

# Wood it be possible: constructing timber houses in the Netherlands



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Transformative Bioeconomies: Towards a materials transition that phases out fossil feedstock

## Objective(s)

Translating results of the WUR report wood it be possible: constructing timber houses in the Netherlands to a wider audience. We prioritize the publication of an article in a prominent economic journal like ESB or a major newspaper to get the most outreach.

## Target audience

Economists & Policymakers

Economisch Statistische Berichten (ESB) is a leading and influential Dutch-language magazine in the field of economics and socio-economic policy. ESB has monthly publication featuring articles on scientific economic research with a policy interface and are freely accessible. Often ESB articles are picked up by other news journals that write articles that are even more accessible for broader audiences. For example, ESB articles could be translated to articles in het Financieel Dagblad which has more than 100.000 subscriptions.

## Medium

Translate/convert the (published) Research report into a short article (ca. 3,000 words) for publication ESB accessible to a wider interested audience (Economists, policymakers and other stakeholders in de wooden house construction value chain (builders, architects, consumers, etc.)).

Table 1. Journal and target group

Journal	Target group
ESB	Policymakers and Economists
WUR internet	Other researchers
De Landeigenaar	Stakeholders in wood chain

## Scientific story