

# EIP-AGRI Workshop

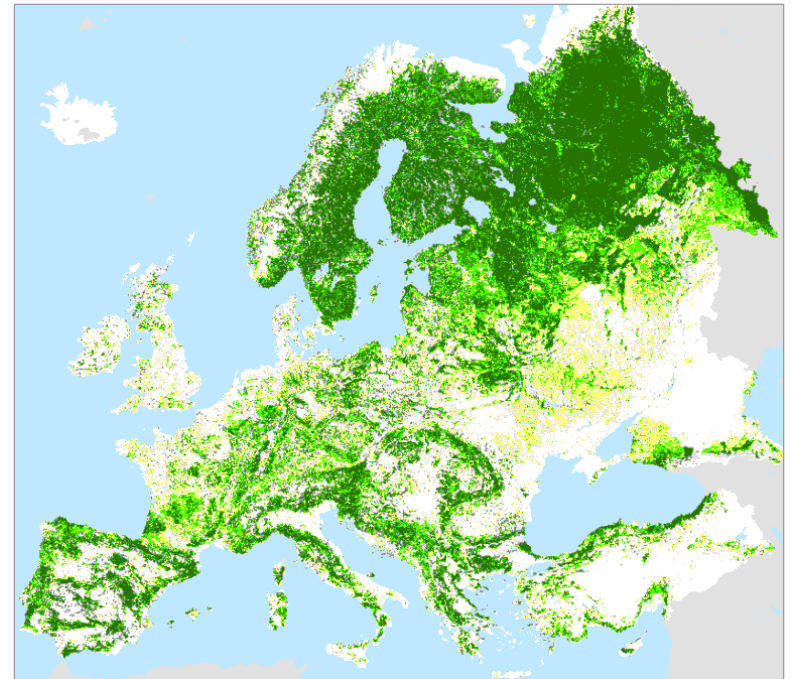
## New Value Chains from multifunctional forests

Presented by Robert MAVSAR at 144th meeting of the Standing Forestry Committee



# Forests should be key for bioeconomy

- Covering **37% of EU land**
- Capturing **13% of CO<sub>2</sub> emissions**
- Renewable resources for
  - **25% of EU Bioeconomy**
  - **50% of renewable energy**
- Key for the sustainability of:  
**biodiversity, water and soil**



*Image source: European Forest Institute*

# It is not only about wood

- wild forest products, recreation services,...
- more than 150 WFP are of importance in the international trade



**FOOD**



**DRINKS**



**HERBAL  
MEDICINES**



**HANDICRAFTS**



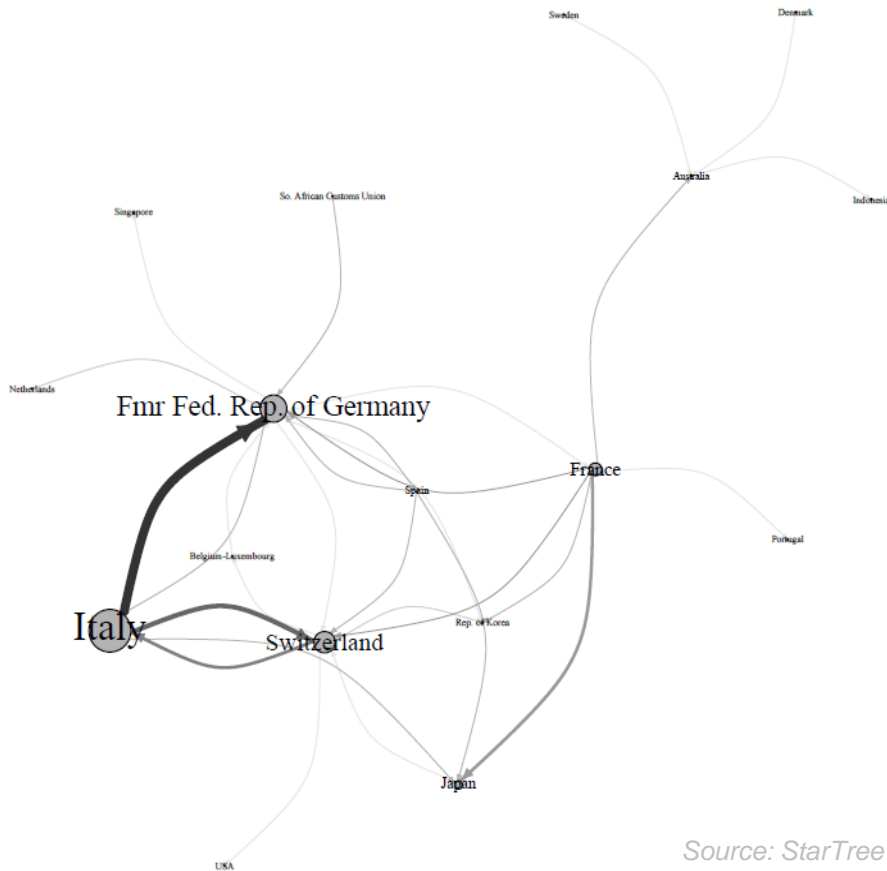
**COSMETICS**



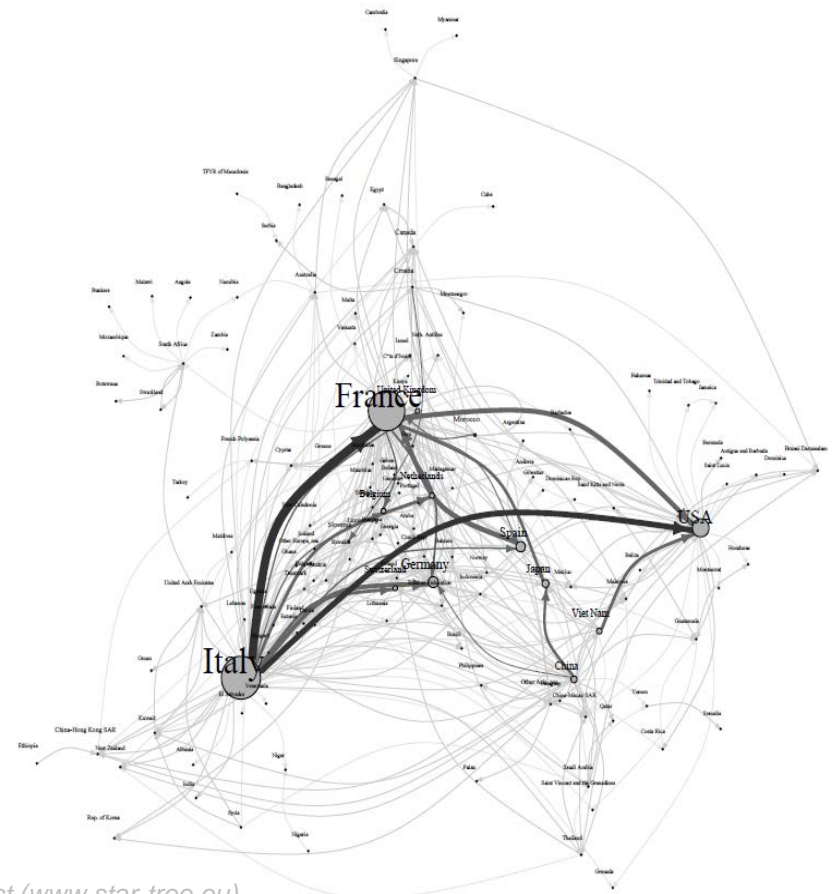
**RECREATION**

# The globalization of markets brings new opportunities (example of global truffle trade)

1988



2006



Source: StarTree project ([www.star-tree.eu](http://www.star-tree.eu))



# It is not only about wood

- Total value of WFP in Europe is estimated at 2.27 billion € (10% of the value of wood removals)
- Missing information
- Informal markets,...

Country	Forest (1,000 ha)	Fuel		Fodder		Raw material for pulp and wood products		Raw material for other wood products		Raw material for energy, torrefaction & gasification		Environmental products		Executive		Other (1,000 €)
		1		2		3		4		5		6		7		
		Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	Value (1,000 €)	Quantity (tonnes)	
Albania	775	-	-	-	-	10,886	-	-	-	-	-	-	-	-	-	-
Andorra	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Austria	3,860	3,060	323	-	-	221	184	-	-	-	-	36,900	-	-	-	13,417
Belarus	8,630	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Belgium	681.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	219
Bosnia and Herzegovina	2,102.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bulgaria	3,727	1779	42,070.6	-	-	28.6	1,138.5	-	-	-	-	36.8	-	-	-	56.2
Croatia	1,920	249	73.4	1.6	14.6	20.5	301.9	-	-	-	-	277	11.5	1,000 pcs	-	01
Cyprus	172.8	-	-	-	-	0.3	0.5	-	-	-	-	3.3	24	metres	-	81
Czech Republic	2,657.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denmark	9871	-	-	-	-	-	-	-	-	-	-	141,420.9	10,000	1,000 pcs	-	-
Estonia	2,233.9	-	-	-	-	-	-	-	-	-	-	2.876	-	-	-	-
Finland	22,218	31,039.9	12,042	-	-	-	-	-	-	-	-	20,000	120	1,000 pcs	-	-
France	16,424	16,000	-	-	-	5,450	4,605	-	494	1,500	-	961.5	194.5	tonnes	-	983
Georgia	2,822.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Germany	11,409	-	-	-	-	-	-	-	-	-	-	900,000	-	-	-	80,000
Greece	3,903	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Holy See	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hungary	2,046.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iceland	42.7	-	-	-	-	-	-	-	-	-	-	473.9	-	-	-	-
Ireland	725.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Italy	9,028	87,908	44,576.06	253	583	-	-	-	11,775	7,958.8	-	-	-	-	-	-
Latvia	1,354	12,011	6,593.7	-	-	-	-	-	-	-	-	556.4	-	-	-	-
Liechtenstein	6.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lithuania	2,170	11,668.1	4,047.2	-	-	-	-	-	-	-	-	1,086.1	-	-	-	-
Luxembourg	86.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malta	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moldova	386	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Monaco	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Montenegro	826.8	1,227	1,005	-	-	-	-	-	-	-	-	-	-	-	-	-
Netherlands	3,733	-	-	-	-	-	-	-	-	-	-	363	-	-	-	-
Norway	12,102	2,397	850	-	-	-	-	-	-	-	-	12,484.4	900	1,000 pcs	-	-
Poland	9,329	22,717.3	12,841	-	-	-	-	-	-	-	-	593	400	tonnes	-	-
Portugal	3,291	55,418.5	0	-	-	-	-	-	-	-	-	-	-	-	6,792	1.2
Romania	6,315	5,858.9	6,972.5	-	-	35.3	821.4	-	-	-	-	4,712.7	-	-	-	515.7
Russian Federation *	809,090	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Serbia	2,713	16,868.6	-	-	-	4,676.9	-	-	-	-	-	-	-	-	-	3,471.2
Slovakia	1,938.9	3,287.4	1,934	236	47	-	-	-	-	-	-	10.6	-	-	-	31.9
Slovenia	1,247	2601	26.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Spain	18,242	195,609.2	80,181.7	-	-	210.4	6,158.8	-	-	-	-	-	-	-	4,157.2	3,959,224.5
Sweden	28,073	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Switzerland	1,235	8,333.3	-	-	-	-	-	-	-	-	-	2,608.7	-	-	-	-
FYROM	960.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	11,202.8	11,188.8	22,655.9	-	-	2,473.3	1,628.2	-	-	-	-	-	-	-	-	-
Ukraine	9,548	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United Kingdom	3,059	-	-	-	-	-	-	-	-	-	-	60,465.1	-	-	-	-

Source: Forest Europe, 2015



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

[www.star-tree.eu](http://www.star-tree.eu)



This project has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 311919

# 15.000 HOUSEHOLDS

FROM 28 COUNTRIES IN EUROPE WERE ASKED ABOUT THEIR RELATIONSHIP WITH WILD FOREST PRODUCTS



**91,5%**

HOUSEHOLDS HAVE CONSUMED WFPs



**82%**

OF WFPs CONSUMED ARE PURCHASED FROM A SHOP



**25%**

HOUSEHOLDS ACROSS EUROPE PICKED WFPs IN 2015



Data source: StarTree 2016

Wild Forest Products open up the possibility for people  
**TO EARN A LIVELIHOOD FROM THE FOREST**



**FOR 0.5% OF THE INTERVIEWED HOUSEHOLDS WFP MORE THAN 50% OF INCOME**



# Creating New Value Chains

## Opportunities

- diversity of raw materials
- innovative business concepts (products and services)
- employment in rural areas
- ...



Image source: <http://www.arcticpowerberries.com/berry-facts/>

# Creating New Value Chains

## Obstacles

- lacking information
- ownership of raw material
- management
- legislation
- ...



*Image source: thrivingnow.com*

## Workshop Objectives (I)

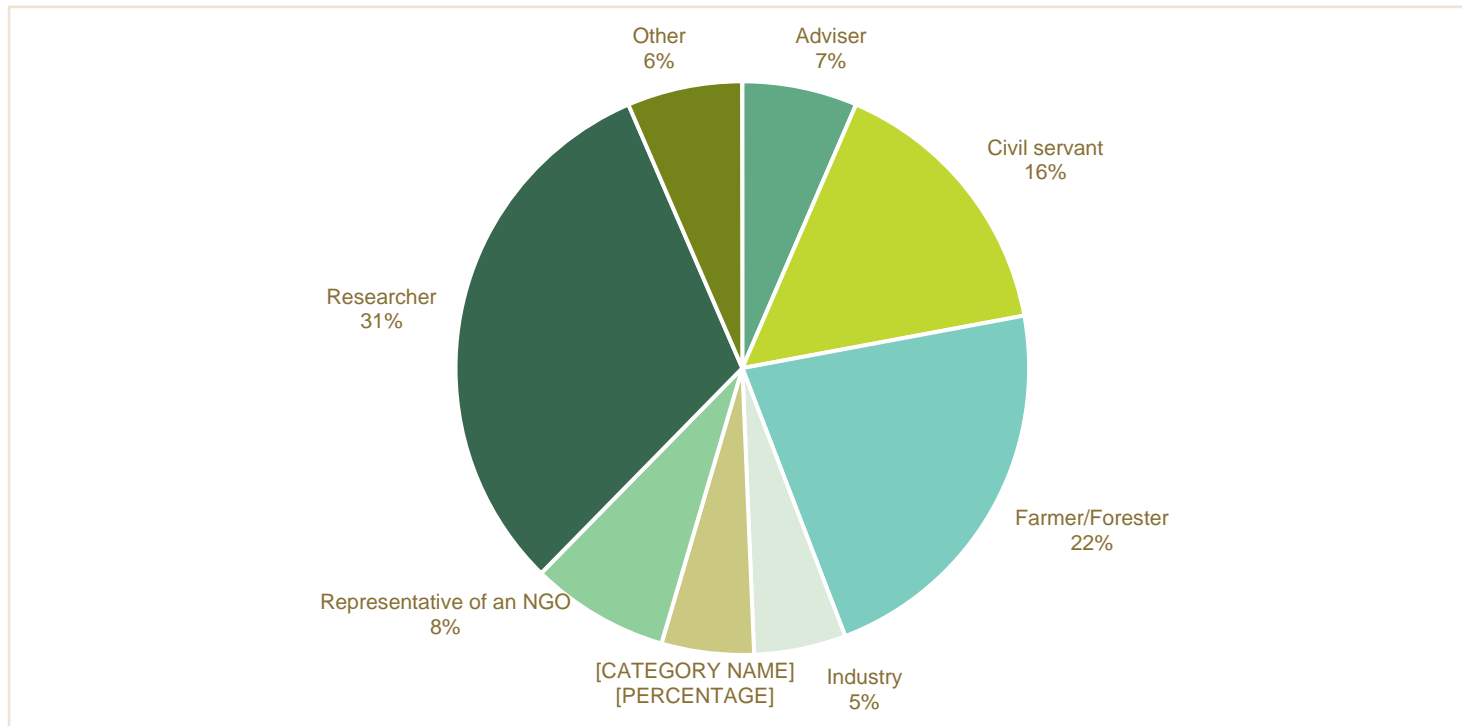
- **Explore** a range of concrete examples of developing new value chains from multifunctional forests;
- **Critically examine** the practical challenges and opportunities for setting up such new value chains;
- **Promote** the setting-up of EIP-AGRI Operational Groups (OGs) focusing on the creation and development of new value chains from multifunctional forests;

## Workshop Objectives (II)

- **Offer** some 'tips and tricks' for setting up OG partnerships for projects that could tackle the practical challenges identified in setting up new value chains;
- **Present and spread** all of this information to inspire the creation of new OGs and promote wider use and establishment of new value chains from multifunctional forestry.

# Workshop participants

76 participants  
22 countries





# New value chains



Food



Non-food



Agroforestry

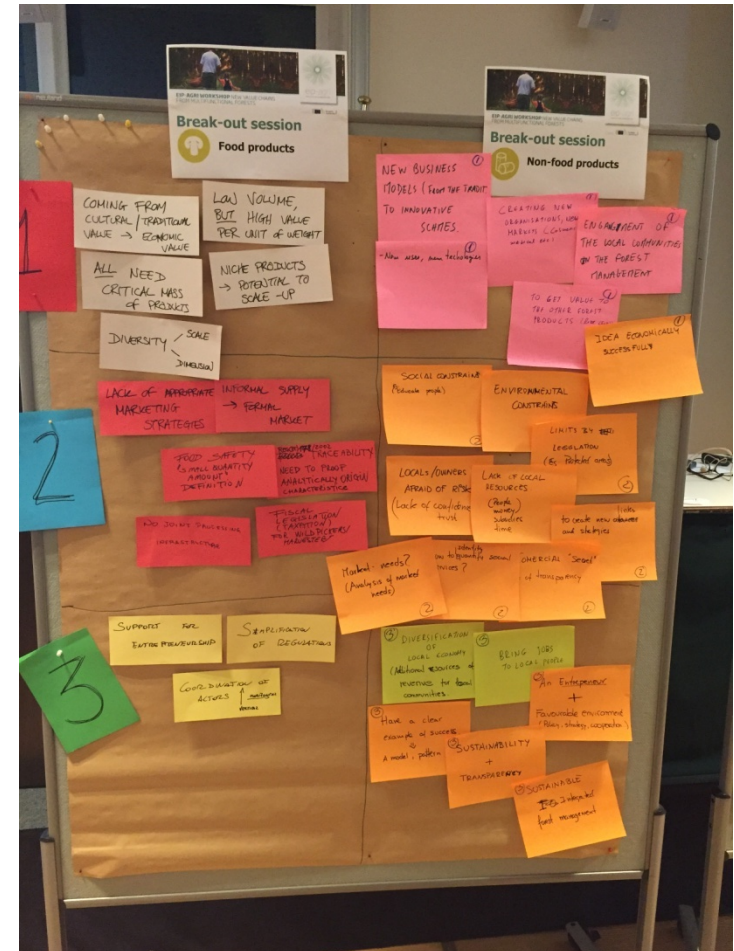


Recreational  
and Leisure  
Uses

19 innovative value chains were presented and discussed

# Creation of new value chains

- Innovative aspects
- Challenges
- Enabling conditions



# What influences the development of new value chains?

- Cooperation & Networking
- Targeted resource management
- Commercialization of alternative forest products
- Marketing
- Social benefits and employment
- Tradition re-invented
- Knowledge
- Public support

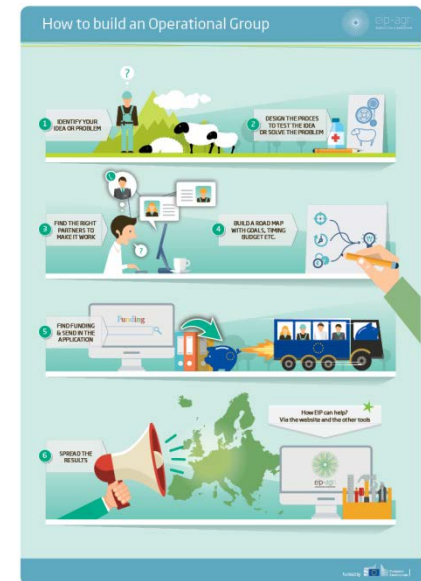


# Role of EIP Operational Groups

- Less known and applied in relation to forests

Some ideas:

- traceability
- product development and marketing
- resource management improvements
- improved coordination
- knowledge transfer



# Enabling conditions to develop new value chains

## Business development

- Identification of business opportunities
- Business plan development
- Marketing strategy
- Advisory services





# Enabling conditions to develop new value chains

## Cooperation

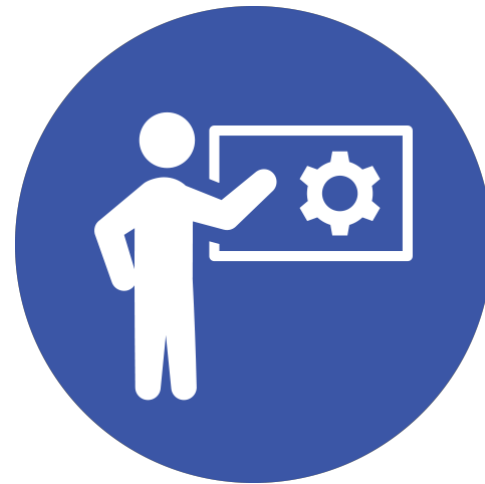
- Owners
- Value chain actors
- Local communities
- Cross-sector



# Enabling conditions to develop new value chains

## Capacity building/awareness raising

- Forest owners
- Forest managers
- Policy makers
- Local communities
- Entrepreneurs, ...
- Users/consumers
- Cross-boarder exchanges



# Enabling conditions to develop new value chains

## Legislation/Policy making

- Enabling conditions (restrictions)
- Modernization
- Simplification of procedures
- Strategic planning
- Funding mechanisms



Thank you!



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