regain their dignity and control.

“WOOD-BASED ACTIVITIES THAT HEAL.”

‘Integrating Nature, People, and Craft for Reintegration’



FOREST PARKS & GATHERING



SMALL-SCALE CRAFTING



COMMUNITY & FUTURE BUSINESS



Spoon Carving & Small Goods

Making Wooden Toys
(e.g., animals, blocks)

Assembling Religious
Souvenirs & Ornaments



Building Raised Garden Beds & Benches

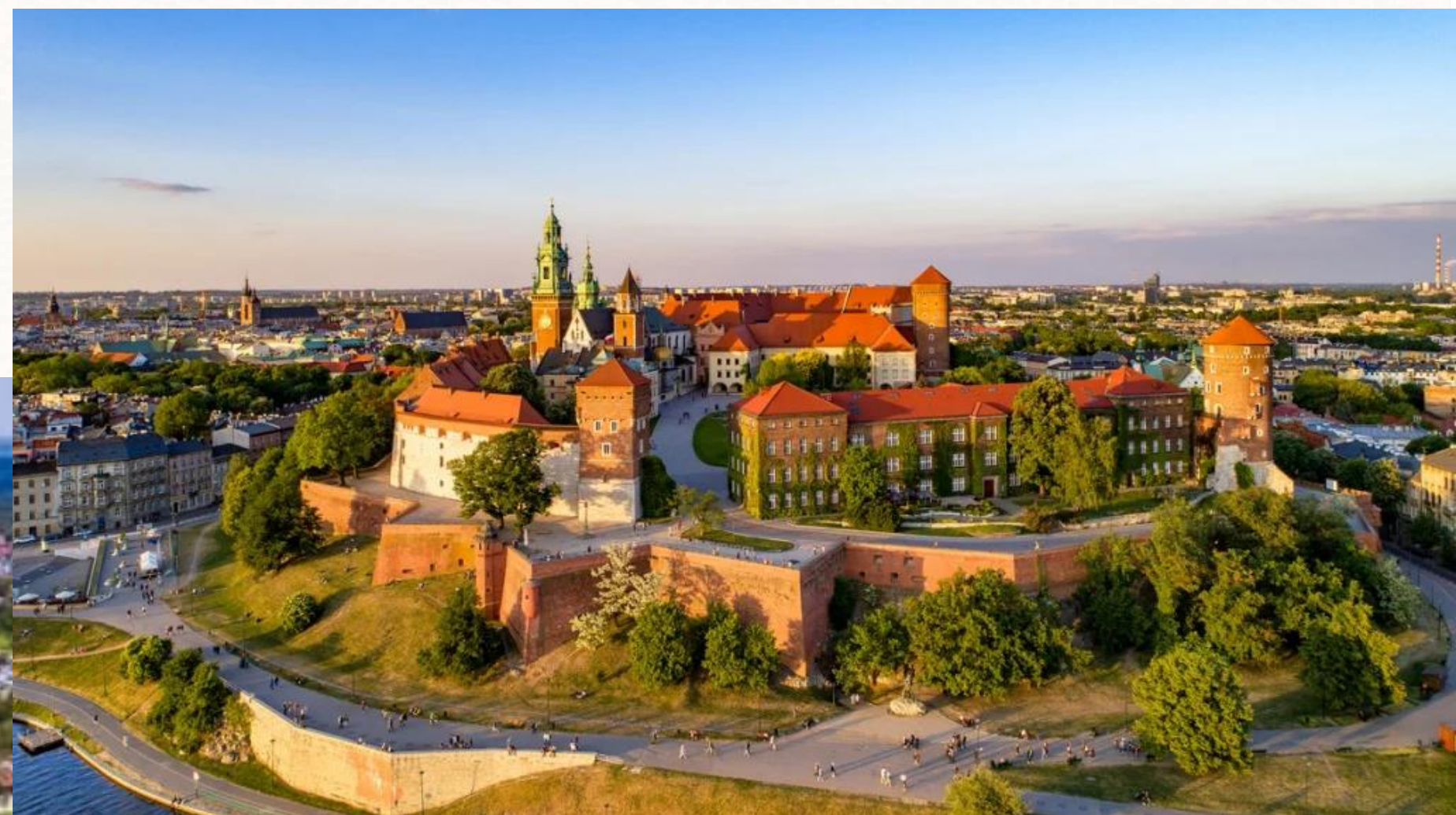


Guided Therapeutic Walks
Identifying Wood & Plant Species
Gathering Natural Materials
(e.g., fallen branches, leaves, small pieces)
Forest Bathing & Mindfulness



Building Raised Garden Beds & Benches
Creating Birdhouses & Insect Hotels
Sustainable Upcycling Initiatives
Developing Goods for Sale
(e.g., handcrafted wood products,
unique natural gifts)

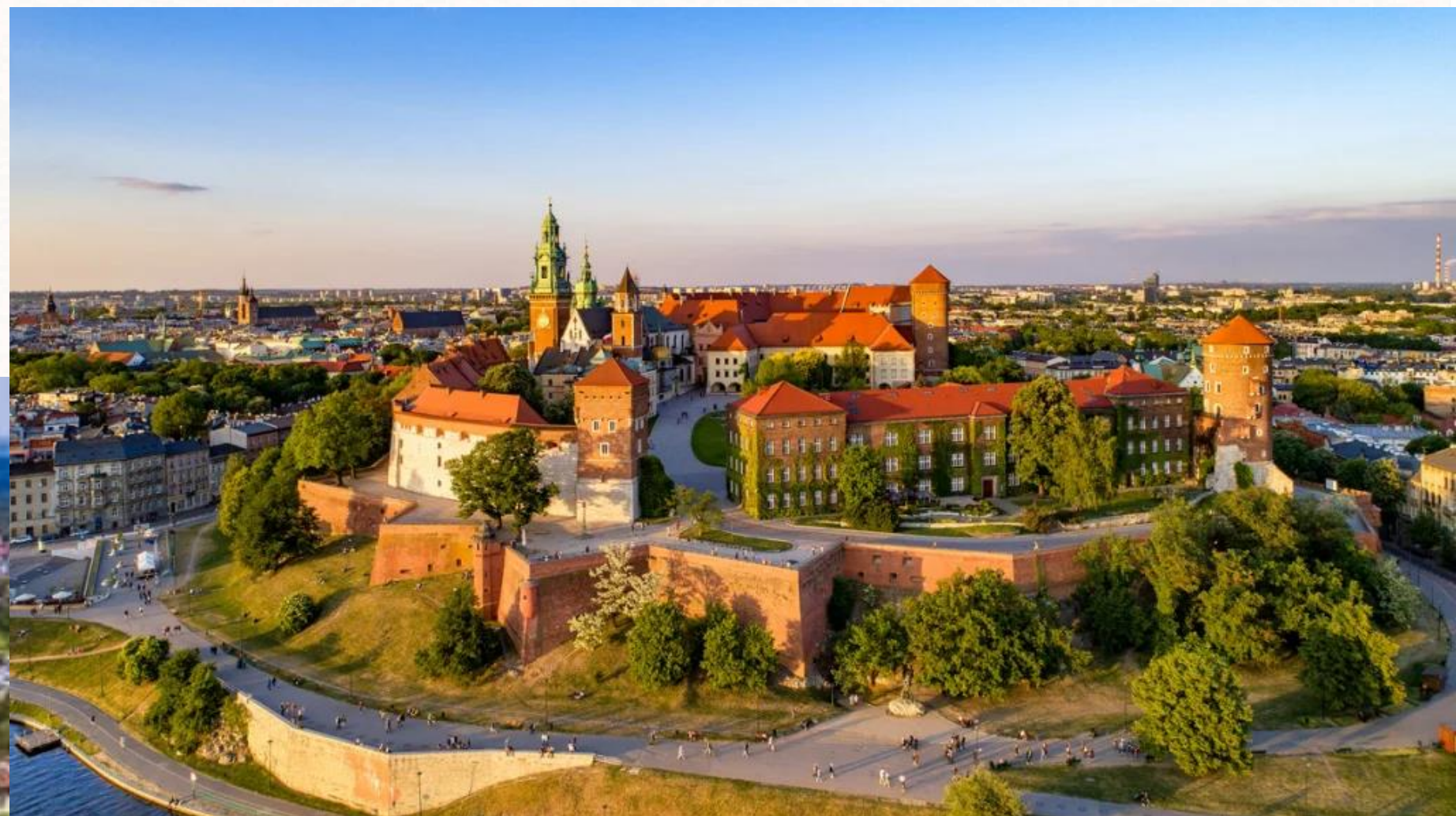
Poland, Kraków, Wawel Castle on the Wisła River



Poland, Kraków, Hospital-city-garden in Kobierzyn



**Modern space
of prosperity...?**



**Forgotten space
of the margins**



What if these spaces are actually reversed?



Is the **CITY** (Krakow) a **chaotic Asylum of the Insane**?

Modern space of prosperity...?

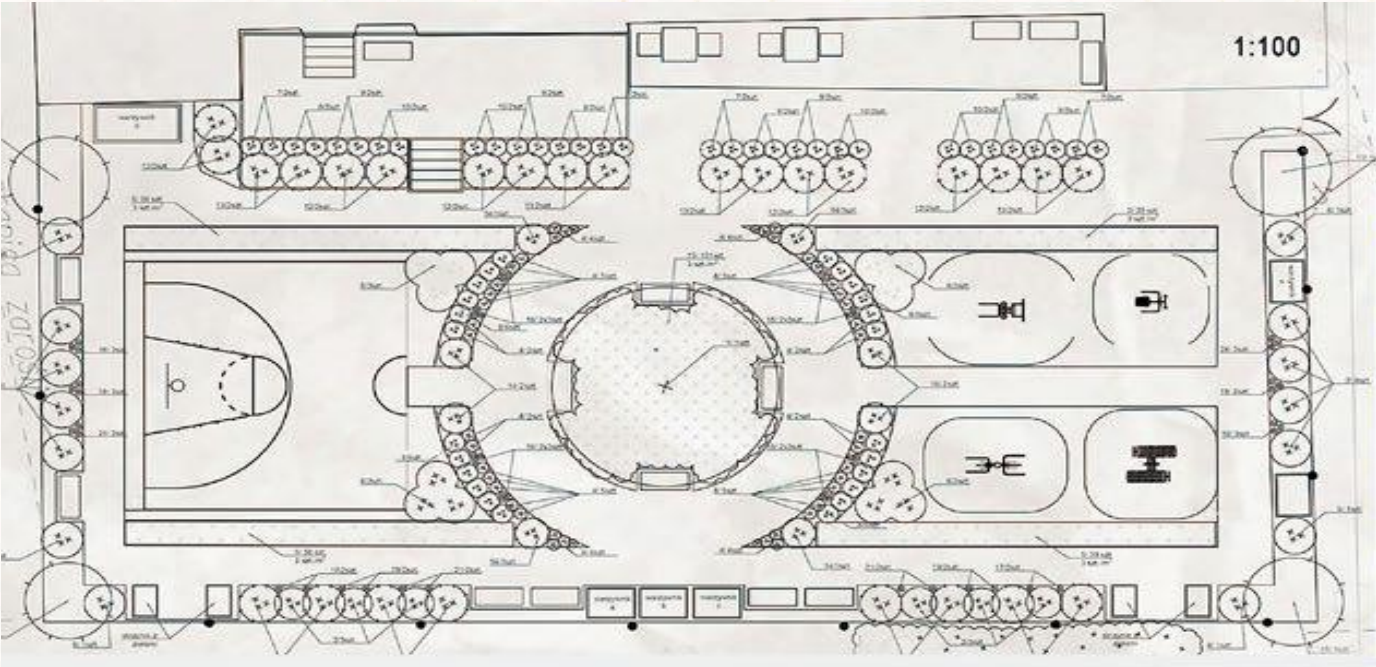


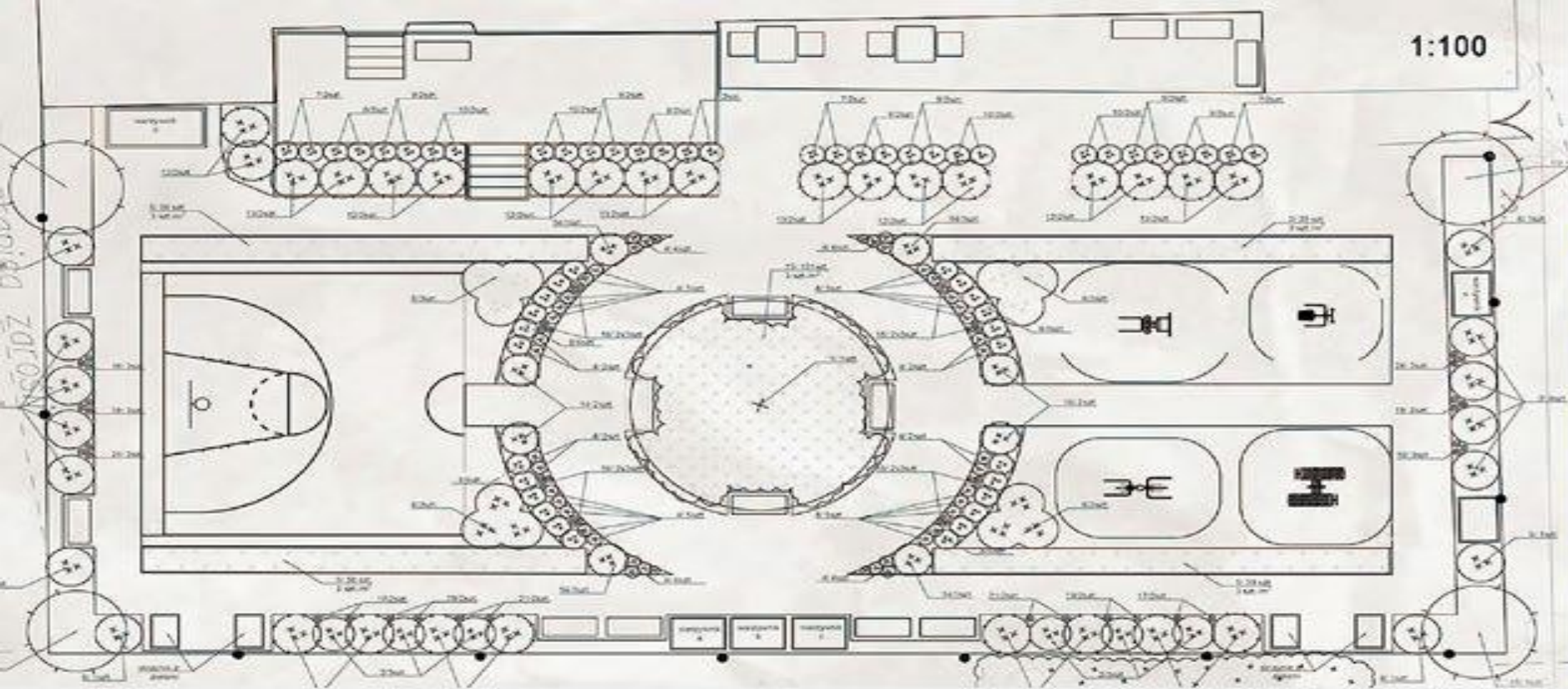
Is the **HOSPITAL** actually a
of the last **Normal People**?

Forgotten space of the margins

Kraków, Hospital-city-garden in Kobierzyn







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Step 3: The Study – A Real Chance or Just Pity?

- A study of 120 university students exploring the wood-based micro-market.
- **Future Engineers & Foresters (Positive):**
 - 86% of forestry students see a great chance to build a Circular Economy.
- **Humanities Students (Fearful):**
 - 51% of psychology students fear the free market might stigmatize vulnerable creators.

BIOECONOMY MOVES FORWARD: PERSPECTIVES ON WOOD PRODUCT MARKETS

PERCEPTION OF THE WOOD-BASED MICRO-MARKET CREATED BY THE SOCIALLY EXCLUDED, BY STUDENTS' FIELD OF STUDY (N=120)

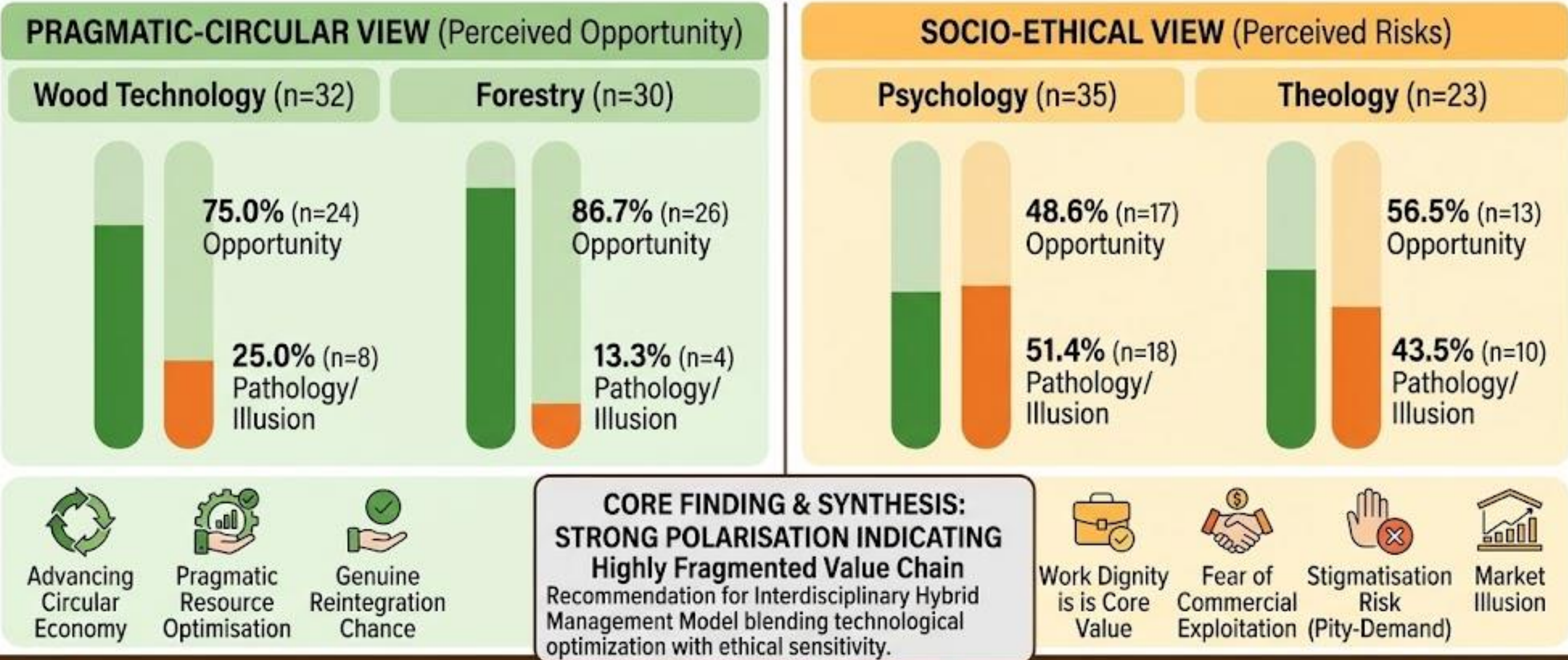


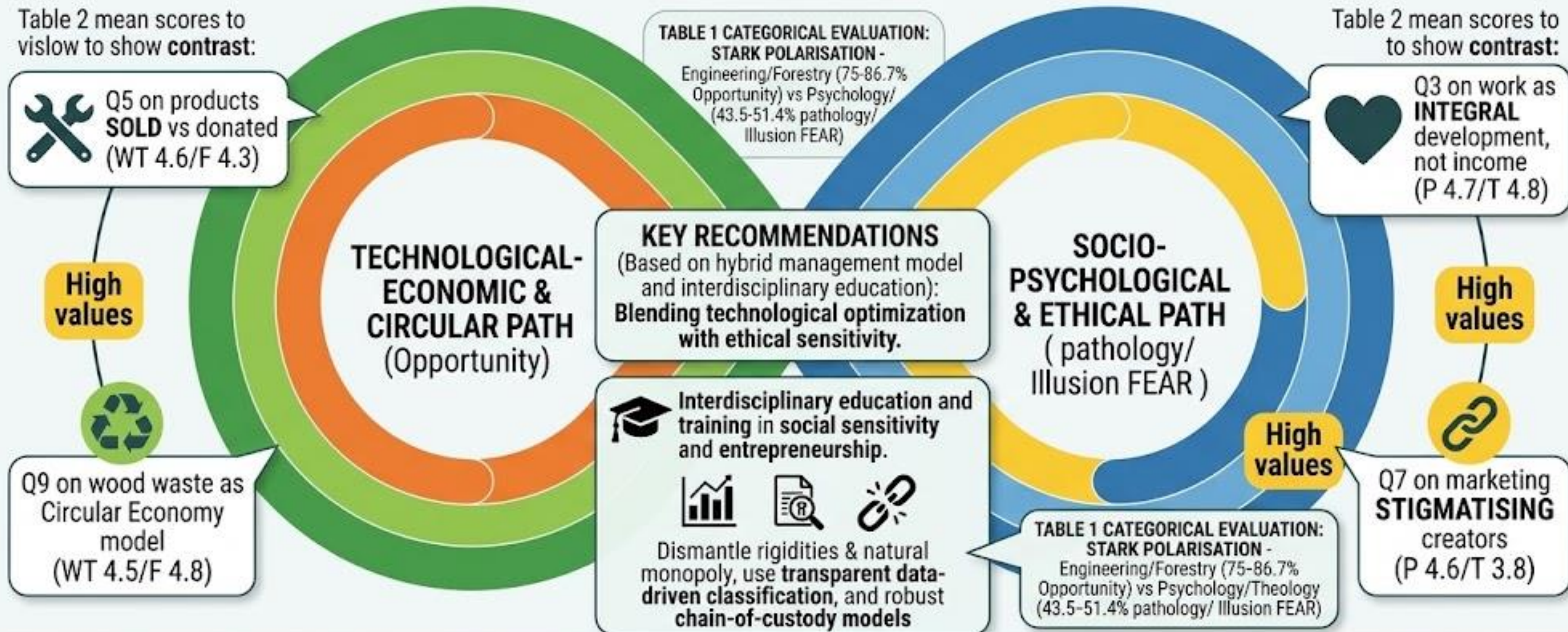
Table 1

Leszek Wanat, Jan Adam Klimek, Łukasz Sarniak

'PRODUCING AN INCLUSIVE WOOD-BASED MICRO-MARKET: STUDENT PERCEPTIONS OF OPPORTUNITY VS PATHOLOGY'

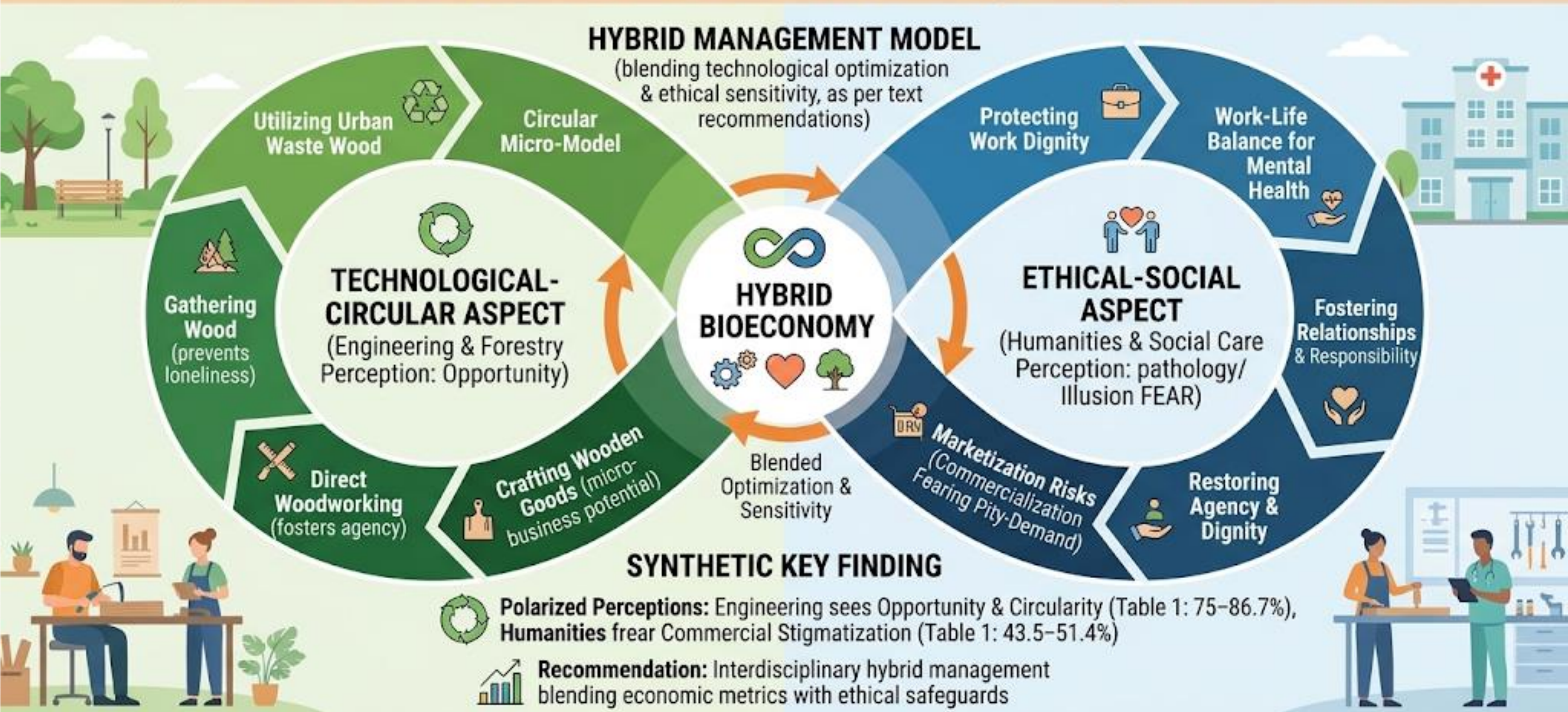
Illustrating Key Findings from **PILOT STUDY** (CAWI, N=120, May 2026)

SYNTHESIS: PERCEPTION & PREDICTORS OF DEVELOPMENT



INCLUSIVE INTEGRATION MODEL: Circular Economy Meets Social Policy

Synthetic Illustration of a Wood-Based Micro-Market created by Socially Excluded Individuals

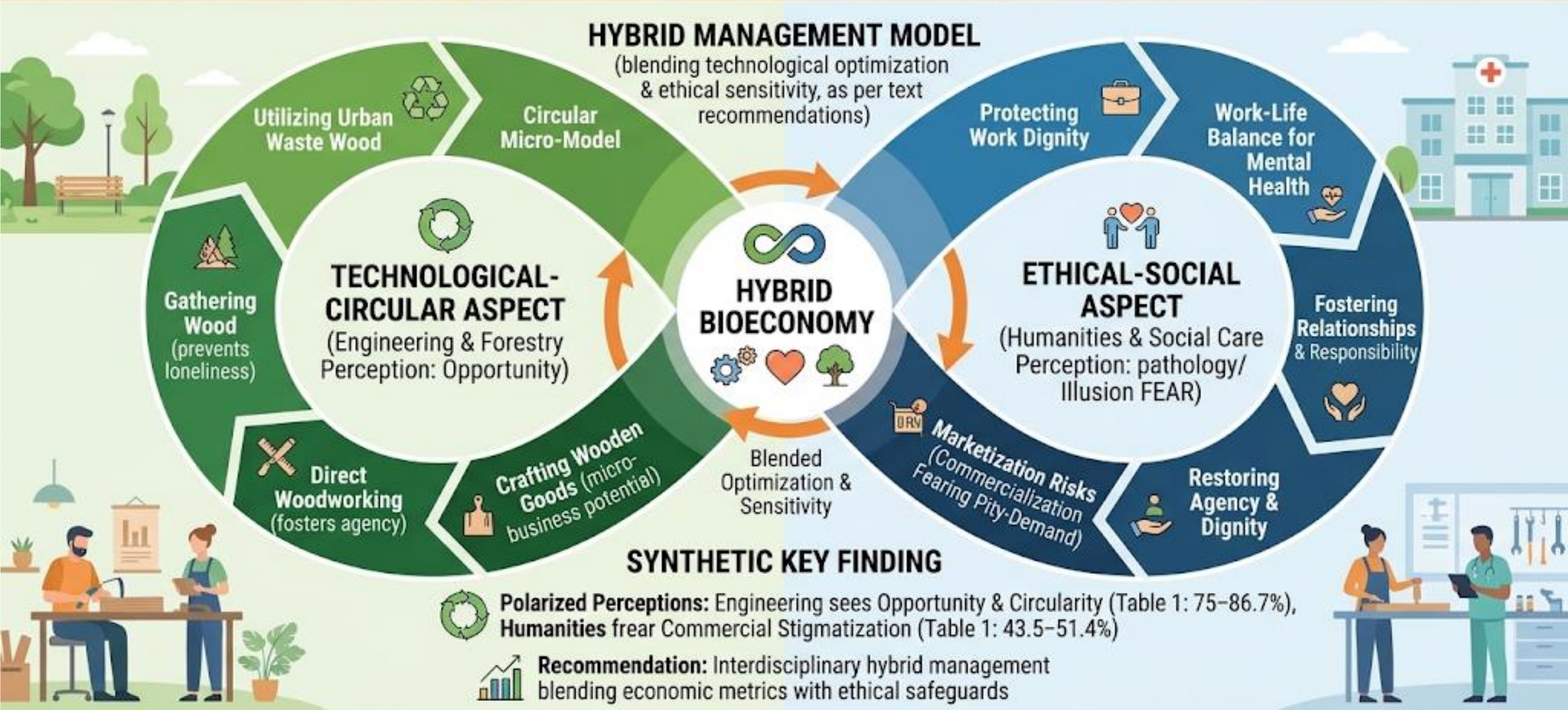


Step 4: The Hybrid Model

- **Left (Green):** The technical side – engineering view, curing loneliness, building confidence.
- **Right (Blue):** The social side – protecting human dignity, fear of pity-buying.
- **Center:** The Hybrid Bioeconomy – where both worlds meet.

INCLUSIVE INTEGRATION MODEL: Circular Economy Meets Social Policy

Synthetic Illustration of a Wood-Based Micro-Market created by Socially Excluded Individuals



Step 6: Conclusions

- We cannot run these workshops using only cold business rules.
- We must not hide these beautiful products from the market out of fear.
- **The Solution:** A mixed model combining good technology with a good heart.
- **The Ultimate Goal:** Giving wood a second life, and broken people a second chance at life.

CONCLUSORY THOUGHTS: BREAKING ISOLATION

THE RESILIENT BOND BETWEEN PEOPLE, FORESTS, AND WOOD BREAKS LONELINESS, OFFERING A PATH TO HEALTH AND HAPPINESS.



SHARED FOREST PARK ACTIVITIES (Kobierzyn Case Study)
 CULTIVATE COMMUNITY, BREAKING THE BARRIER OF LONELINESS.



MEANINGFUL WOODWORKING THERAPY RESTORES A PROFOUND
 SENSE OF PURPOSE AND RECIPIENT JOY.



EMBRACING THE SYMBIOTIC RELATIONSHIP WITH NATURE AND EACH
 OTHER offers a clear path to mental well-being and happiness.



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And perhaps that could be You???



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Thank you so much for listening! 😊

Veľmi pekne vám ďakujem za pozornosť! 😊



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