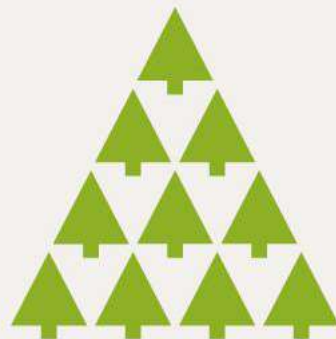


# XIII European Mountain Convention

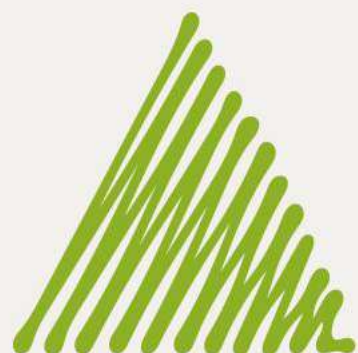
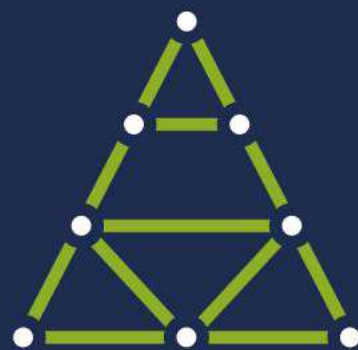
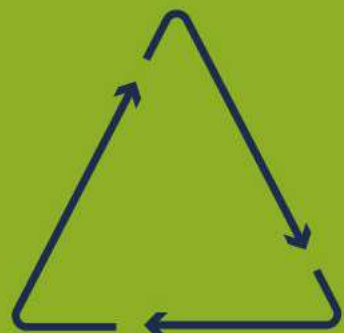
Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



**Ilaria Zorzi**

Forestry Expert, Bluebiloba  
startup Innovativa srl



**Forest Sharing<sup>®</sup>:**  
**The innovative platform**  
**for aggregated and**  
**sustainable forest**  
**management**

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# European perspective



"Support the sustainable use of wood in construction and other industries, promoting the bio-economy."

"Promote the role of forests in providing ecosystem services that benefit agriculture and food systems."

"Enhance the EU's carbon sink capacity through better protection and restoration of forests and other natural ecosystems."

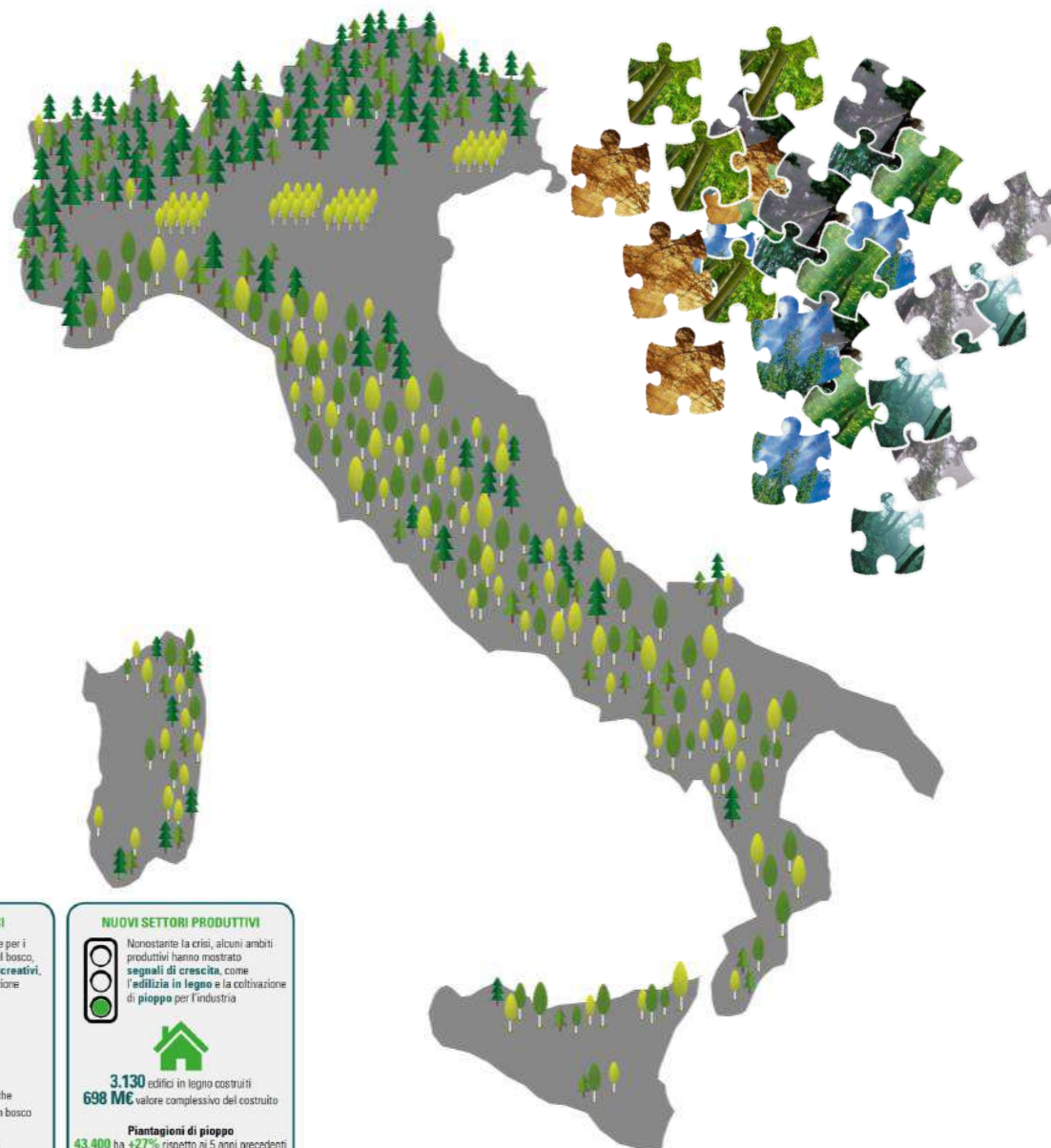


15.2.1  
Progress towards sustainable forest management



Forest area is constantly increasing, and our forests continue to grow in volume and size.

FROM 1985, THE FOREST AREA HAS INCREASED BY 1.7 MILLION HECTARES IN ITALY



- 70 % of Italian forests is privately owned
- Small properties <10 ha
- 15% of forests actively managed
- Italy: first importer of fuel wood in the world
- +80% of wood is imported
- Poor forestry culture
- Forest owners living far from rural areas



2017-2018  
RAPPORTO SULLO STATO  
DELLE FORESTE  
E DEL SETTORE FORESTALE  
IN ITALIA

**PATRIMONIO FORESTALE ITALIANO**

Le foreste italiane sono in costante aumento, ma è necessario gestirle per evitare rischi e per cogliere le opportunità della **bioeconomia**



**10,9** Milioni di ha (bosco + altre terre boschive 2015)  
**36,4%** della superficie nazionale  
**+72,6%** dal 1936 al 2015  
**+4,9%** dal 2005 al 2015

Gruppo Patrimonio Forestale

**TASSO DI PRELIEVO LEGNOSO**

I prelievi legnosi dai boschi italiani sono **molto al di sotto** della media europea. È possibile accrescerli **cautamente** in modo **sostenibile**



Si preleva annualmente dal **18** al **37%** di quanto il bosco ricesce  
La media dell'Europa meridionale è del **62-67%**

Gruppo Gestione e tutela delle foreste - Gruppo Prodotti legnosi

**SERVIZI ECOSISTEMICI**

C'è una diffusa attenzione per i **servizi ecosistemici** del bosco, in particolare per quelli **ricreativi, culturali** e di **compensazione delle emissioni**



oltre **620.000** iscritti ad associazioni escursionistiche  
**192** parchi avventura **71** asili in bosco  
**1,96** M€ di transazioni per compensazione emissioni CO<sub>2</sub>

Gruppo Servizi di regolazione e culturali del bosco

**NUOVI SETTORI PRODUTTIVI**

Nonostante la crisi, alcuni ambiti produttivi hanno mostrato **segnali di crescita**, come l'**edilizia in legno** e la coltivazione di **pioppo** per l'industria



**3.130** edifici in legno costruiti  
**698 M€** valore complessivo del costruito  
**Piantazioni di pioppo**  
**43.400** ha **+27%** rispetto ai 5 anni precedenti  
Prezzo: **+20%** rispetto al 2016

Gruppo Prodotti legnosi - Gruppo Patrimonio forestale

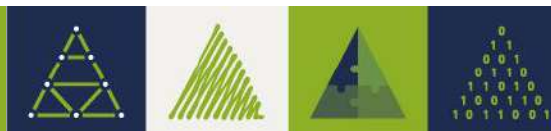


Not seeing the forest and properties as individual entities but as a whole, with a circular management model

**TO REDUCE COSTS AND INCREASE BENEFITS (in both environmental and economic terms)**

Have a **bottom-up** management approach - where the individual owner is directly involved in expressing his or her wishes

**TO PRODUCE SHARED VALUE, WORKING WITH PEOPLE, NOT ON PEOPLE**



# FOREST SHARING

The first sharing platform that take care of your forest



First Forest sharing idea

2015

Legal, conceptual and IT development

2018-2020

Launch of the first forestry projects

2022



2017  
Birth

2021

2023

Platform release and marketing campaign

Development of new improvement projects.  
First concrete interventions in the forest



# Shared business model



**Valuing forests to create a short and virtuous supply chain**

**Spread an innovative forestry culture, promote Sharing Economy methods**



# What do we do with forests?



Forest Owners subscribe to the platform for free



The platform unifies forest areas and identifies neighbouring cores



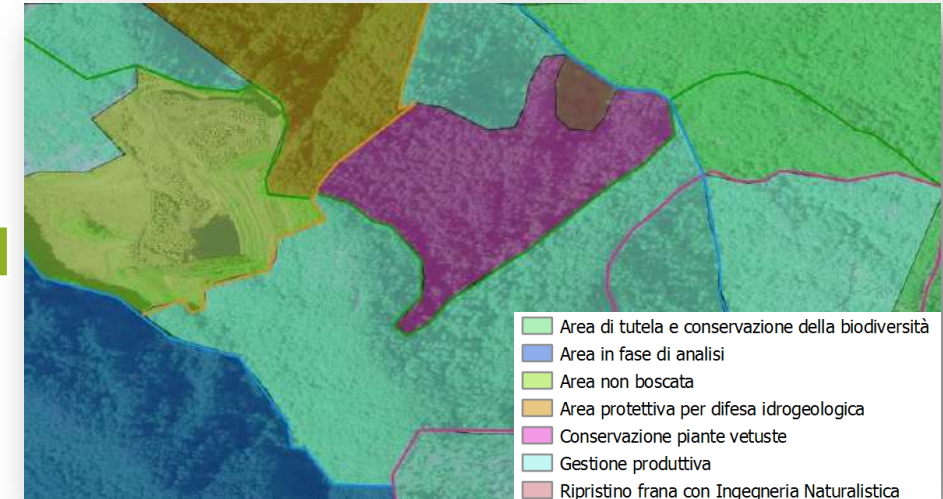
Based on bottom-up approach FS develops forest management plan



The management plan encompasses properties of different owners, to enhance forest functionality

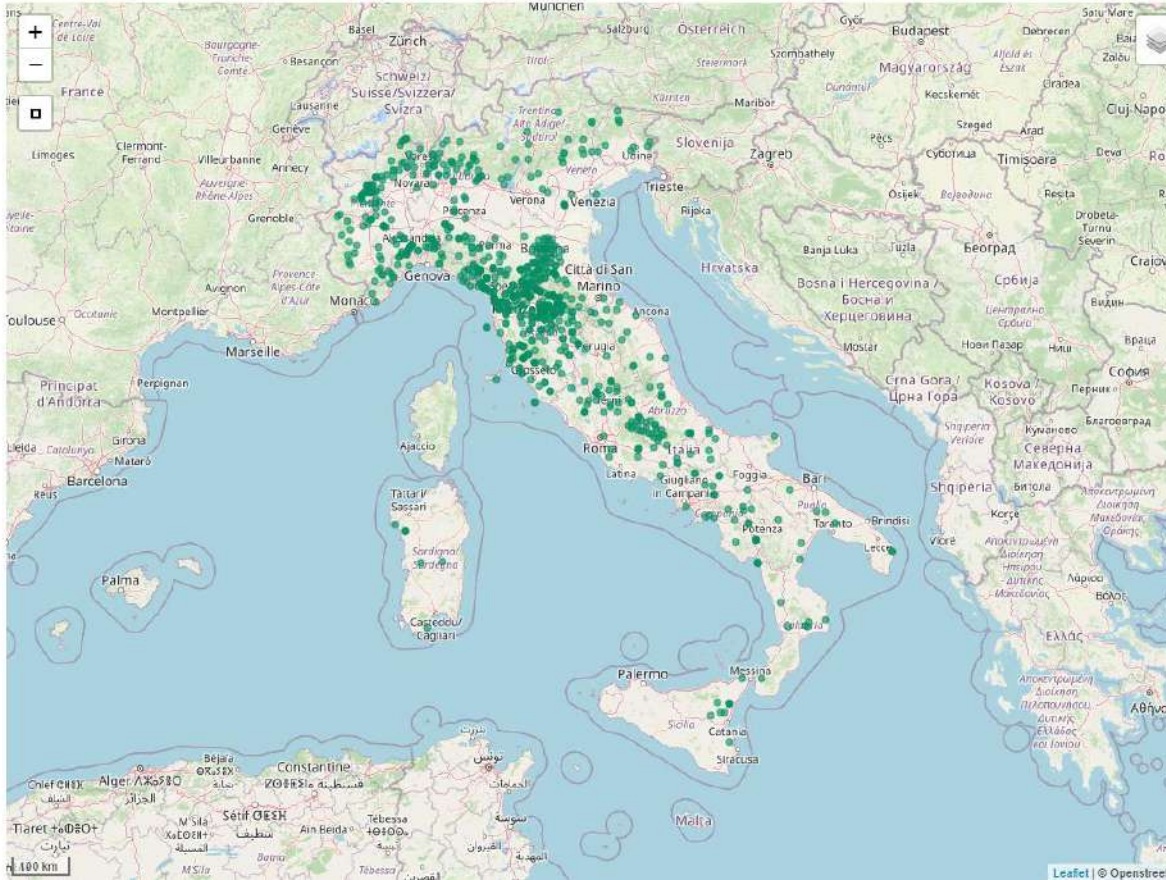
Economic and environmental benefits accrue to the owner. Resources needed to implement management activities obtained through integrated management (reinvesting revenue into the forest, public and private fundings).

Forest Sharing organizes technical steps, stakeholder involvement.





# From 2021 until today



**Average property size = 15 hectares**  
(about ten users with more than 500 hectares)



# Impact on local communities

## Sardinia

## *Quercus suber*

Promoting an aggregative approach model of cork oak management to produce quality material

15 private  
forest  
owners

2 public  
entities

**= 1992,93 ha**



# Impact on local communities



**Il tuo bosco  
VALE!**

**GESTIRLO** è  
un'opportunità  
per **TE** e per  
la **COLLETTIVITÀ**

The grid contains icons for: a tree, a pie chart, a triangle, a mountain range, a person, a target, a tree, a mountain range, a person, a family, a tree, and a Euro symbol.

Forest Sharing FVG

# Coming soon...



Forest Ecosystem services certification



Forest Sharing for companies



Forest Sharing in Spain



# Lesson learned & recommendations

- Long process
- Animation initiatives
- Interaction of several actors
- The forest supply chain is not only related to wood production companies but also has many other actors such as tourist guides, sports associations
- Difficult to estimate the value of this in economic terms and it is therefore necessary to develop quantification indicators





fortrack

PrecisionPOP



Gràcies  
Gracias  
Thank you  
Merci

