

Migliorare il marketing e la comunicazione dei Prodotti Forestali Non Legnosi (PFNL) : casi studio

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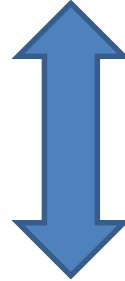
Il marketing

Philip Kotler nel 1967: «*Il marketing è quel processo sociale e manageriale diretto a soddisfare bisogni ed esigenze attraverso processi di creazione e scambio di prodotti e valori.*»

È l'arte e la scienza di individuare, creare e fornire valore per soddisfare le esigenze di un mercato di riferimento, realizzando un profitto

Processi e trend

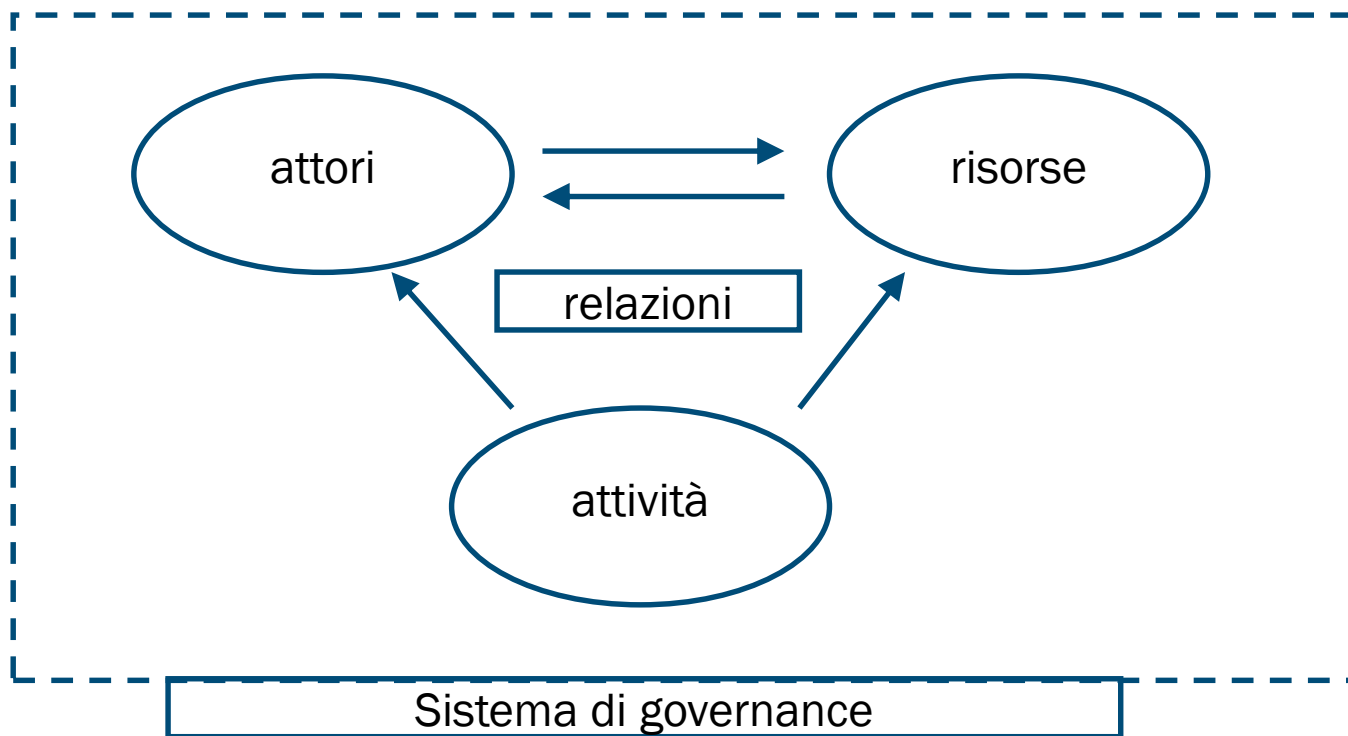
Globalizzazione → mondo standardizzato e omogeneo (logiche territoriali rimesse in discussione)



Ripensamento del modello di sviluppo a livello locale → riscoperta di **tradizioni e valori del territorio** (sostenibilità e risorse locali)

Territorio

Lo snodo centrale attorno a cui ruota il **Marketing territoriale** è il concetto di *territorio* come *sistema* le cui componenti sono:



Il territorio come sistema competitivo

È necessario vedere il territorio come un **prodotto integrato** che in base alle sue caratteristiche fisiche, social e culturali può avere diverse vocazioni

Il territorio:

- Non è **delocalizzabile**
- Non può essere riprodotto o copiato
- È un **prodotto espressivo** che può veicolare emozioni
- Al territorio si legano significati e **bisogni profondi e complessi**

Connettere PFNL e territorio

- I PFNL (es. sughero) possono essere **elementi chiave** per la promozione
- Il prodotto tipico è il frutto più autentico del territorio → collegamento logico prodotto-territorio
- Identificare **percorsi partecipati** con tutti gli attori delle filiere → creare consapevolezza del valore competitivo della tipicità del luogo
- Rivisitare e riproporre i valori tradizionali

Migliorare il marketing e la comunicazione dei PFNL: casi studio



1. In the Taro Valley (Emilia-Romagna region, Italy), Consorzio Comunale Parmensi (CCP) is a **public entity** managing more than 13,000 hectares of forest. Due to local traditions relating to mushrooms, public **forest owners developed a management strategy to enhance the wild mushroom productivity** of the forest to benefit the local economy.



3. Annual revenues from commercialisation of recreational wild mushroom **picking permits** range between **0.5 and 1.2 M €**, while the wild mushroom supply chain can generate additional annual revenues of around 0.5 M€ of added value. Commercialising products and services can **double revenues for the forest owner**, who can invest in wild mushroom productivity through new myco-silviculture techniques and in public institutions such as schools and hospitals.

2. In 1996, the Borgotaro Mushroom was awarded PGI (Protected Geographical Indication) status. CCP **integrated this trademark into the valley's territorial marketing strategy** in order to attract a new type of consumer who harvests forest mushrooms for recreation. With mushroom tourism increasing rapidly, local forest managers have placed mushroom production as a main objective, **applying myco-silviculture techniques**.

Caso 1/4

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



WEBSITE

Innovative online features, such as updated information on mushroom growing rates in the forest and collection areas, attract users to the website.



SIGNPOSTS

Signs guide pickers and tourists to where they can find local mushrooms, such as shops, accommodation and restaurants.



FINANCIAL MECHANISMS

Revenue from picking permits is reinvested into myco-silviculture and in maintaining public facilities such as schools and hospitals.

In the Taro Valley, revenue from NWFPs exceeds that collected from timber. Mushrooms are so relevant for the local economy that most public properties managed by local consortia follow a myco-silviculture approach, and mushrooms have become the backbone of the territorial marketing strategy.



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Cooperation



Partners



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Caso 2/4



EMILIA-ROMAGNA

TERRITORIAL MARKETING

A TRADEMARK FOR WILD BILBERRIES

HOW TO INTEGRATE WILD PRODUCTS IN THE GASTRONOMY OF THE EMILIA-ROMAGNA REGION (ITALY)

1. Emilia-Romagna region (Italy) is well known for several products of **gastronomic excellence with European origin labels**, such as parmesan cheese, processed meat and balsamic vinegar. Yet many other local food supply chains could have better visibility in the gastronomy of the region.



2. The label "**Traditions and Flavours of Modena**", supported and promoted by the Modena Chamber of Commerce, aims to **promote local niche products**. The label includes wild mountain bilberries and other products, such as chestnuts and potatoes harvested in the Modena territory. **Trademarked products are integrated with the gastronomic offer** of local EU-labelled products, taking advantage of their international visibility and recognised quality.

3. Figures for 2018 are encouraging for the wild-labelled bilberries sector.

9 enterprises (mainly focusing on transformation) currently utilise the label promoted by the local chamber of commerce.

141 pickers' licenses were released for professional harvesting

320 tons of wild bilberries harvested and traded by pickers can use the trademark.

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NICHE PRODUCTS

Promoting local niche gastronomy products of the Modena Apennines, including partnerships with well-known EU-labelled products, is essential for attracting tourists who consume *in situ*.



TRADEMARK

The trademark "Traditions and Flavours of Modena" guarantees that the products comply with strict standards and procedures. A common territorial label, covering several products, is more efficient than single product labels.



LOCAL ECONOMY

Thanks to the trademark, income possibilities also emerged in marginal areas. The labelled products create new business opportunities in the first step of the value chain.

A territorial label increases consumer awareness of the origin and quality of local gastronomy. Thanks to the trademark, local products connected to the territory emerge as a market specialty, creating new income opportunities and contributing to the growth of the region's tourism gastronomy portfolio.



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Caso 3/4



1. The city of Alba, in Piedmont region (Italy), and the surrounding area of Langhe and Roero are well known for wines, hazelnuts and some local gastronomic specialties, such as white truffle. Over the past 25 years, increased wine production has led to a **reduction in truffle forests of almost 30%.**



2. "Save the Truffle" is a for-profit private company which aims to restore and preserve natural truffle ecosystems. The company offers **walks into the forest to hunt for wild truffles** and presents an alternative value chain, not based entirely on final product sales. Part of the revenue is invested in **education activities** in local schools and in **preserving truffle forests.**

3. Since 2015, thanks to truffle tourism, "Save the Truffle" has planted around 400 trees, cleaned around 5 hectares of truffle forest and saved around 3 hectares of forest. Almost 600 schoolchildren and 8 truffle hunter associations (about 500 total members) have been involved in **educational activities.** These activities have strengthened relations with local administrations and **converted old traditions into current techniques to manage the forest.**

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



INTERNATIONAL TARGET

"Save the Truffle" gains global visibility through smart use of modern tools (eg. crowdfunding) and subsequent interest from national and international press.



GUIDED TOURS

The company offers customised private experiences suiting consumer needs and expectations. Flexibility is one of the key features of their tours.



BRANDING & MERCHANDISING

An appealing brand and logo are essential to be attractive on the market. Apart from guided tours, another source of income is merchandising, such as t-shirts or bags.

Only active forest management can enhance and sustain wild truffle production. Forest managers should not only seek sustainable forest practices but also financial sustainability to maintain active forest management. Private companies based on tourism can contribute to safeguarding natural truffle ecosystems.



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Caso 4/4



**TRENTINO
ALTO-ADIGE**

TERRITORIAL MARKETING

THE NON AND SOLE VALLEYS TERRITORIAL MARKETING STRATEGY

APPLES AS A DRIVING FORCE FOR THE LOCAL ECONOMY ALL YEAR ROUND

1. Apples in the Non and Sole valleys (Trentino Alto-Adige region, Italy) represent the **main driving force of the local economy**, with exports globally thanks to their EU label. Traditionally an agricultural crop, apples were not previously considered a potential tourist attraction and **tourism flow in these valleys was mainly seasonal**, concentrated in summer (trekking) and winter (skiing).



3. Thanks to the “route”, tourism opportunities are available throughout the year, **creating networks among local actors and improving the appeal as a tourist destination**. Now, tourists can enjoy the flowering of apple trees in springtime and participate in harvesting activities in the autumn. In 2018 there were 193 members of the “route” and the main event, an apple fair, attracted almost 20,000 tourists in autumn.

2. “The Val di Non and Val di Sole Apples and Flavours route” is a **mixed public/private initiative** based on partnership between the provincial tourism associations and local stakeholders. It offers **various activities**, such as **events, fairs and field trips**, related to local specialties: apples, berries, cheeses, aromatic & medicinal plants, etc. By paying just 100€ annually to the “route”, local actors can be involved as hosts, promoters and suppliers in these events, enlarging their business and promoting their specialties.

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PROMOTIONAL MATERIAL

Attractive information and promotional materials easily available both online and in tourist offices are essential. The “route” website offers an updated web-map showing participating facilities/shops.



RICHNESS OF THE OFFER

A rich and varied offer connecting producers, food & lodging facilities and retailers in an appealing network. Everyone can find the activity that best meets their needs, all year round.



TYPICAL EXPERIENCES

Today tourists don't just look for beautiful places but for authentic experiences. The “route” proposes a variety of experiences and events connected to local traditions.

With successful territorial marketing, local supply chains benefit from increased tourist flow and its related income throughout the year. Tourism demand is increasing globally: proposing something authentic locally is essential to emerge in the market.



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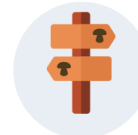


TERRITORIAL MARKETING

**INTEGRATING NWFPs
IN TERRITORIAL MARKETING STRATEGIES:
TOP 10 TIPS**

1. Connect to the territory

The value of NWFPs can increase if they are connected to the territory where they are grown and produced.



2. Benefit the local economy

Local restaurants and accommodation facilities add value by using local, certified products, enhancing the local economy.

3. Highlight NWFP attractiveness

The attractiveness of NWFPs can raise the value of a product beyond price alone, so focus on their unique qualities.



4. Invest in design

An appealing brand and logo are essential for market success, while merchandising, such as t-shirts and bags, can be an additional source of income for the company.

5. Use labels of origin and quality

Promote your niche products with labels of origin and quality but also connect them with well-known international standards, such as organic or wild, to increase credibility and recognition.



6. Make the trademark work for you

Include product controls and procedures in your trademark policy document so that the trademark guarantees quality.

7. Get local businesses on board

Labels are a powerful tool, but they need to be established in conjunction with strong partnerships with market operators and retailers.



8. Embed products with services

Businesses for products and services should work together to multiply value as part of a coherent tourist offer.

9. Create tourist opportunities

Integrating NWFPs in a territorial marketing strategy can contribute to an increase in the tourist portfolio of a destination, so make sure NWFPs are on the tourist map.



10. Get back to nature

Experiential tourism based on certified products, such as tours and harvesting activities, attracts people looking to get back to nature, who are more inclined to buy your local wild product.

Conclusioni 2/3

- **Importanza della professionalità e della cultura del territorio → “Il turismo è già rurale, è la ruralità che non è turistica”**
- **Importanza della coesione → “Strutture di coesione turistiche”**

Conclusioni 3/3

- **Importanza dell'organizzazione** → “Organizzazione ordinaria per fare cose straordinarie, non organizzazioni straordinarie per fare cose ordinarie”
- **Importanza del capitale sociale** → “Non è conveniente litigare, oppure litigare con metodo”

Contatti

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Grazie per l'attenzione

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