

# KUUTIO Online timber marketplace



*KUUTIO® is an open and independent timber marketplace for forest owners, timber buyers, intermediaries such as forest management associations and other forest service providers.*

Third party digital service Kuutio brings together forest owners, wood buyers and other service providers in a digital environment. Kuutio.fi enables asking bids from wood procurement companies, when a private forest owner wants to sell wood. The service is developed by Suomen Puukauppa Oy, which was founded by all the major actors in the forest sector. Involved are Stora Enso, UPM and Metsä Group among almost all of the smaller saw mills. Kuutio is fully functional in any role of forestry professionals either through a browser interface or the company's own forest system as long as it has been set up with a Kuutio connection.

Actual sales are made outside the service, Kuutio only acts as a go-between wood buyers and sellers. In most cases it is still required to do some field work and validate the information provided by system by visiting the stand marked for harvesting. All parties of wood trade benefit from Kuutio because sellers and buyers are able find each other more easily than before. The service utilizes public forest details from the Metsäkeskus database Metsään .fi and improves the functionality of wood trade. Kuutio paves the way to wood trade especially for those who are not the most at ease when it comes to taking care of their forestry property. Kuutio is targeted to all Finnish forest owners and they can use the service for free.

## DETAILS

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### ORIGIN OF WOOD

Forest

### TYPE OF WOOD

Stemwood

### KIND OF WOOD CONCERNED

Stemwood

### IMPACT ON ENVIRONMENT & BIODIVERSITY

Positive

### INCOME EFFECT

Positive

### EXPLOITATION POTENTIAL

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### HUB

Northern Hub

### ECONOMIC IMPACT

Better communication between forest owners and companies

### SPECIFIC KNOWLEDGE NEEDED

Knowledge in silviculture and handling with IT-tools

### MOBILIZATION POTENTIAL

Not possible to assess

### SUSTAINABILITY POTENTIAL - VALUE

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### EASE OF IMPLEMENTATION

Easy

### EASE OF IMPLEMENTATION - EVALUATION

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### KEY PREREQUISITES

Online timber marketplace

### TYPE OF EVENT WHERE THIS BPI HAS BEEN FEATURED

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### JOB EFFECT

Positive

### COSTS OF IMPLEMENTATION ( EURO - € )

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## MORE DETAILS

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### CHALLENGE ADDRESSED

3.- Activate private owners and cooperative forest management

### DOMAIN

Forest management, ecosystem, resilience  
Products, markets, trade

### TYPE OF SOLUTION

Marketing platforms

### KEYWORDS

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### DIGITAL SOLUTION

Yes

### INNOVATION

No

### COUNTRY OF ORIGIN

Finland

### SCALE OF APPLICATION

National

### START AND END YEAR

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## CONTACT DATA

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### OWNER OR AUTHOR

Suomen Puukauppa Oy

### REPORTER

<https://kuutio.fi/#/>

## REFERENCES AND RESOURCES

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### MAIN WEBSITE

<https://kuutio.fi/>

### RESOURCES

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### PROJECT WEBSITE

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### PROJECT REFERENCE

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LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION



PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

POST DATE

Rosewood

17 Sep 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

