Ecosystem Services with resources in the Green Economy and Bio-economy:

Ecosystem Services Approach broadens the sustainability perspective within the forest sector. Economic and ecological aspects are linked together. Ecosystem concept allows a wide frame for sustainable forests and forest products both in private and public forests. In Finland, the Non Industrial Private Forest (NIPF) sector and forest owners’ role is significant. Natural resource management and strategic choices have relevance. Investments in forests and forest products provide a multifunctional development for the forest sector. In the Green Economy multiple ecosystems are taken into consideration. Different ecosystems form a promising opportunity. Ecosystems form an opportunity for value generation.

Certification of forests and forest products and use of forests in construction and buildings are significant as developing ecosystem markets.

Vision of the Finnish National Forest Strategy is that sustainable forest management is a source of enhancing welfare.

Forest-based business and activities provide a key in the Finnish Bio-economy towards sustainable economic growth in Finland.

Forests and forest products have multiple roles in developing forest ecosystem services sustainably taking into consideration the climate change mitigation framework.

Research Questions:

- How is stakeholder collaboration represented in an international and national policy framework and what is the role of corporations in the corporate social responsibility approach?
- How do stakeholders represent Green Economy with Bio-economy and Green Growth and the CSR in ecosystem services?
- Whether to the Advocacy Coalition Framework approach with an international and national policy aspect, how can the sustainable development and competitiveness be enhanced with Green Growth, Green Economy and Bio-economy?

Stakeholder collaboration:

In the Bio-Economy, stakeholders have an important role providing active, sustainable and diverse use of forests. Stakeholders have an important role in the competitiveness. Corporations have importance in the Corporate Social Responsibility, CSR, and competitiveness.

- Private forest ownership
- Role in the competitive business
- Corporations
  - Opportunities in investments
  - Value creation
  - Business opportunities
- Customers
  - Contributing to the value of the products
  - Important role in the demand of sustainable forest products

Method:

Qualitative research based on Literature.

Conclusions:

Stakeholders have an important role in the green approaches. Stakeholders have a significant role in the markets. Ecosystem services supply resources to markets and can enhance local development.

In Finland, private forest owners play a key role in competitiveness sustaining forest ecosystem services and providing wood for the industry. Forest owners’ role is important in providing resources for the ecosystem services in the markets in Finland. Forest owners’ role is important for the sustainability and for the competitiveness.

Sustainable development can be revealed in the green concepts and in the stakeholder collaboration.