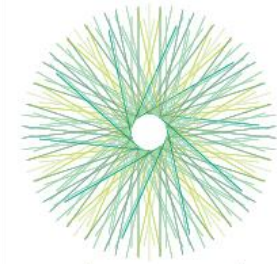


# EIP-AGRI Workshop 'New value chains from multifunctional forests'

10-11 November 2016 – Vienna, Austria



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AGRICULTURE & INNOVATION



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## EIP-AGRI Workshop 'New value chains from multifunctional forests' Day 1: Thursday 10 November 2016

8:00 – 9:00 Registration

### Setting the scene

- 09:00 – 10:00
- Welcome  
*Antonella Zona, Directorate-General Agriculture and Rural Development, European Commission*
  - Concept and objectives of the workshop  
*Robert Mavsar, European Forestry Institute*
  - How are we going to work together?  
*Mark Redman, EIP-AGRI Service Point*

### Showcasing new value chains case studies

10:00 – 12:00 Exchange Platform (including coffee and networking time)  
*Posters and discussions in small groups..*

12:00 – 13:15 Interactive discussion in World Cafe format about the innovative value chains presented at the exchange platform  
*Discussion in groups*

13:15 – 14:30 Lunch

### Parallel break-out session I: Practical challenges and opportunities for new value chains

14:30 – 16:00 Break-out session  
*Interactive group discussions on the challenges and opportunities to make the value chains a success.*

16:00 – 16:30 Coffee break

16:30 – 17:30 Feedback from the break-out sessions  
*Rapporteurs from the breakout groups will present the main conclusions from the discussions to all the participants in a plenary session.*

20:00 Networking dinner



## EIP-AGRI Workshop 'New value chains from multifunctional forests' Day 2: Friday 11 November 2016

### Opening of Day 2

- 08:45 – 09:15
- Message from the host organisation  
*Gerhard Mannsberger, Head of the Forestry Division of the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management*
  - Summary of conclusions from Day 1  
*Robert Mavsar, European Forestry Institute*
  - Introduction to Day 2 programme  
*Mark Redman, EIP-AGRI Service Point*

### Introducing EIP-AGRI Operational Groups

- 09:15 – 10:45
- Opportunities offered by EIP-AGRI Operational Groups in connection with the EU Forest Strategy  
*Dan Burgar-Kuzelicki, DG-AGRI*
  - Practical experience of setting up and running an Operational Group  
*Ludger Linnemann, ENU-Wheat (DE)*  
*Christophe Chauvin-Droz, OUI-GEF (FR)*

### Parallel break-out session II: Inspiration for new forestry Operational Groups

- 10:45 – 12:15
- Break-out session  
*Interactive group discussions on how EIP-AGRI Operational Groups could help to support the establishment of new value chains from multifunctional forests.*
- 12:15 – 13:00
- Feedback from group discussions
  - Closing remarks
  - Evaluation of workshop
- 13:00
- Light lunch and goodbye



**Food products**



**Non-food products**



**Agroforestry**



**Leisure and  
recreation uses**



# Day 1

**Setting the scene**



**"Exchange platform"**  
(new value chain posters)



**Interactive discussion**  
(what's working well / less well)



**Break-out sessions**  
(critical examination of  
challenges / opportunities)



# Day 2

**Closing session**



**Break-out sessions**  
Inspiration for new forestry  
Operational Groups



**Introduction to EIP-AGRI**  
**Operational Groups**

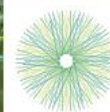


# Exchange Platform

**OUTCOME OF INTERACTIVE  
DISCUSSION AFTER POSTER  
SESSION**



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# QUESTION 1:

What is generally working well with the new value chains that are being developed?

*Please write your responses on the **GREEN** note-paper. One response per paper.*

# Working well



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## QUESTION 2:

What is generally working LESS well with the new value chains that are being developed?

*Please write your responses on the **ORANGE** note-paper. One response per paper.*



## Break-out groups

**OUTCOME OF THE INTERACTIVE  
GROUP DISCUSSIONS ON THE  
CHALLENGES AND  
OPPORTUNITIES TO MAKE THE  
VALUE CHAINS A SUCCESS  
(DAY 1)**



# OUTCOME OF THE INTERACTIVE GROUP DISCUSSIONS ON THE CHALLENGES AND OPPORTUNITIES TO MAKE THE VALUE CHAINS A SUCCESS (DAY 1)

## Break-out groups composition



### Break-out session



Non-food products

1. ANTÓNIO SALGUEIRO
2. MINDAUGAS ŠILININKAS
3. MARIA VERDUM VIRGOS
4. CHRISTOPHE CHAUVIN
5. SVETLANA ALADJEM
6. Marko Pliček
7. RINA TOIVONEN
8. MARIOLA SÁNCHEZ
9. Gunnar Olofsson
10. Konstantinos Spanos
11. MARTIN PAVLIK
12. Roland KAUB
13. Emma Teutsson
14. Martin Grömmel
15. Marta Cortegano
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.



### Break-out session



Food products

1. GIAN ANTONIO BATTISTEL
2. LUIS FILIPE CALAIM
3. JUDITH EVENAAR
4. ~~MARTIN~~ JIRI KADLEC
5. INDREK KUUBEN
6. SVEN MUTKE
7. HANNU PAULI KALERVO PIISPANEN
8. BRUNO ROLLANDS
9. HENRI VANHANEN
10. EYRIG VIDALE
11. JIRI KADLEC
12. ANNA GABAROVA
13. ANDREW DONALDSON
14. Tomás Dersáň
15. Christoph Schenk
16. Birgitte Partanen
17. Evi Raastemäe
18. Milla Niipala-Haataja
19. Serana Rahoh
20. RAINER PECTOLA
21. Niina Jä
22. MARIUSZ KACPRZAK
23. Rado Slimak
24. Gunnar Olofsson
25. Marta Cortegano
26. f

Ursus  
more than simple paper

100% RECYCLING  
premiumweiß



### Break-out session



Agroforestry

1. JOAN ALIBÉS BIOSCA
2. MICHAEL DEN HERDER
3. ALFREDO MARRA DE SOUSA CUNHA MELO SOBRINHO
4. ARMAND GERRY
5. Anastasia Pantera
6. Andrea Uijgh
7. ANZIANI Cande
8. NATAŠA LOVRIC
9. Voislav Toporov
10. ~~Armando Gerry~~
11. DIMITRINA BOTEVA
12. Andrei Vlasov
13. ~~Armando Gerry~~
14. ~~Armando Gerry~~
15. Henri Vanhanen
16. Rainer Pectola
17. ~~Armando Gerry~~
18. CARNO BICA
19. YPRIBOZ UICRETAKE
20. Eleri Santos Gilula
21. Lagdas Thomas
22. ~~Armando Gerry~~
23. SARA HALTONI
24. RAHON GUHAY



### Break-out session



Leisure and recreational uses

1. CHRISTOPHE ARNOUDEM
2. CORENTIN BOLIN
3. ELENA GÓRRIZ HIESUD
4. MATI SEPP
5. ~~Milla Niipala-Haataja~~
6. ~~Armando Gerry~~
7. ~~Armando Gerry~~
8. Jouko Partanen
9. MONICA WILDE
10. GERHARD JELIS
11. MTR BARKOVIC
12. Mheala Torokova
13. Jesse Motreux Ben
14. Frana Toma
15. Maar de Groot
16. Marta Cortegano
- 17.
- 18.
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- 24.

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# Guiding Questions

1. What do the emerging new value chains have in common that makes them **innovative** or different from traditional value chains?
2. Are there any **specific challenges** which have been (or need to be) overcome to make the value chains a success?
3. Which are the '**enabling conditions**' needed for the value chains to successfully transfer to another context/region?



# OUTCOME OF THE INTERACTIVE GROUP DISCUSSIONS ON THE CHALLENGES AND OPPORTUNITIES TO MAKE THE VALUE CHAINS A SUCCESS (DAY 1)

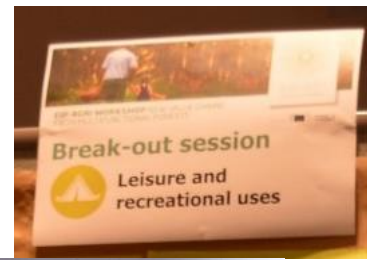
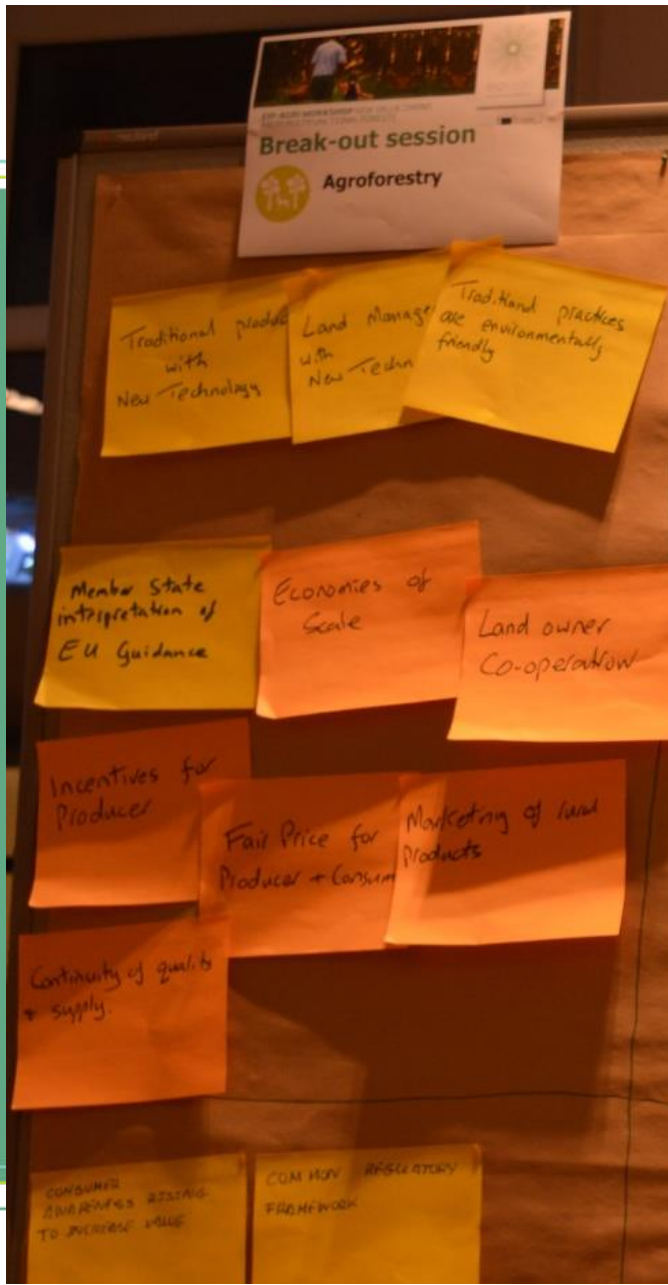


## Challenges and opportunities to make the value chains a success

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# OUTCOME OF THE INTERACTIVE GROUP DISCUSSIONS ON THE CHALLENGES AND OPPORTUNITIES TO MAKE THE VALUE CHAINS A SUCCESS (DAY 1)

## Challenges and opportunities to make the value chains a success



1. Common elements  
the chain to make it innovative?

Tailor made solutions to the specific demand of recreation as a means to address mental & physical health

COOPERATION BETWEEN RURAL / URBAN, INTERACTION FROM BOTH SIDES. PUTTING DIFFERENT PEOPLE TOGETHER (FOREST OWNERS, TOURIST LOCAL COMMUNITY)

BRINGING PEOPLE OUTSIDE OF LOCAL COMMUNITY TO FORESTS  
\* ADOPTING DIFFERENT AIMS OF DIFFERENT GROUPS, DIVERSIFYING LOCAL

MARKETING (TARGETED, INTER-NATIONAL)  
[FINNISH ~~GROUP~~ WATCHING CASE]

UNWANTED ACTIONS, SECURITY

### 2. Specific CHALLENGES to overcome

TRAINING PEOPLE AVAILABLE (COMMUNICATION SKILLS)

PRESSURE ON RESOURCES

INVOLVEMENT OF LOCAL COMMUNITY (WANTING RISK)

EDUCATING FOREST OWNERS, BRINGING AWARENESS OF PUBLIC (MATERIALS, INFO, TOURS)

HOW TO PERSPECT YOUR VALUES?

LEISURE RECREATION REQUIREMENT  
\* E.G. FOREST VISITOR WANT PUBLIC, BUT NOT WANT WITH OTHER VISIT

NEW CHALLENGE  
\* STORMS CLIMATE CHANGE (FOREST MGT. TOURISM STRATEGIES)

INCOME FLOW OF ECONOMIC ACTIVITY TO FOREST OWNERS?  
(FOREST MGT. THROUGH INFO TO QUALITY SERVICES)

collaboration in fragmented forests

### 3. ENABLING CONDITIONS needed to successful TRANSFER

LOCAL FACILITATOR'S ROLE IS CRUCIAL?  
(FLEMING EXPERIENCE)

BUILDING AND MAINTAINING TRUST?

SUPPORTED FUNDING?  
(SEED MONEY TO GET STRATEGIES)

GLOBAL STRATEGY?  
(LOCAL DEVELOPMENT STRATEGIES)

MENTORS?  
[EXCHANGE PROGRAMMES] ETC

RESOURCES?  
[BENEFIT PROGRAMMES, COMMUNICATION, PROJECTS (LEADER APPROACH)]

SEEKING COMPETITIVE VALUE OF EACH FOREST!  
[THEMATIC VALUE...]  
\* IMPROVED FOREST MGT. TOURIST INFORMATION PART  
MANAGEMENT PLANNING  
RESOURCES MANAGEMENT (LEGISLATION, PRODUCTIVITY, TOURISM, INVESTMENT)

COOPERATION -> "RECREATION"  
FOREST TOURISM PLANNING  
\* TOURISM, INFO RESOURCES, PERSONAL EDUCATIONAL VISITS

KNOWLEDGE OF FOREST OWNERS, GET TRANSPARENT TRANSFER (OWNERS, QUALITY OF SERVICES...)

ATTITUDE CHANGE?  
THEMATIC

MODUL PROGRAMMING

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## Break-out groups

**OUTCOME OF THE INTERACTIVE GROUP DISCUSSIONS ON HOW EIP-AGRI OPERATIONAL GROUPS COULD HELP TO SUPPORT THE ESTABLISHMENT OF NEW VALUE CHAINS FROM MULTI-FUNCTIONAL FORESTS. (DAY 2)**





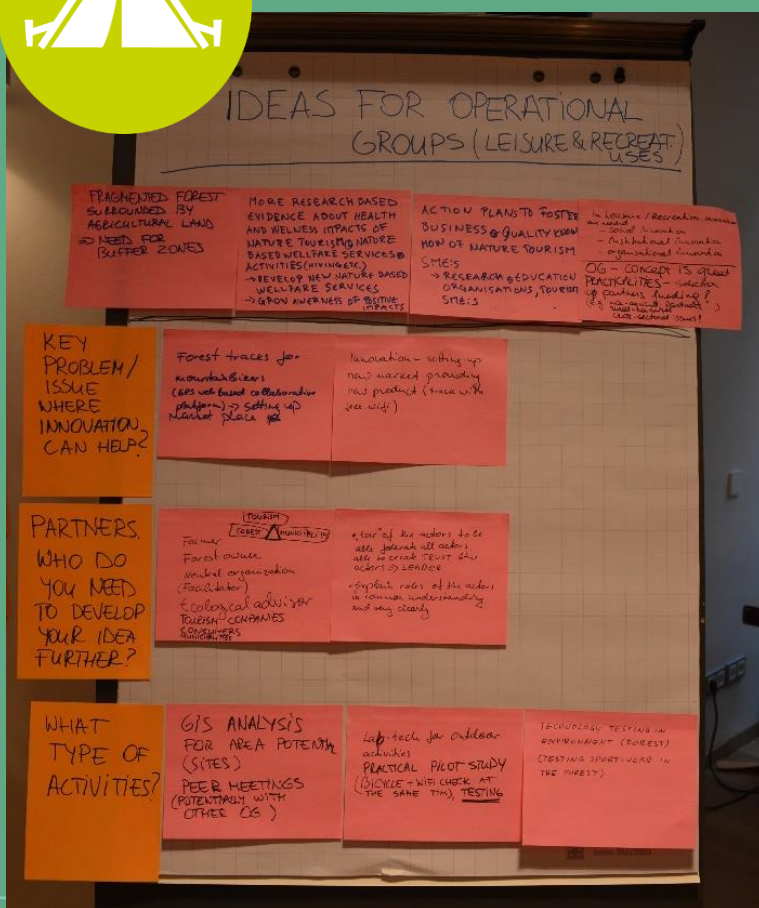
# Guiding Questions

- Where is the need for innovation (in **products** and **processes**) in the development of new value chains from multi-functional forests?
- Explore the practicalities of setting up an Operational Group – **partnerships** and **projects**
- Provide feedback on next steps and further sources of information



# OUTCOME OF THE INTERACTIVE GROUP DISCUSSIONS ON HOW EIP-AGRI OPERATIONAL GROUPS COULD HELP TO SUPPORT THE ESTABLISHMENT OF NEW VALUE CHAINS FROM MULTI-FUNCTIONAL FORESTS. (DAY 2)

## EIP-AGRI Operational Groups for new value chains from multi-functional forests



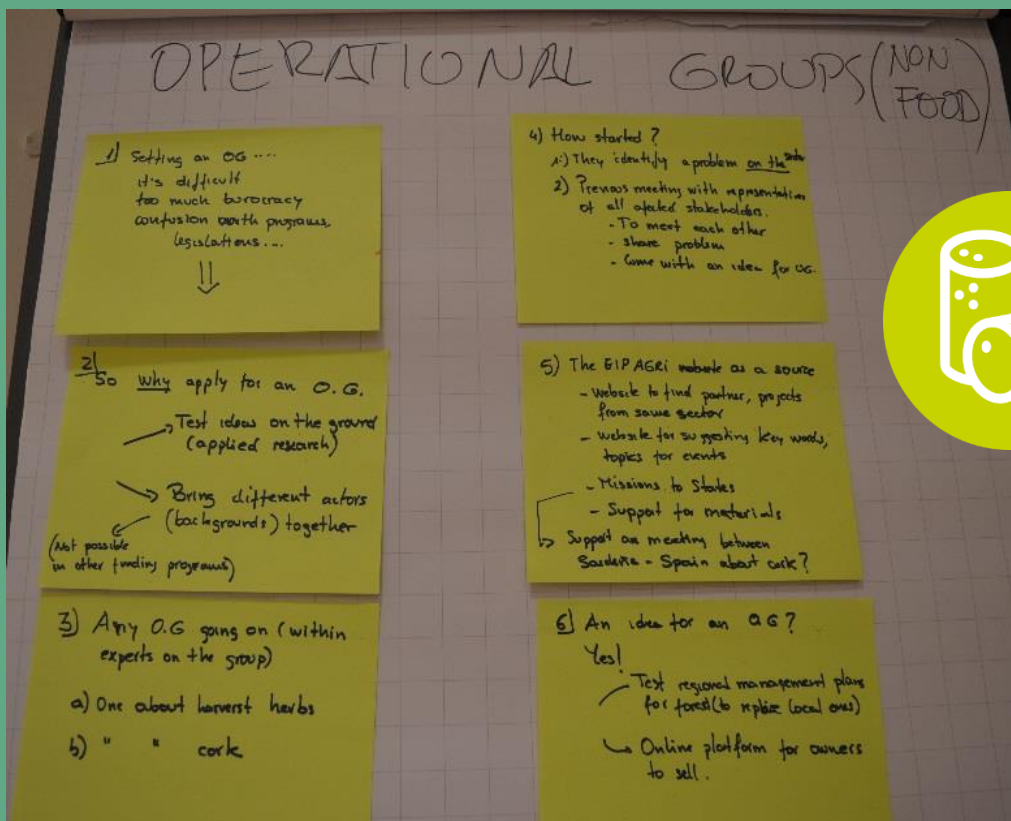
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## EIP-AGRI Operational Groups for new value chains from multi- functional forests



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## EIP-AGRI Operational Groups for new value chains from multi- functional forests



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“Parking space” where participants noted other relevant ideas

**P**

Remote Sensing Methods are extremely useful for forest management. Satellite data/airborne data (Lidar and Photos) may increase productivity.

Remote Sensing Photos must be useful for the planning & management of forest areas!!

How create link(s) between Leader Approach and EIP ?

Created a group for Mediterranean forest. SAIFM Association International for Mediterranean regions and areas for Mediterranean

- Western culture shifting towards ~~being~~ being afraid of nature products (toxic, thistles) might bring a new opportunity to the market of these products
- No discussion about loss of forest land for wind to hydro subsidies! 6 good 1000 new stream

- Value chains in forests based on hunting and wildlife watching
- Artistic use of forests | photography | festivals | landscape painting | artistic coloring
- MORE expertise on business planning & marketing in the US participants

**“PEOPLE’S FOREST”**

- spiritual dimension of forest.
- forest mapping / remote sensing
- linking group’s activities to macro-regional strategies.

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**P**

Organic certification of wild forest products

Ervin Rasetovits "HU"  
looking for partners

UTILISE BERRIES FOR ADVANCED PRODUCTS (MEDICINE, COSMETICS ETC.) VIA INTERNATIONAL RDI COOPERATION IN BRIDGES-PROJECT (CONTACT: JOUNI.PONNIKAS @ KAINUU.FI)