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Supplementary file S1. Interview questionnaire of the managers of SMEs utilizing forest-based side streams.

General information

1. Company information

- a) Size of the company (turnover and employees)
- b) Company's year of establishment
- c) Main industry
- d) Motivation for starting a business

2. General information of the interviewee: Role in the company

3. Company's products and services: Raw materials – where do they come from and where do they go?

Circular bioeconomy

4. How can the circular and bioeconomy be seen in your operations?

5. What kind of business opportunities and challenges has your company faced regarding utilizing side streams/biomass and the commercialization of products?

6. Where do you see your company in 5 to 10 years?

- a) What are the external factors that advance the circular bioeconomy?
- b) Which internal factors do you consider a strength for the utilization of side streams/biomass?
- c) What personally motivates you to reach the goal?

7. What kind of resources and capabilities are required from a company to advance the circular bioeconomy?

8. What are the strengths/weaknesses of your company's operations in terms of organizational change?

9. What kind of partnerships are needed in your operations?

- a) In what way do your partners support/enable the value creation of your company?
- b) What are the barriers for partnerships?

10. How are innovations born within your company? What are the biggest obstacles to continuous innovation in your company?