



# incredible

Innovation Networks for Cork, Resins & Edibles  
in the Mediterranean basin

## Policy Forum “Untapping the potential of non-wood forest products for Europe's green economy”

#NWFPpolicy  
[www.incredibleforest.net](http://www.incredibleforest.net)

16<sup>th</sup> - 17<sup>th</sup> March 2021  
Online event

Coordinator



Partners



CTFC



**Forestas**  
Agencia forestal regional pro o sviluppo de su  
territòriu e de s'ambiente de sa Sàrdigna  
Agenzia forestale regionale per lo sviluppo del  
territorio e dell'ambiente della Sardegna  
SardegnaForeste



**INIA**  
Instituto Nacional de Investigación  
y Tecnología Agraria y Alimentaria



**HRVATSKI  
ŠUMARSKI  
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CROATIAN  
FOREST  
RESEARCH  
INSTITUTE

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SUPERIOR D  
AGRONOMIA**  
Universidade de Lisboa

**unac**  
União da Floresta Mediterrânica

**University of Ioannina**  
Department of Biological  
Applications and Technology



This project has received funding from the European  
Union's Horizon 2020 research and innovation  
programme under grant agreement N° 774632.



**incredible**

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**The White Paper “Non-Wood Forest Products for people, nature  
and the green economy. Policy priorities for Europe. A white paper  
based on lessons learned from across the Mediterranean**

Inazio Martínez de Arano, EFIMED

## What to expect: A call for feedback!

- Some words on the process
- Deconstructing the White paper
- Questions, reflections, contributions



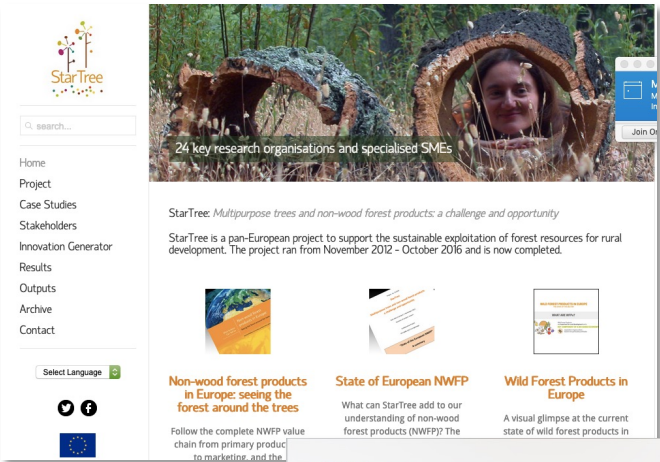
## Policy Forum “Untapping the potential of non-wood forest products for Europe's green economy”

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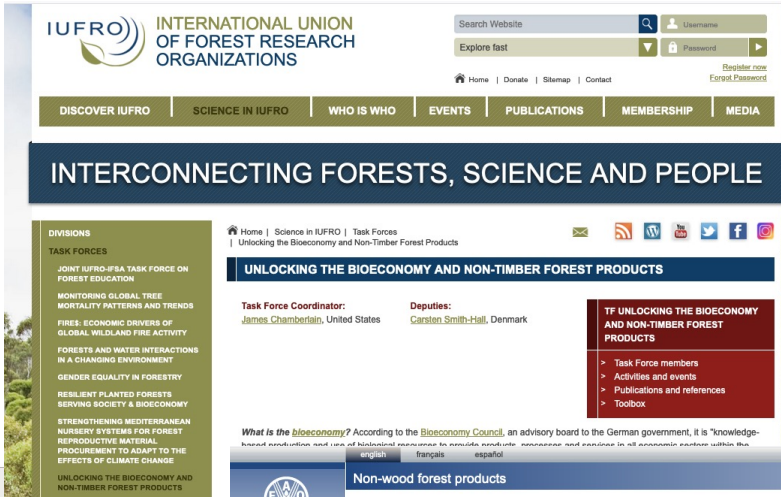


**StarTree**  
24 key research organisations and specialised SMEs

StarTree: Multipurpose trees and non-wood forest products: a challenge and opportunity

StarTree is a pan-European project to support the sustainable exploitation of forest resources for rural development. The project ran from November 2012 - October 2016 and is now completed.

- Non-wood forest products in Europe: seeing the forest around the trees**
- State of European NWFP**
- Wild Forest Products in Europe**



**IUFRO** INTERNATIONAL UNION OF FOREST RESEARCH ORGANIZATIONS

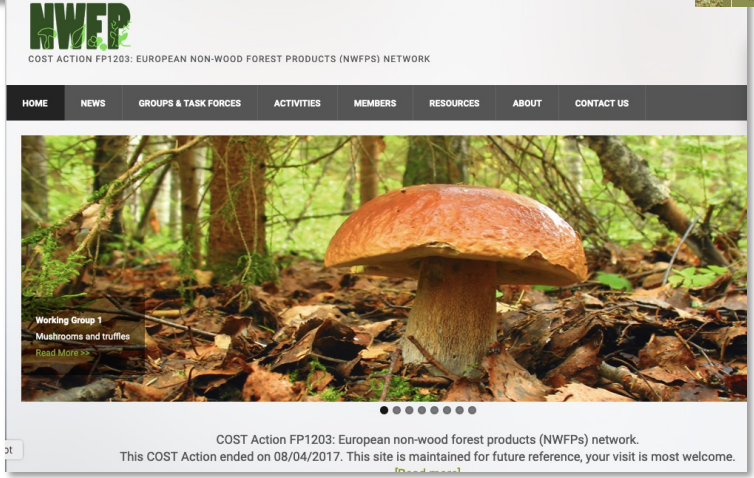
INTERCONNECTING FORESTS, SCIENCE AND PEOPLE

UNLOCKING THE BIOECONOMY AND NON-TIMBER FOREST PRODUCTS

Task Force Coordinator: James Chamberlain, United States  
Deputies: Carsten Smith-Hall, Denmark

TF UNLOCKING THE BIOECONOMY AND NON-TIMBER FOREST PRODUCTS

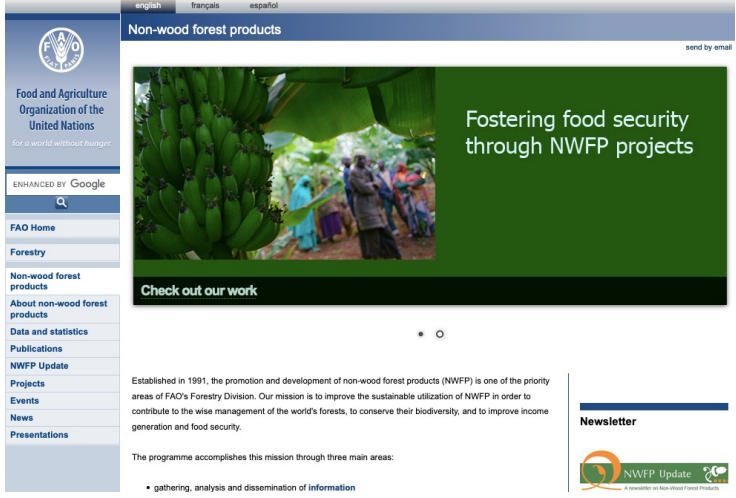
- Task Force members
- Activities and events
- Publications and references
- Toolbox



**NWFP**  
COST ACTION FP1203: EUROPEAN NON-WOOD FOREST PRODUCTS (NWFPs) NETWORK

Working Group 1: Mushrooms and truffles

COST Action FP1203: European non-wood forest products (NWFPs) network. This COST Action ended on 08/04/2017. This site is maintained for future reference, your visit is most welcome.



Food and Agriculture Organization of the United Nations

Non-wood forest products

Fostering food security through NWFP projects

Check out our work

Established in 1991, the promotion and development of non-wood forest products (NWFP) is one of the priority areas of FAO's Forestry Division. Our mission is to improve the sustainable utilization of NWFP in order to contribute to the wise management of the world's forests, to conserve their biodiversity, and to improve income generation and food security.

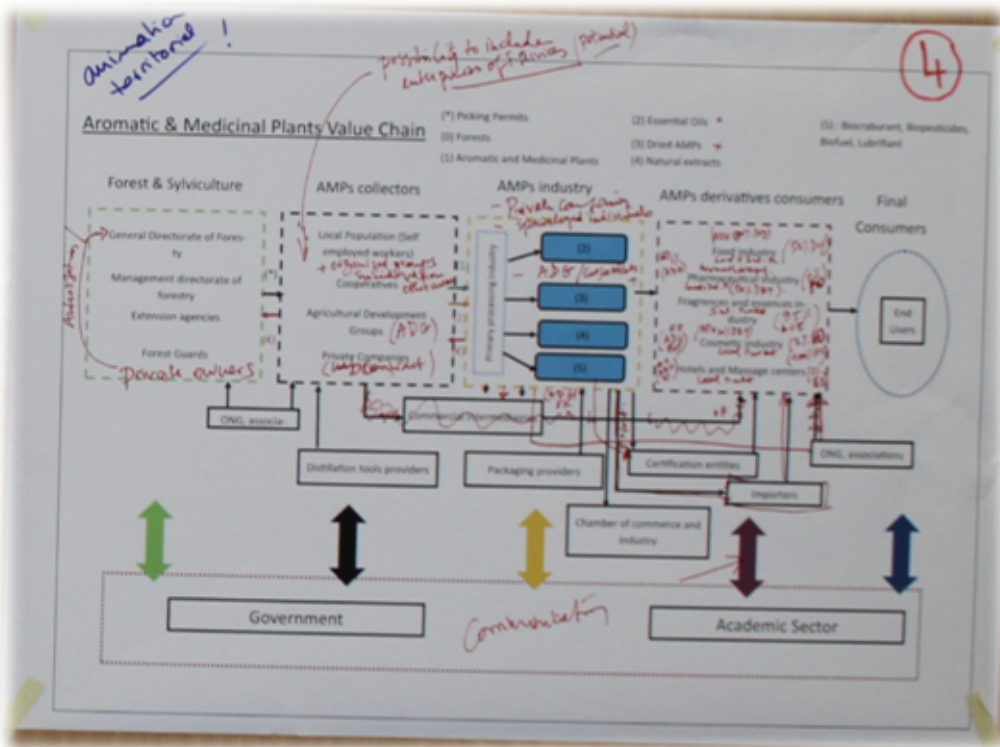
The programme accomplishes this mission through three main areas:

- gathering, analysis and dissemination of information

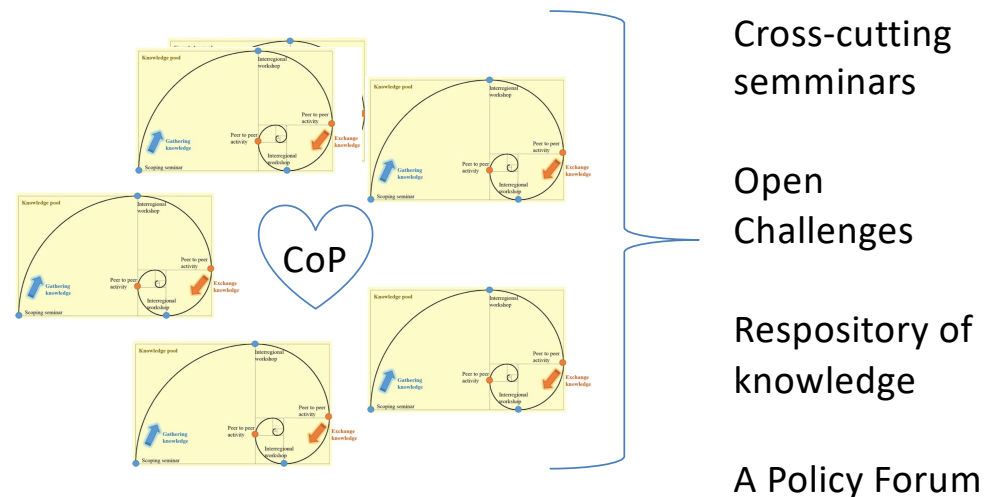
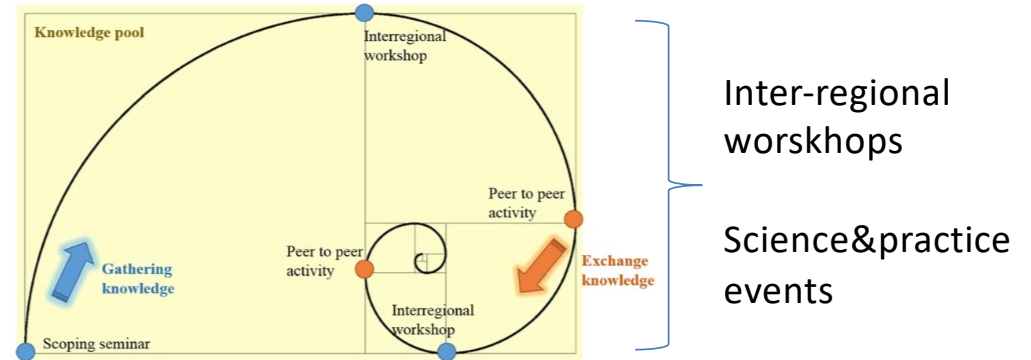
Newsletter

# Policy Forum “Untapping the potential of non-wood forest products for Europe's green economy”

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- An iterative process in Inter-Regional workshops! and Science-Practice events.
- Cross-cutting knowledge sharing in key areas
- A Community of Practice for iNet animators
- Open innovation challenge to raise awareness and contribute to develop a culture of innovation
- **Condensation of Policy recommendations in a *white book* and Forum**



## **PES & territorial marketing**

Albareto (IT)

10-11 May 2019

## **Business & entrepreneurship**

Barcelona (ES)

27-28 Feb 2020

## **ICT & new technologies**

Soria (ES)

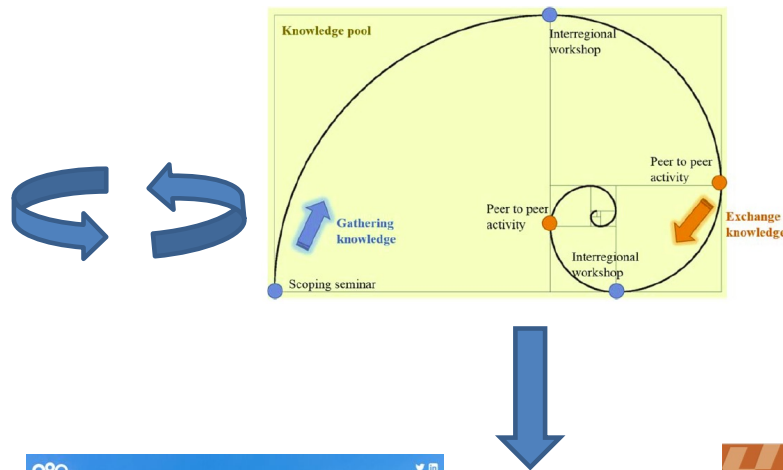
21-22 Apr 2020



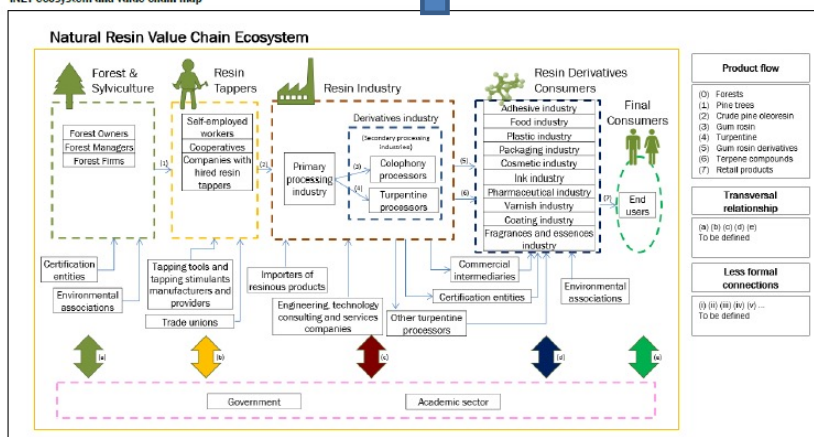


### Key themes proposal

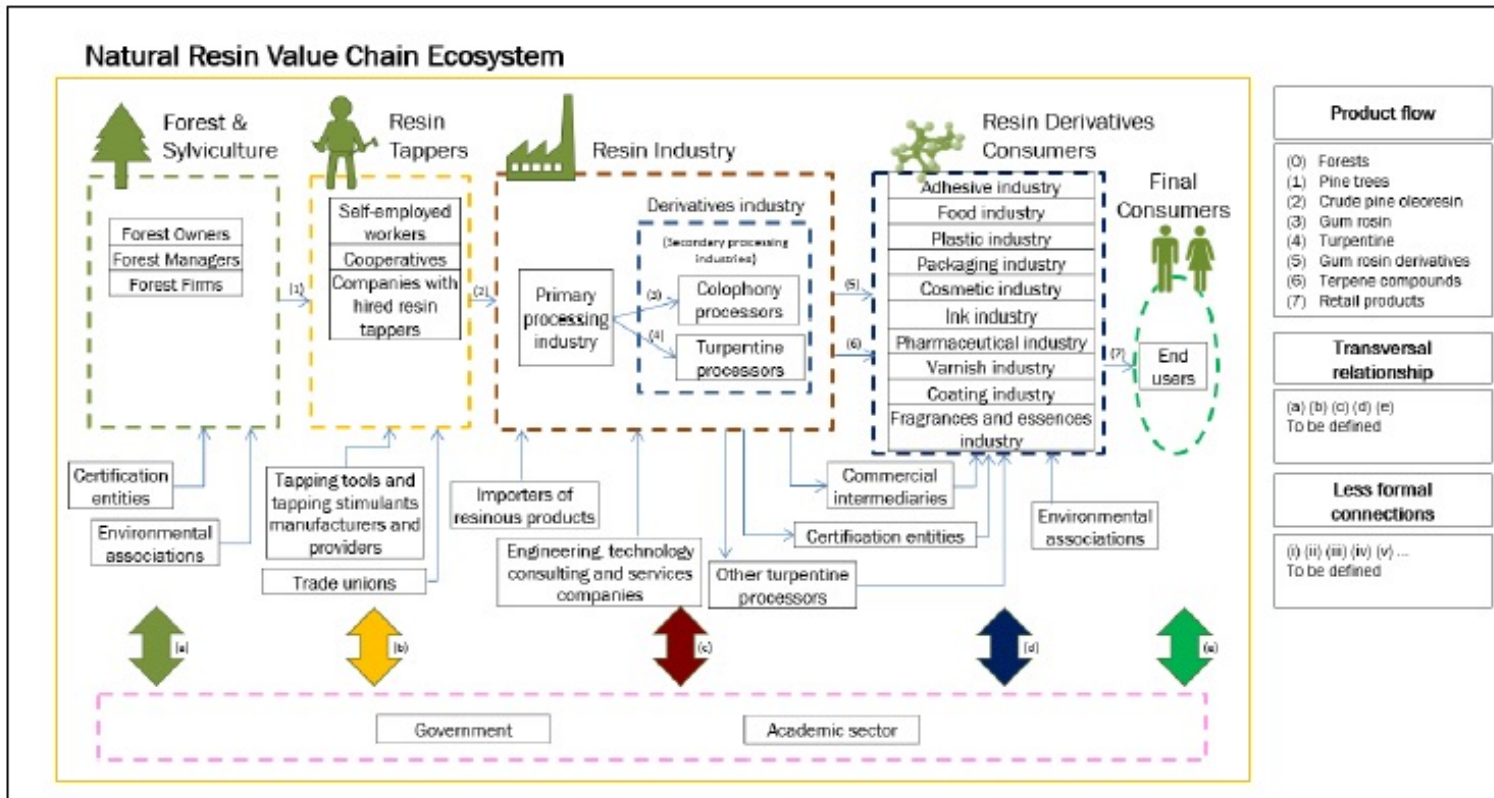
NATURAL RESIN AS A BIOECONOMIC RAW MATERIAL	
<b>Production/Harvesting</b>	Implementation of production traceability systems Logistical integration (i.e. computerization of the logistic process) New harvesting methods Quality control Market knowledge and price formation
<b>Transformation</b>	Development of new resin derived products Equipment and process improvement
<b>Commercialization</b>	Green features enhancement (i.e. Carbon footprint assessment, stamp of origin, etc) Resin virtual market Marketing product support
<b>Integration with services</b>	Forest certification Green labelling Adaptation to REACH regulations Support the creation of an International Interprofessional Resin Organisation to improve the structure of the sector Sectoral incorporation into the Bio-based Industries Public-Private Partnership



### INET ecosystem and value chain map



iNET ecosystem and value chain map



## Key Challenges

1) Supply side

2) Access to Market

On a different level

3) Industrial policies and ecosystem!

## Key Challenges

- 1) Supply side
  - Climate change
  - Sustainable harvesting
  - Lack of resource
  - Lack of profitability at the base
  - Working conditions
  - Lack of skilled labour
  - Access rights
  - Unfit regulation
  - Micro-entreprises



Figure 3: Market derived from one kilogram of aromatic plant collected or produced. Source: R. Armengol (Provital)

## Key Challenges

### 2) Access to Market

- Confusion in the market
- Lack of recognition
- Positive externalities are lost
- Concurrence with non-bio / cultivated / imported substitute
- ...



## Opportunities

- 1) Lifestyles of Health and Sustainability (LOHAS)
- 2) Bio-economy
- 3) Experiential/natural tourism
- 4) Intrinsic values



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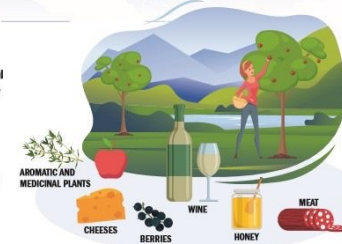
**TRENTINO ALTO-ADIGE**

**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.

## INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



### 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.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774632

Learn more about innovation on NWFPs  
[www.incredibleforest.net](http://www.incredibleforest.net)



## Objective:

- A call to recognise, and to leverage, the potential of non-wood forest products to contribute to the UN Sustainable Development Goals.
- To identifies key policy areas that require urgent attention
- To suggests policy actions to be undertaken by decision makers, key stakeholders, and societal actors at global, regional, national and subnational levels in Europe and other parts of the world.



## Contents:

Facts and figures on

- Contribution to SDG
- Contribution to EU Policies
- Major Gaps



- **Too many known unknowns thwart strategic decision making**
- **A fragmented policy landscape jeopardises coherent action**
- **NWFPs and the green economic restart: an increasing supply gap**
- **A need to secure sustainable harvesting and fair trade**



## **3.1 Securing the conservation and sustainable supply of NWFPs**

### **3.1.1 Enhance the resource base**

- Focus on active forest management and diversification of existing stands
- Support long-term forest investments through appropriate economic instruments
- Recognise and support agroforestry systems as being especially rich in NWFPs
- Target forest management and planning on NWFP production and multifunctionality
- Invest in domestication, to secure supply of most demanded NWFPs

### **3.1.2 Ensure sustainable harvest levels and fair and secure access to the resource**

- Guarantee fair, predictable and transparent access to forest resources
- Regulate and respect harvest rights for NWFPs
- Establish adequate and realistic control and monitoring responsibilities and procedures
- Train workers and collectors of NWFPs adequately
- Build capacities on NWFPs into and decisively develop forest advisory services

### **3.1.3 Set up and improve monitoring systems and inventories**

- Embed NWFPs resource assessment in National Forest Inventories
- Support resource assessment of NWFPs at different spatial scales
- Establish innovative procedures to record quantitative information on wild NWFP collection and trade
- Fill the knowledge gaps in support of NWFP assessment and monitoring



## 3.2 Building competitive and equitable value chains

### 3.2.1 Develop innovative and territorial value chains

- Contractualise the relationships between landowners and collectors of NWFPs
- Favour co-management of public forests
- Promote new business models and downstream integration
- Realise synergies with tourism in territorial development strategies
- Support initiatives for market differentiation based on certification of quality, origin and sustainability
- Promote voluntary certification and labelling standards
- Incorporate systems of Payments for Environmental Services (PES) in the farmer’s income

- Support place-based value chains and local networks

### 3.2.2 Innovative fiscal and labour regimes

- Define clear definitions and boundaries on who the producers are
- Adopt innovative fiscal regimes
- Adopt innovative labour policies to tackle seasonality and undeclared work

### 3.2.3 Equitability and the role of producer organisations

- Increase transparency of price setting and price observatories, linked to product quality standards
- Stimulate, strengthen and involve producer organisations



## **3.3 Transparency, data and information flow on NWFPs**

### **3.3.1 Improve visibility of NWFPs**

- Establish high-relevance NWFP species and derived products lists at European and country-level
- Improve official NWFP statistics in International Statistical Classifications Systems
- Integrate NWFPs in individual/household consumption surveys
- Complement information by targeted sectoral surveys and market surveys

### **3.3.2 Traceability and innovative labelling**

- Enforce compliance with mandatory traceability for food and related labelling requirements
- Establish legal standards and due diligence systems
- Encourage voluntary certification and quality standards
- Inform and educate consumers through guarantee of origin
- Leverage the potential of mobile ICT solutions for labelling and traceability

### **3.3.3 Facilitate access to data on production, commercialisation, and trade**

- Promote studies of costs, rents, trade, and prices for NWFP production systems
- Promote knowledge sharing through good practice guidelines and ICT platforms

## 3.4 Enabling conditions

### 3.4.1 Coherence of institutional action

- Increase policy coherence across all relevant policy domains
- Establish a consistent approach to nature and landscape conservation
- Develop a shared understanding of the social and ecological dimensions of NWFP
- Support compliance with food and chemical safety regulations
- Establish a level playfield implementing hierarchy of uses, cascade use and circular bioeconomy approaches
- Improve the role and coherence of CAP in facilitating NWFP conservation and development

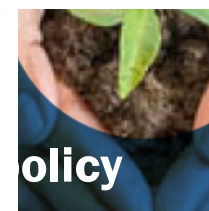
### 3.4.3 Foster innovation, knowledge transfer and extension capacity

- Build a systemic approach to promote innovation
- Increase research attention to the social-ecological dimensions of NWFPs and improve transnational cooperation
- Develop capacities in rural development agencies
- Strengthen forest advisory services
- Increase the attention given to NWFPs in vocational training schools

- Develop coherent plans or programmes for the different NWFP sectors at different scales

### 3.4.2 Improve financial support

- Clarify eligibility for NWFPs and agroforestry land in the CAP direct payments
- Take a fresh look at rural development programmes
- Overcome barriers that prevent uptake and eligibility
- Better support NWFPs within existing programmes and funding sources



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**Thank you!**



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