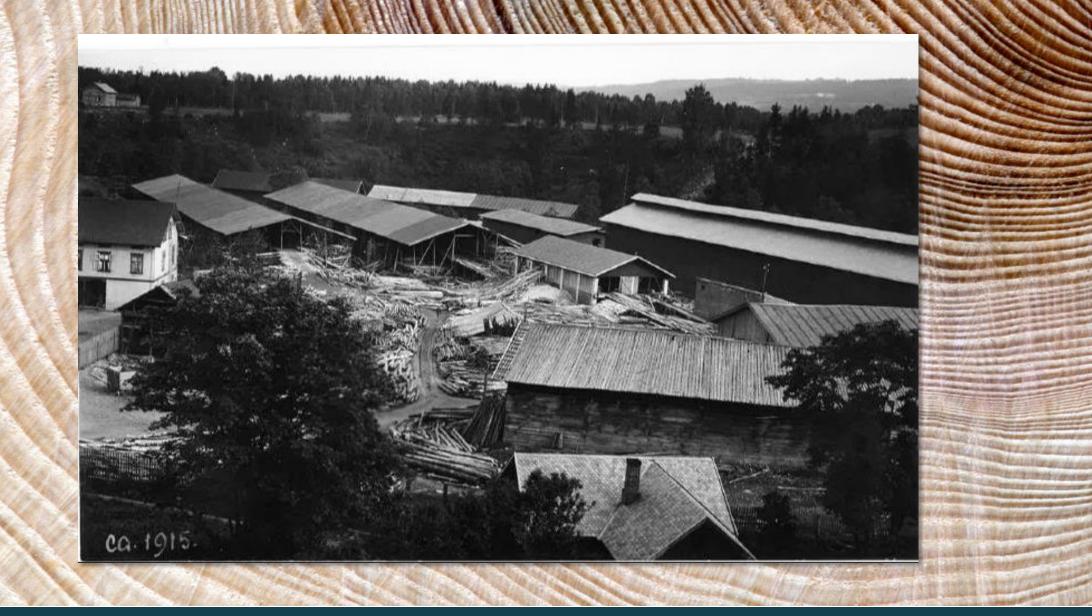
# Natural wood fiber insulation a game changer in the housebuilding industry

Green Economic Seminar, MAY 30, 2018 Frederik W. Mowinckel Chairman, HUNTON







VISION We shall be the most recommended

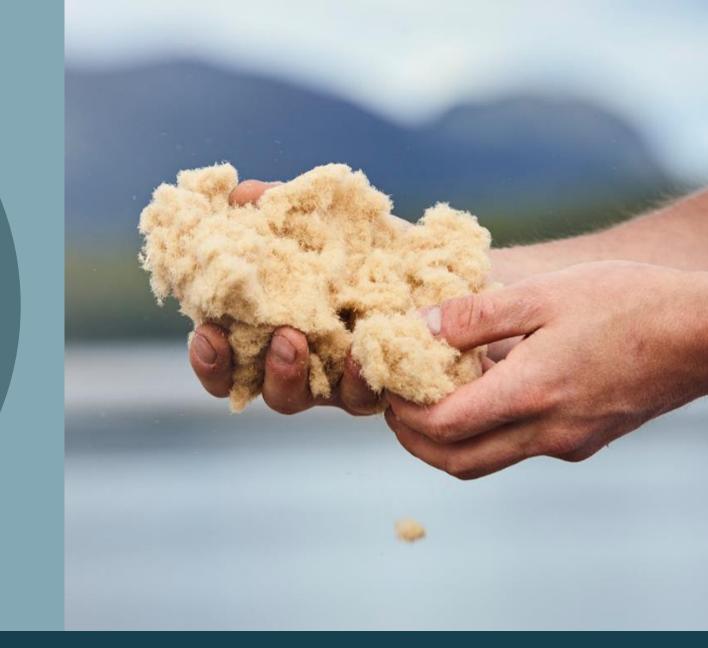
#### MISSION We shall simplify environmentally friendly building

#### VALUES Credible, present, future-orientated



WOOD FIBRE – CHANGING THE GAME OF INSULATION

- A carbon capturing/storing building material
  - Renewable resource
- Back to Nature at end of life
  - Enable houses to breath for a better indoor environment





### **B** GOOD HEALTH AND WELL-BEING





#### "Ensure healthy lives and promote well-being for all, at all ages"



## **B DECENT WORK AND ECONOMIC GROWTH**



"Promote inclusive and sustainable economic growth, employment and decent work for all"



### **13** CLIMATE ACTION



#### "Take urgent action to combat climate change and its impacts"



### **15** LIFE ON LAND



"Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss"







