

Proposed Portfolio Projects
for consideration by
Stakeholders of Wisconsin's Forest Products Industry
for possible submission in response to the
American Rescue Plan Act Build Back Better Regional Challenge

Projects

1. A Forest-Fiber-Paper-Packaging Nexus
2. Midwest Forest Foresight Initiative
3. Recovered Paper and Recycled Fiber Advancement
4. Maple Wood Markets' Transformation
5. Advanced Manufacturing, Engineering Technology and Apprenticeship Center
6. Functional and High-Performance Paper and Packaging
7. Forest Products Industry Benchmarking and Needs' Assessment





A Forest-Fiber-Paper-Packaging Nexus

- Bricks and mortar facility and a home and focal point for other projects listed
 - A multidisciplinary innovation and Commercialization Center to Support Wisconsin's Forest and Paper Manufacturing Sectors
 - Construct a facility that resolutely underscores Wisconsin's support of its forestry, pulp, paper and converting industries by providing a flagship building, infrastructure and personnel to support the sector

Midwest Forest Foresight Initiative

- Delivering a forest-based circular bioeconomy
 - Anti-plastic sentiment, climate change, sustainability, corporate social responsibility starting to spark global change in production and consumption habits
 - Horizon-scanning
 - Identify, create and deploy Wisconsin forest products in world markets
 - Renewable materials and chemicals
 - Renewable polymers
 - Functional fibers
 - Specialty pulps
 - Carbon capture
 - Carbon trading
 - Create and disseminate evidence-based sustainability metrics



Recovered Paper and Recycled Fiber Advancement

- New certifications for fiber-based materials currently destined for landfill
- Improvement in fiber separation at source and in Material Recovery Facilities
- Identify and certify new streams for tissue and towel sector
- Supplement recycle stream with fresh fiber



Maple Wood Markets' Transformation

- Recycled fibers have overtaken maple as Wisconsin's #1 paper making feedstock
- Re-position competitiveness of northern hardwood pulp
 - Sustainable sourcing
 - Sustainability metrics
 - Chain of custody
 - Differentiate in market place ('artisanal', 'locally sourced', 'sustainably grown and managed', 'supporting rural communities')
- Non-pulpwood markets



An architectural rendering of a modern, multi-story building. The building features a prominent glass facade on the upper level and brick accents on the lower level. The sky is blue with scattered white clouds. In the foreground, there is a paved area with a reflection of the building and sky. A few stylized figures are visible near the entrance of the building.

Advanced Manufacturing, Engineering Technology and Apprenticeship Center

- Create a central Wisconsin training destination to cultivate the next generation workforce
- Provide training to address fundamental changes in the manufacturing industry, including:
 - Industry 4.0,
 - On-going automation of traditional manufacturing and industrial practices
 - Use of modern smart technology

Functional and High-Performance Paper and Packaging

- Develop next-gen functional paper packaging for FMCG companies
 - Thermoform
 - Non-wovens
 - Molded pulp
 - Alternative fibers
 - Barrier coatings and laminates
 - PFAS-free
- Develop supporting certifications
- Evidenced based sustainability metrics
- Horizon-scanning and leading in future customer needs
- Drive and lead change in sustainable packaging
- Expand markets for specialty papers



Forest Products Industry Benchmarking and Needs' Assessment

- Examine:
 - Public policy
 - Regulations
 - Economics and commodity pricing; markets
 - International competition
 - Transportation, infrastructure and capacity
 - Innovation, research and technology
 - Timber-dependent community development
 - Workforce education and training
- Perform Wisconsin needs assessment
- Determine the gaps that are preventing the sectors from reaching their desired state
- Deploy resources to close the gaps



To Be Determined



- Any traction for these ideas?
- Refinement and details?
- Demonstrable support?
- Other projects?
- Require consensus and mandate to move forward with drafting proposal as soon as possible. Deadline for submission October 19th.