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Presentations	Session 3.2	<i>Global Forest Bioeconomy: Continuity or a Pathway to Transformations? (Part 1)</i>

*Abstract Session 3.2 – Sustainability or unsustainability transition of forest-based sector in Finland: who says what in the societal discussion?*

Firms and their business models have an essential role in sustainability transition. In Finland, novel forest-based sector businesses are at the core of the transition to a more sustainable circular bioeconomy. The current societal discussion on forest-based bioeconomy and related resource use in Finland is, however, featured by various views and demands, which are often conflicting and leading to polarization of the discussion. Sustainability of business models and creation of a shared societal understanding about both, sustainability and sustainable business, are therefore the core issues in bioeconomy transition. This paper describes the key discourses and polarities in the Finnish societal discussion on transforming forest-based sector and its future development. The study outlines the dominant actors groups, their discourses and arguments, but it also reveals the more hidden actors and discourse coalitions. The study pays specific emphasis on the elements of the dialogue between forest-based companies, their stakeholders and the citizens at large. Discourse analysis is in process, so I cannot share any results here just yet. But I can present preliminary results in this event.