



incredible

Innovation Networks for Cork, Resins & Edibles

Integrating NWFP in territorial marketing and Ecosystem Service value chains

Albareto (PR, Italy), 10 and 11 May 2019

Cross-cutting Seminar

Organized by:

ETIFOR

Coordinator



Partners



Forestas

Agencia forestal regional por a sviluppo de su territorio e de s'ambiente de su Sardegna
Agencia forestal regional por a sviluppo del territorio e dell'ambiente della Sardegna
SardegnaForeste



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

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Agenda of the CCS

PROGRAM 1ST DAY: 10/05/2019

Location: Palafungo, via A. Gotelli, 9, 43051, Albareto (PR)

| 10/05/2019 | |
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| Integrating NWFPs in Territorial Marketing and Ecosystem Service value chains | |
| 10:00 | Welcome and registration |
| 10:30 | Introduction <ul style="list-style-type: none"> • Davide Riccoboni: Mayor Comune di Albareto • Pietro Oieni: Director, Ministry of Agriculture, food and tourism (MIPAAFT) • Roberto Dellapina: President of Consorzio Comunalie Parmensi Presentation of INCREDIBLE project (ETIFOR) |
| 11:00 | Non wood forest products: the importance for the territory and the community <ul style="list-style-type: none"> • Enrico Vidale: Mushrooms and truffles market in Italy: past, present and future • Nicola Sitta: State of the art of the Italian wild berries market • Sara Maltoni: Italian cork and aromatic & medicinal plants market |
| 12:00 | The new Italian fiscal reform on NWFPs <ul style="list-style-type: none"> ○ Enrico Vidale: new Italian fiscal law of NWFPs: present and future of the sector. |
| 12:30 | Speed date lunch: B2B and B2experts in Territorial marketing of NWFPs <ul style="list-style-type: none"> ○ Nicola Sitta, Mycologist and wild berries expert ○ Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole ○ Carlo Marenda: Save the Truffles |
| 14:00 | Territorial Marketing related to NWFPs: best cases show <ul style="list-style-type: none"> ○ Diego Gallo: Tourism and NWFPs ○ Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole ○ Antonio Mortali: Consorzio IGP Borgo Val di Taro ○ Carlo Marenda: Save the truffles |
| 15:30 | Break |
| 15:50 | Round table: Integrating NWFPs in territorial marketing <ul style="list-style-type: none"> • Maria Capecchi: Responsible of the truffle sector in Emilia Romagna Region • Pierluigi Fedele: Captain of Carabinieri forest Corp of Parma • Diego Gallo: expert in territorial Marketing and responsible tourism • Sara Covi: Strada della mela e dei sapori delle valli di Non e di Sole • Enzo Valbonesi: Responsible of the mushroom sector in Emilia Romagna Region |
| 17:00 | End of work |

| FIELD TRIP 11/05/2019 | |
|---|---|
| Integrating NWFP in Territorial Marketing and Ecosystem Service value chains | |
| 10:00 | Welcome and registration |
| 10:15 | Trekking lead by Antonio Mortali, Forest expert and natural and environmental guide: <ul style="list-style-type: none"> • Mycosilviculture • Management techniques to boost NWFPs production • Integrating NWFPs in territorial marketing • Multifunctionality of the forest • Tourism in the forest • The role of the Natural Guide Lunch: organized in a mountain hut, managed by Comunalia di Sevo- Revoletto, Comune di Bedonia |
| 16:30 | End of the day |