

Thematic Focus Group Table 1: Innovative and short forest - timber value chains to design vital rural areas.

Authors: Gian Antonio Battistel¹ and Fabio Pesce²

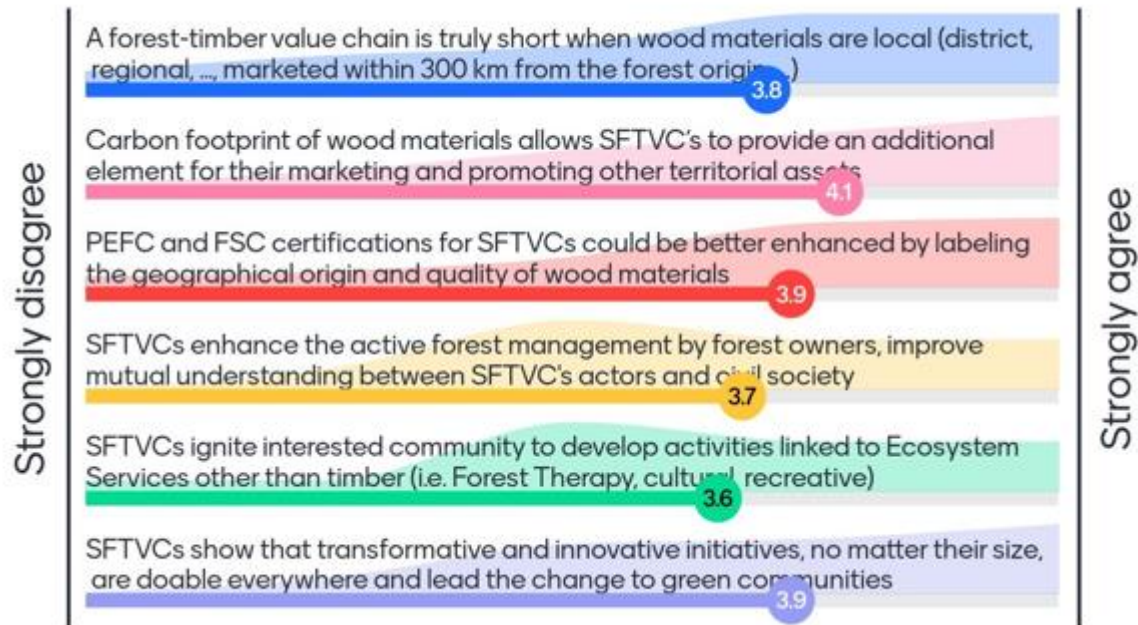


Figure 1. Mentimeter rating statements for the Table 1

Executive Summary of Table 1:



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Virtual (around 40) and workshop (around 15) participants were asked to provide their opinion on six statements on the innovative potential of local short timber value chains (SFTVCs) to design vital rural areas. Attendants mainly agreed on labelling wooden materials that originate from a specific

¹ Edmund Mach Foundation, via Edmund Mach, 1, 38098 San Michele all'Adige (TN), AG6 member and EUSALP TF-MFSUT co-leader, gianantonio.battistel@fmach.it.

² ForTea srl stp, via Traves 43, 10151 Torino, Italy, fabio.pesce@fortea.eu.

place, region or country. This requirement should necessarily be coupled with measurable characteristics (i.e., carbon stored, technological) and specify the activities that occur in the defined geographical areas needed to obtain the final product.

In consideration of the legal limits imposed on green public procurement (GPP) to the administrations of the area concerned, which may become the main purchaser, emerged the necessity to couple the information provided by well-established sustainable forest management and chain of custody certification schemes with additional and consolidated tools providing robust assessment of the “carbon footprint” (including transport until the local final user).

New private-public „Collaborative Value Chains“ and GPP business models could be „levers of change“ in overcoming forest-land tenure pathology (see fragmentation and small size of parcels). Associated trade between local small-scale „Non Industrial Forest Owners“ and timber/non timber value chains foster the innovative place-based and tailor-made products. These models should allow a) better interpretation of clients/customer needs, b) the development of new products/services, c) valorisation of further provisioning as well as regulating and cultural ecosystem services and replicability in other territories.

Clear and accessible information as well as effective communication to SFTVCs’ clients/customers and general public should be carried out by actors selling „local“ wooden materials. Their communication skills should include effective storytelling to be improved through either using communication professionals or ad hoc vocational training and long-life learning.

Finally, participants recognised that a clearer definition and content of “local” labels and their impact on the vitalisation of local economy remain to be further studied and discussed.

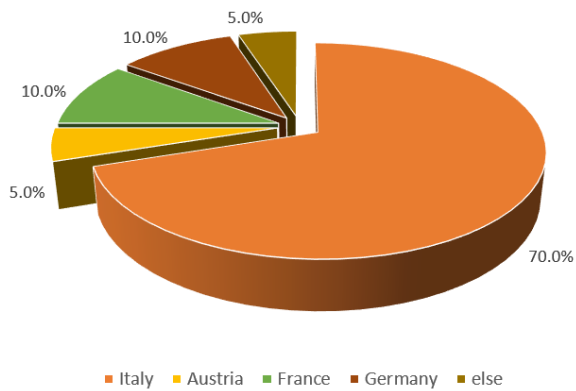


Figure 2. Distribution of the respondents 1 by country.

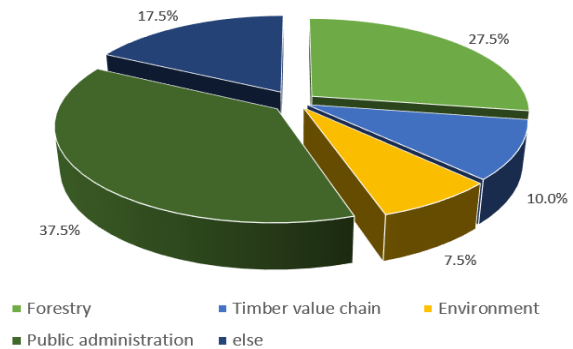


Figure 3. Distribution of the respondents 1 by sector.