



.2024

S P O N S O R F O L D E R
W I L L B E E I N N O V A T I O N A W A R D

F I N A L
M O N T B E N O N C A S I N O - L A U S A N N E
O n 2 4 S e p t e m b e r 2 4

Editorial

The WOOD BEE association, in collaboration with the BFH - Bern University of Applied Sciences / Department of Architecture, Wood and Civil Engineering, is launching the "WILL BEE" award to encourage and recognise innovation in the use of wood and bio- and geosourced materials.

Our primary objective is to boost the development of the materials industry by sustainable construction, highlighting a wide variety of renewable resources such as wood, hemp, straw, cork, flax and raw earth. In addition to their insulating and structural properties, these materials are widely available in our regions, offering significant potential for sustainable construction.

WILL BEE also strives to make the most of local materials that have undergone little processing, as well as those derived from the reuse or recycling of waste and co-products, such as cellulose wadding, recycled textiles, pallet wood, cardboard and many others.

Our commitment is not limited to the construction sector. We are striving to promote the use of low-carbon materials in all aspects of everyday life, including less conventional uses such as automotive parts, adhesives, paints, clothing, make-up and food additives, while highlighting their two main benefits: the sequestration effect (ability to store carbon) and the substitution effect (ability to replace more polluting alternatives).

Promising sectors

Through the rewards and visibility offered to participants, WILL BEE is encouraging short circuits and the local economy, and catalysing the creation of more responsible business models. By highlighting the virtuous uses of wood in innovative projects, WILL BEE is a real springboard for the wood industry and the bio- and geosourced materials sector.

Driven by innovation, the growing use of these materials is carving an ever deeper path towards a low-carbon world.

“ Through the rewards and visibility offered to participants, WILL BEE aims to encourage short circuits and the local economy, and to catalyse the creation of more responsible business models. ”

Find out more on woodbee.ch

The Organisers

1/2

WOOD BEE brings together individuals, public and private organisations and companies with a common interest in the use of bio- and geosourced materials to achieve sustainable development objectives, in economic, ecological and societal terms.



By its inclusive nature, WOOD BEE aims not just to bring people together but to transcend sectoral boundaries, encouraging collaboration and complementarity between the various stakeholders and existing associations.

- Stimulating and promoting innovation in the wood and bio- or geosourced materials sector.
- Position wood and bio- and geosourced materials as one of the solutions for moving towards carbon neutrality.
- Promoting circularity, re-use and deconstruction concepts.
- Encouraging cross-disciplinary work between different sectors: wood, bio- or geosourced materials, water, energy.
- Highlighting the positive impact of bio- and geosourced materials and the environments from which they originate on health.
- Encouraging a cross-disciplinary approach and diversity between practice and theory, entrepreneurship and research, art and science.

The Organisers

2/2



Berner
Fachhochschule

The AHB (Architecture, Wood and Civil Engineering) department at BFH is unique. It ranges from infrastructure construction and urban development, through architecture and timber construction, to bio-based building materials and digital construction.

This diversity enables us to study the built environment in its entirety, using a transdisciplinary approach, and to shape it in a spirit of sustainability.

BFH focuses on renewable raw materials and thinks in terms of cycles. With its many years of expertise in the field of wood, it is at the forefront of education and applied research in Switzerland and enjoys an international reputation.

Entrepreneurial spirit and action characterise the work of its students, researchers and teachers. In collaboration with its partners in the field, it designs innovations to promote a sustainable building culture and create a positive impact on society.

4 DISTINCTIONS



Launch category

- Academic
- Companies (< 2 years old)
- Any individual
- Associations

CHF 3,000



Development category

Companies (> 2 years old)

CHF 5,000



Public's Favourite Award

Projects that have passed the pre-selection phase. Public vote.

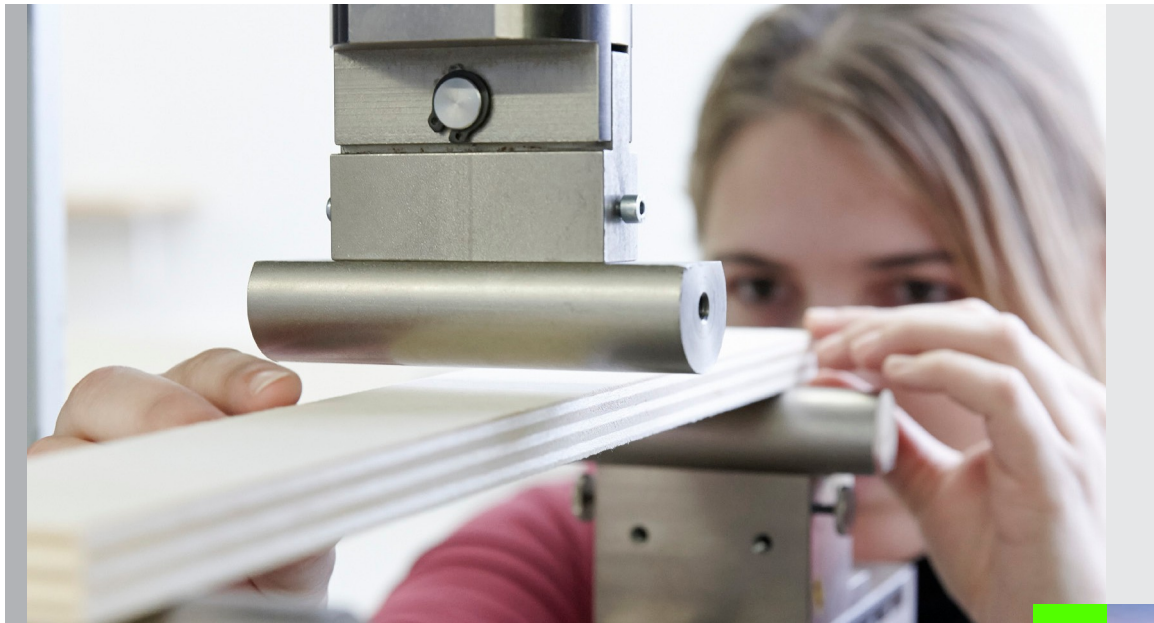
CHF 3,000



Special "Health" prize

- With a salutogenic dimension
- Helping to reduce the impact on health of the production, processing and/or use of wood or bio- or geosourced materials

CHF 3,000



A showcase for start-up incubators and innovative projects using wood and bio- and geosourced materials.

7

A festive evening at the Casino de Montbenon on 24 September 2024 with: a keynote speaker, pitches by the finalist candidates, companies and institutes involved and interested in innovation.



Public
Final
24.09.24

Thanks to the City of Lausanne, the WILL BEE public final will be held on 24.09.24
- in the Salle des fêtes for the networking and stands
in the prestigious Salle Paderewski at the Casino de Montbenon in Lausanne for the ceremony and the candidates' pitches.



Salle des fêtes du Casino de Montbenon



Salle Paderewski at the Casino de Montbenon



- A window of opportunity for the materials industry
- A showcase for companies
- A springboard for researchers
- A place of inspiration for manufacturers
- Positioning sustainable finance
- Solutions for the sustainable economy



TARGET AUDIENCE

ENTREPRENEURS
INVESTORS

BUILDERS
ARCHITECTS
ENGINEERS

MUNICIPALITIES

POLITICIANS

NATURAL PARKS

APPRENTICES
RESEARCHERS

HEALTHCARE
PROFESSIONALS



Partners

We are convinced that your company occupies a central place in the landscape of innovation and sustainable development, with recognised expertise in key sectors such as construction, energy, real estate, timber and sustainable finance.

For our part, as a federating platform, we have built up a solid network and proven expertise, making us an invaluable ally in accelerating your development by further integrating the wood component as well as bio- and geosourced materials.

WOOD BEE, as a vehicle for innovation, creativity and best practice, transcends the boundaries between worlds and acts as a **catalyst for innovative ideas**. Our partners, who include prestigious institutions such as BFH, EPFL, HEIG-VD, Sanu Durabilitas, the Canton of Vaud, Réseau Santé Région Lausanne and the City of Lausanne, support us in our mission and collaborate actively on our communications and events projects.

By joining our circle of partners, you'll be helping to fuel thinking and put into action new perspectives on the uses of bio- and geosourced materials. You'll also be helping to develop innovative, integrated services that generate economic, social and ecological value.



PARTNERSHIP BENEFITS

CHF

3 000.-

4 000.-

10 000.-

Print communication

Logo on all information and promotional material for the event / flyer front page.....



Logo in the programme (last page, all partner logos).....



Advertising in the programme.....



Electronic communication

Company logo and hypertext link on website.....



Logo on all digital communications.....



Personalised communications dedicated to the sponsor on social networks.....



PARTNERSHIP BENEFITS

CHF

3 000.-

4 000.-

10 000.-

Visibility at the event

Presentation of one of the prizes



Logo on the wall of images during the event



Quote from the organisers' speech.....



Demonstration area in the Salle des fêtes on the day of the event

Stand



Other Benefits

Other benefits to suggest and discuss



will bee

An event

wood bee

IMAGINATIVE BY NATURE

WOOD-BEE : c/o ELITE SA
En Roveray 198, 1170 Aubonne
www.woodbee.ch
Contact: info@woodbee.ch
Tel: +41 78 966 02 75