



# incredible

Innovation Networks for Cork, Resins & Edibles

## 1<sup>st</sup> CROSS CUTTING SEMINAR

INET

### All iNets involved



Coordinator



Partners



**Forestas**

Agencia forestal regional para o ámbito de su territorio e de o territorio de sa Sardinia  
Agencia forestal regional per lo sviluppo del territorio e dell'ambiente della Sardegna  
SardegnaForeste



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

# 1<sup>st</sup> Cross cutting seminar

## PROGRAM 1<sup>ST</sup> DAY 10/05/2019

### Location 1<sup>st</sup> day

**City:** Albareto (PR)

**Building:** Palafungo

**Address:** via A. Gotelli, 9, 43051, Albareto (PR)

Integrating NWFPs in Territorial Marketing and Ecosystem Service value chains	
10:00	Welcome and registration
10:30	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Davide Riccoboni: Mayor Comune di Albareto</li> <li>• Pietro Oieni: Director, Ministry of Agriculture, food and tourism (MIPAAFT)</li> <li>• Roberto Dellapina: President of Consorzio Comunalie Parmensi</li> </ul> <p><b>Presentation of INCREDIBLE project (ETIFOR)</b></p>
11:00	<p><b>Non wood forest products: the importance for the territory and the community</b></p> <ul style="list-style-type: none"> <li>• Enrico Vidale: Mushrooms and truffles market in Italy: past, present and future</li> <li>• Nicola Sitta: State of the art of the Italian wild berries market</li> <li>• Sara Maltoni: Italian cork and aromatic &amp; medicinal plants market</li> </ul>
12:00	<p><b>The new Italian fiscal reform on NWFPs</b></p> <ul style="list-style-type: none"> <li>○ Enrico Vidale: new Italian fiscal law of NWFPs: present and future of the sector</li> </ul>
12:30	<p><b>Speed date lunch: B2B and B2experts in Territorial marketing of NWFPs</b></p> <ul style="list-style-type: none"> <li>○ Nicola Sitta, Mycologist and wild berries expert</li> <li>○ Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole</li> <li>○ Save the Truffles</li> </ul>
14:00	<p><b>Territorial Marketing related to NWFPs: best cases show</b></p> <ul style="list-style-type: none"> <li>○ Diego Gallo: Tourism and NWFPs</li> <li>○ Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole</li> <li>○ Antonio Mortali: Consorzio IGP Borgo Val di Taro</li> <li>○ Save the truffles</li> </ul>
15:30	<b>Break</b>
15:50	<p><b>Round table: Integrating NWFPs in territorial marketing</b></p> <ul style="list-style-type: none"> <li>• Maria Capecchi: Responsible of the truffle sector in Emilia Romagna Region</li> <li>• Pierluigi Fedele: Captain of Carabinieri forest Corp of Parma</li> </ul>

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	<ul style="list-style-type: none"> <li>• Diego Gallo: expert in territorial Marketing and responsible tourism</li> <li>• Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole</li> <li>• Enzo Valbonesi: Responsible of the mushroom sector in Emilia Romagna Region</li> </ul>
<b>17:00</b>	<b>End of work</b>

### PROGRAM 2<sup>nd</sup> DAY 11/05/2019

**City:** Albareto (PR)

**Building:** Palafungo; via A. Gotelli, 9, 43051, Albareto (PR)

<b>FIELD TRIP</b> Integrating NWFP in Territorial Marketing and Ecosystem Service value chains	
<b>10:00</b>	Welcome and registration
<b>10:15</b>	<p>Trekking lead by Antonio Mortali, Forest expert and natural and environmental guide:</p> <ul style="list-style-type: none"> <li>• Mycosilviculture</li> <li>• Management techniques to boost NWFPs production</li> <li>• Integrating NWFPs in territorial marketing</li> <li>• Multifunctionality of the forest</li> <li>• Tourism in the forest</li> <li>• The role of the Natural Guide</li> </ul> <p>Lunch: organized in a mountain hut, managed by Comunalìa di Sevola-Revoletto, Comune di Bedonia</p>
<b>16:30</b>	<b>End of the day</b>

**Registration via google form at the following link:**

<https://goo.gl/forms/P7LksfvWmG7dIHFk1>

### Travel information

The place is quite difficult to reach: the two main options are public transport or car.

By public transportation, these are the steps:

## **1<sup>st</sup> Cross cutting seminar**

Flight to: Bologna Airport (BLQ);

Catch shuttle from the airport to the main train station called “Bologna centrale”, there are shuttles every 11 minutes: <https://aerobus.bo.it/en>

Catch the train from “Bologna centrale” to “Borgo Val di Taro”: you’ll have to change the train in “Parma”. <https://www.trenitalia.com/en.html>

The seminar on the 10th will be at the Palafungo, Albareto (PR) that is 10 km from Borgo Val di Taro.

Apart from the public buses that connect Borgo Val di Taro to Albareto, Etifor will be there with at least one car in order to help in the local logistic.

Car rental is another option available at Bologna airport.

### **Accommodation**

Hotels and apartments can be found in Albareto or Borgo Val di Taro using online websites (ex. Booking, ...).