A CELLULOSE-BASED SOCIETY

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RISE BIOECONOMY
The most common building block in nature
100 000 000 000

TONS CELLULOSE PRODUCED EACH YEAR
BY PHOTOSYNTHESIS
3000 TONS CELLULOSE PRODUCED EACH SECOND BY PHOTOSYNTHESIS
150 TONS OIL PRODUCED EACH SECOND
Demonstrated by RISE, Blatraden and KTH
Imagine a future in which resources from forests are used to create an array of products – everything from textiles and vehicle parts to cosmetics and prosthetics.

This leads to the forest becoming a more important resource in the production of materials and products for which we today use oil, plastic, glass, or metals.
Which of the following describes your reaction?

- **Committed** to helping, I'd want to speed this development along
- **Happy**, it sounds like things are shaping up
- **Relieved**, it'd be a relief that this is happening
- **Curious**, it sounds interesting but I would like to know more
Which of the following describes your reaction?

- **Disappointed** that such a thing could be allowed to happen
- **Worried**, I don't think such a development would be good
- **Upset** or irritated with this development
- **Really angry**, I would take to protesting in public
Which of the following describes your reaction?