



Increasing transparency in resin supply chain

Aida Rodriguez García (Fundación Cesefor)
Resin iNet

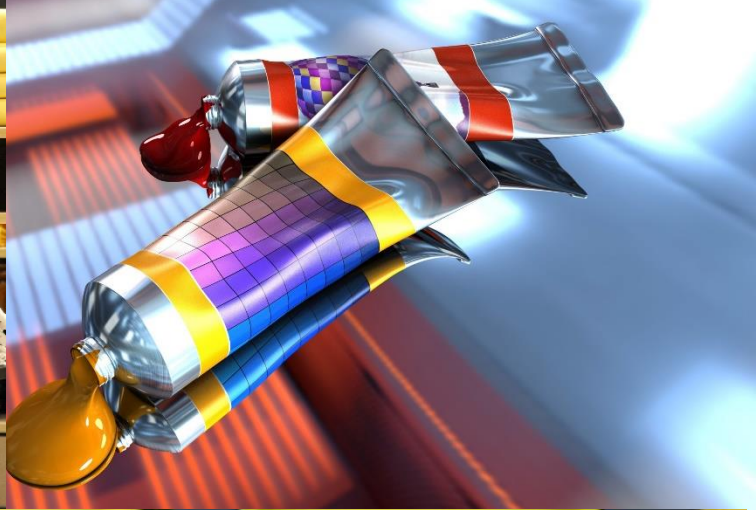
Coordinator



Partners



This project has received funding from the European Union's H2020 research and innovation programme under grant agreement No.774632.

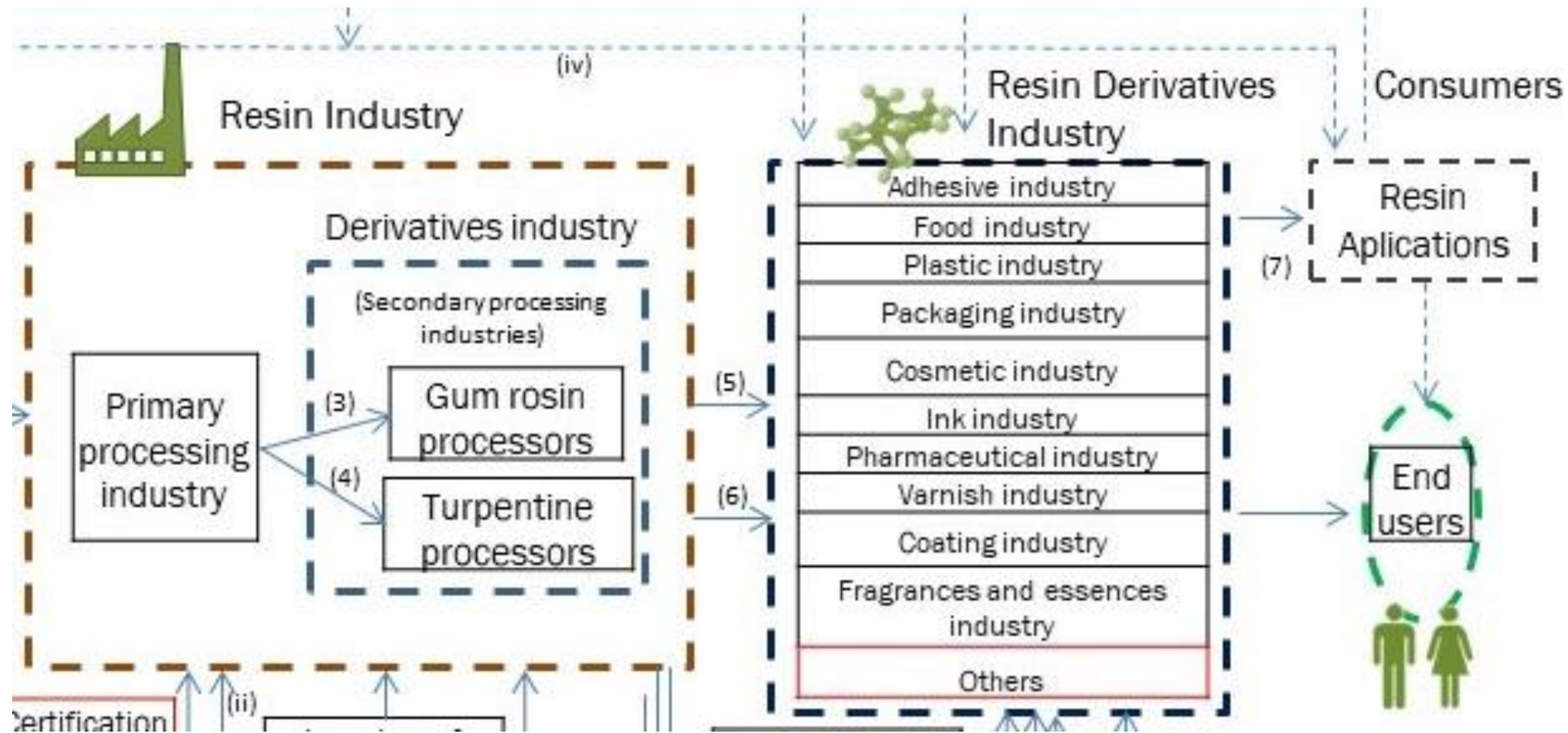






Watch out!

**Natural resin
based product**





NICHE

SEARCH





ResinApp



[HOME](#) [THE PROJECT](#) [ACTIONS](#) [PRESS](#) [RESOURCES](#) [EVENTS](#) [SUST-FOREST 2010/2013](#) [Q](#)

RESIN APP - THE TRACEABILITY OF NATURAL RESIN

[Home](#) / [RESIN APP - The traceability of natural resin](#)



The traceability of natural resin, a pending issue that can be solved with RESINAPP

Due to growing global concern about environmental issues, traceability systems have become crucial in recent decades as a solution for controlling the origin, ensuring sustainable harvesting and marketing practices for forest products.

Its implementation, which is increasingly widespread in the timber management, has allowed the development of integrated technical solutions that serve as management tools to optimize the operation of companies and the administrative control.

Thus, along with the utility of verifying the origin of legal, responsible and acceptable sources, other practices related to the business management or commercial promotion of the products are added.

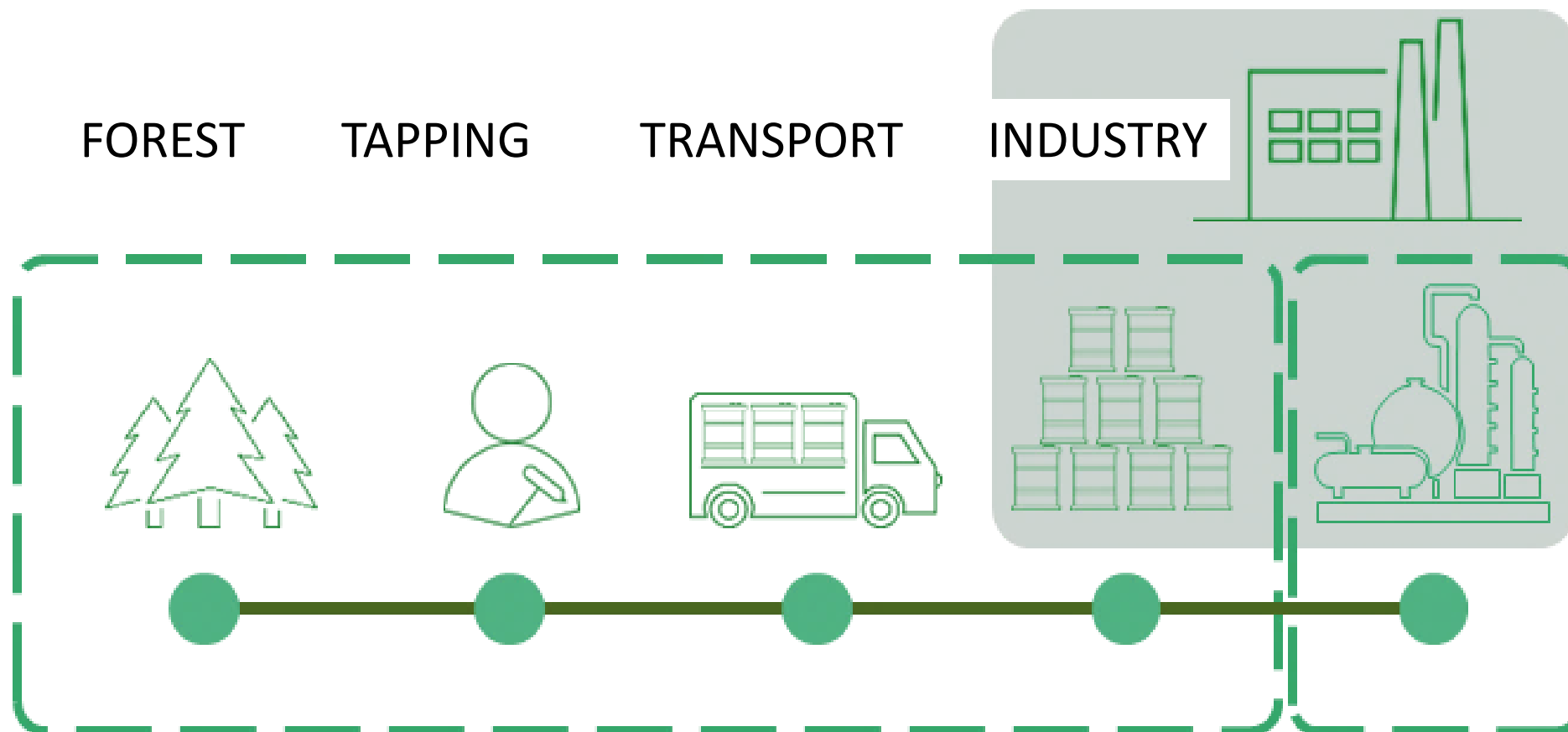


FOREST

TAPPING

TRANSPORT

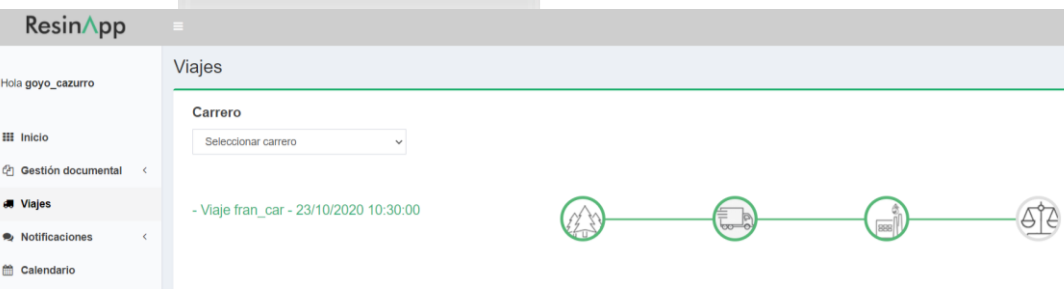
INDUSTRY



TAPPING STAGE

FIRST TRANSFORMATION STAGE

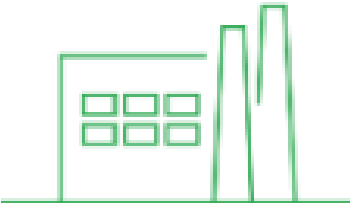
ROLES: Tapping worker



ROLES: TRANSPORTER



ROLES: INDUSTRY





interregional



innovation



networks



RESIN APP TRACEABILITY SOLUTIONS FOR THE RESIN SECTOR

A WEB/ANDROID APP FOR LOGISTICS AND NATURAL RESIN TRACEABILITY

1. Traceability systems have acquired crucial importance in recent decades due to growing concerns about the health of worldwide natural resources. They offer reliable solutions for controlling the forest product origin thus ensuring sustainable practices during the harvesting and marketing phases.



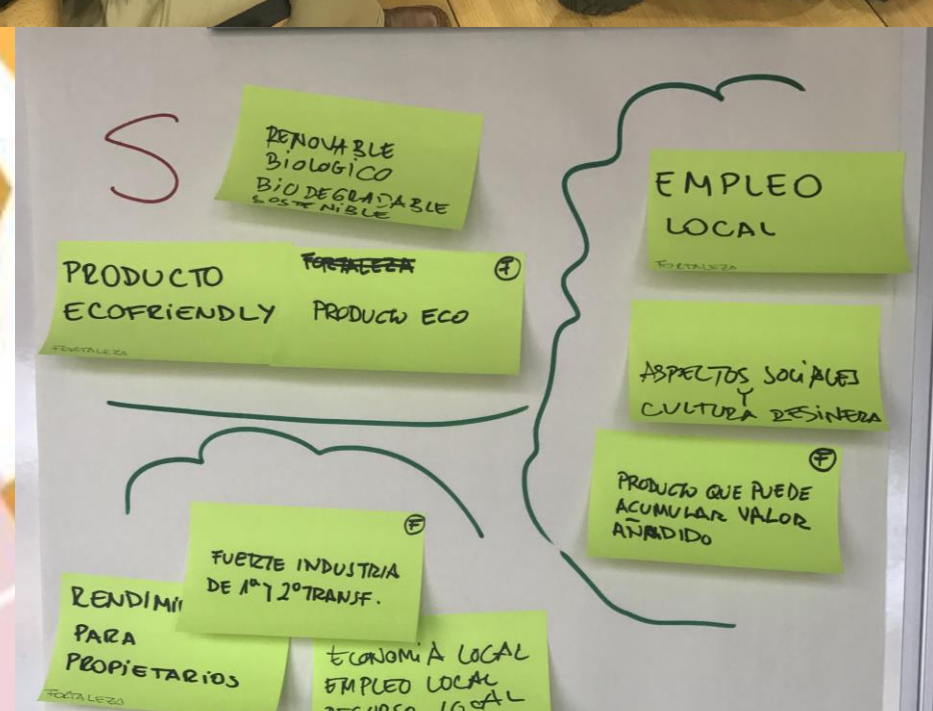
3. Enhanced resin traceability facilitates the accreditation of the resin origin and serves as a business management tool for first processing companies. It facilitates monitoring and transactions between resin manufacturers and companies.

idiForest

innovación y tecnología emergentes para los productos forestales no madereros

Hoy, la financiación de
proyectos emprendedores
y continuación de los grupos
de trabajo







The Lean Canvas				04-Jan-2013 Iteration #1
1. Trace-me as a database to increase transparency in NWFP value chains				
Problem Top 3 problems <ul style="list-style-type: none"> Unable to communicate their value directly to the customer They need to increase their sales For small producers: cost of certificates, labeling 	Solution <ul style="list-style-type: none"> quick, easy, customer friendly flexible, adaptive (product presentation) reliable, trustworthy "self-check": all actors mentioned in the value chain validate what is mentioned feedback from customers or actors in the chain Key Metrics <p>Key activities you measure</p> <ul style="list-style-type: none"> Number of producers willing to share the info Number of products that apply the QR code Number of records in the database Usage: webpage visitors (google analytics) 	Unique Value Proposition <p>Single, clear, compelling message that states why you are different and worth paying attention</p> <p>A userfriendly and attractive website/app to list and consult NWFP products with all their details (value chain, locations, labels, characteristics) and benefits</p>	Unfair Advantage <p>Can't be easily copied</p> <ul style="list-style-type: none"> Building on the NWFP networks with the actors across the value chains lots of information brought together in one place support from region or association (if possible!) Channels <p>Path to customers</p> <p>Networking with similar initiatives (e.g. chainwood)</p> <ul style="list-style-type: none"> Associations Regional Dvpt Organisations 	Customer Segments <p>Target customers</p> <ul style="list-style-type: none"> Producers of non wood forest products who sell to final consumers Associations of NWFP producers Do we start with one country? (easier: only one language)
Cost Structure <p>Customer Acquisition costs Distribution costs Hosting People, etc.</p>	Revenue Streams <p>Revenue Model Life Time Value Revenue Gross Margin</p>	<p>Fixed cost: ICT infrastructure + database</p> <p>Fixed staffing cost:</p> <ul style="list-style-type: none"> Database maintenance Moderation of feedback and queries Contact point Validation of information <p>Yearly subscription (should be limited to avoid that this becomes a barrier) (different packages possible: basic, advanced,...)</p> <p>Additional revenues from additional services: printing of labels, business cards, additional space to present company</p>	<p>Advertisement / banners on the site</p> <p>Consultancy services?</p>	

Session 3: Enabling the bio-based resin sector

Reporters: Marlène Baudet (CNPF) and Eduard Mauri (EFI)
(14:00 CEST - 16:15 CEST)



Raquel Castán



Aida Rodrigu...



Armand Clop...



VarvaraKokkali

michelbaumassy

Mariana Jorge F...



André Faria



Ana Noriega - PEFC E...



Gerhard Weiss

Ricardo Lacerda...



Paula Soares (ISA)

Gonzalo Torres

Marlène Baudet

peterbiesheuvel

Javier Miranda

SL2

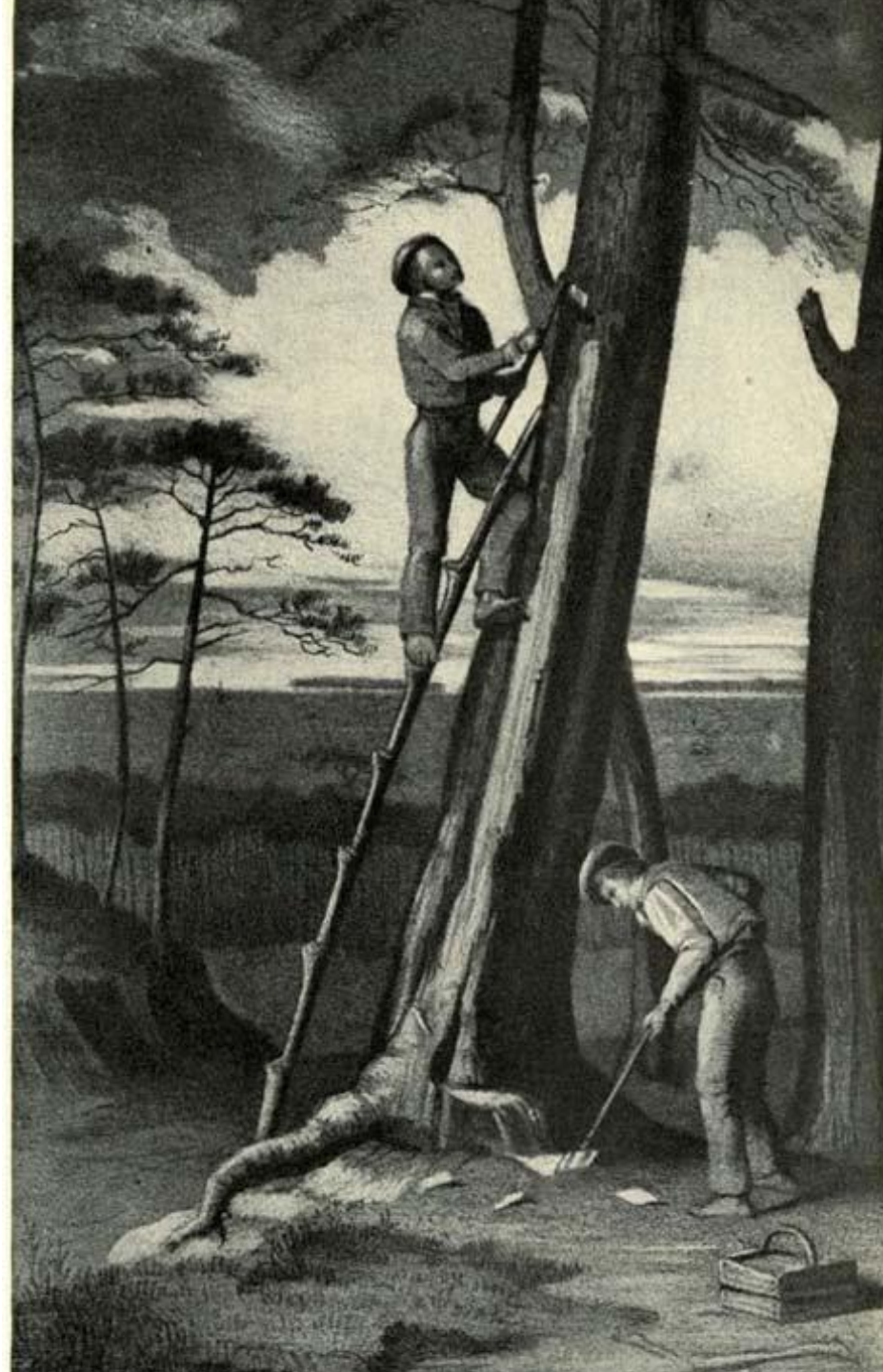
D. Laplace



Interregional Workshop on innovative bio-based resin derivatives









Coordinator



Partners



Forestas

Agencia Estatal española para el estudio de su territorio y de su entorno de su territorio
Agencia forestal regional para la gestión del territorio y del desarrollo de la agricultura
SardegnaForeste



This project has received funding from the European Union's H2020 research and innovation programme under grant agreement No.774632.