

Aromas del encinar

Nur, Bosco and Jesús (AROEN)

Innovative businesses and entrepreneurship for non-wood forest products: opportunities for the rural economy

28 February 2020

Coordinator



Partners



Overview

- Background
- Team
- Gaps addressed
- Solution proposed
- State of the art
- Timeline
- Next steps
- Conclusion



Background



Team

Nur, Bosco and Jesús

2 x PhD Forestry

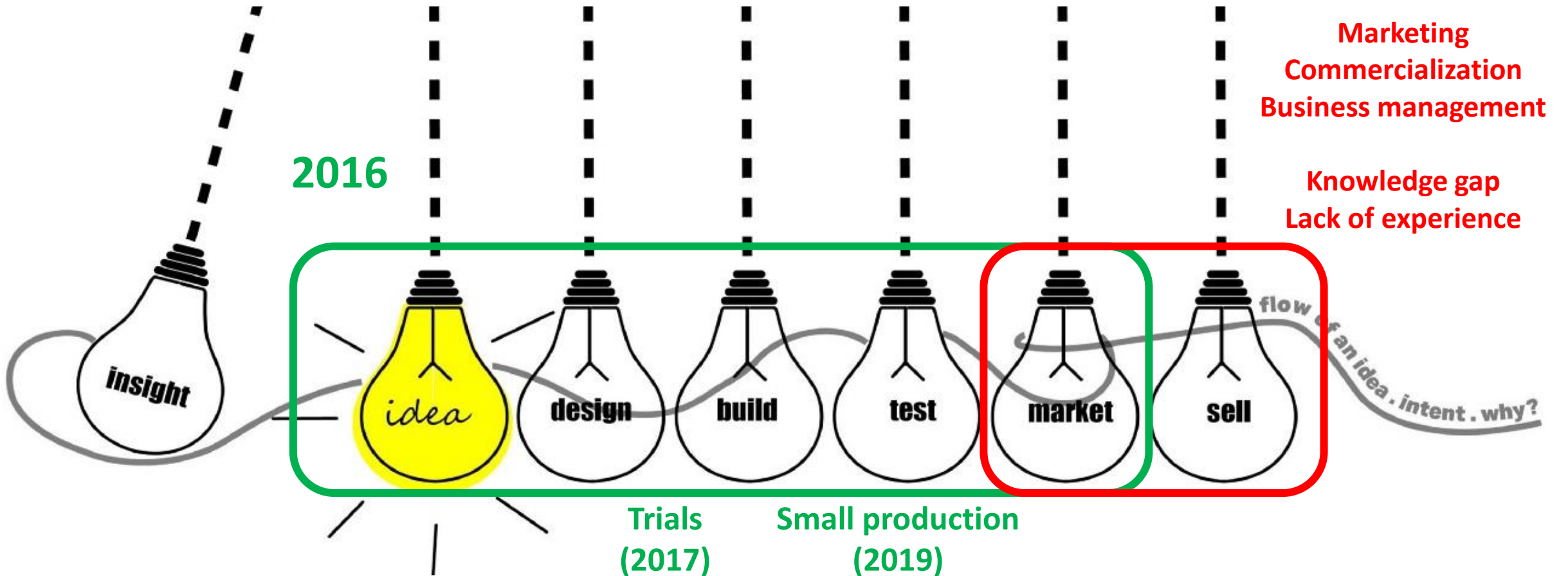
R & D & i

“Entrepreneurs”?



Gaps addressed by Incredible Project (Aromatic and medicinal plants)

- supporting production and marketing capacities
- natural Resource Management and biodiversity conservation



Solution proposed

Take advantage of an opportunity and get profit from a very abundant and under used natural resource

(aromatic and medicinal plants from the shrubland associated to Mediterranean holm oak forests)



Opportunity for rural development

Alternative use for currently abandoned forest systems

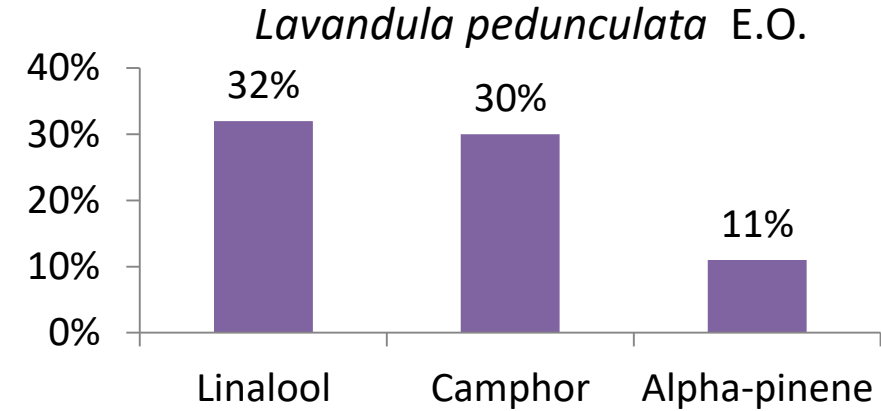
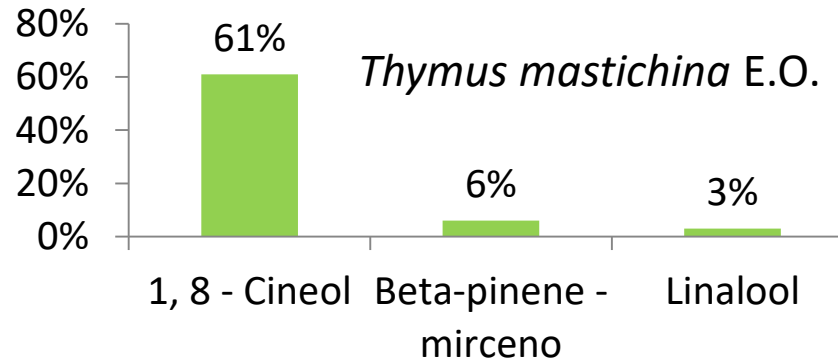
Enhance the consumer-experience by not only buying and using the products but being a key participant in the sustainable forest management

(sharing of a little bit of this forests "soul")

State of the art

Sustainability, transparency and science / tradition & innovation

We are proud to be wild



Timeline

**Before
1845**

Traditional land management (forestry, pastures, agriculture...)

Land abandonment

1970



Aromas del encinar



2016

Looking for an alternative

**Since
2008**



2019 / 2020



EIP-AGRI FOCUS GROUP
PLANT-BASED MEDICINAL AND COSMETIC PRODUCTS



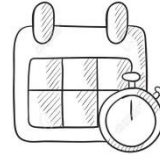
eip-agri
AGRICULTURE & INNOVATION

funded by  European Commission

Next steps

INNOVATION PROJECTS

Incredible Business plan



2020-2025

100 L



Essential
oils



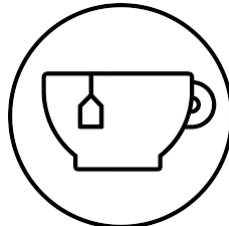
5,000 L hydrosol

1,000 L hidroalcoholic extracts
& oleates



DRIED WILD LAVENDER

500 kg



250 kg
dried thyme



- + remote sensing
- + new botanical extracts
- + new species
- + forest bathing
- + human health
- + education
- + eco-toursim

Conclusion



Thanks for your attention

AROEN

Jesús Fernández Moya / Nur Algeet Abarquero
 aromasdelencinar@gmail.com – aromasdelencinar.com
 +34669625859 (jesús) Instagram: @aromasdelencinar
 Chapinería (Madrid) - Spain

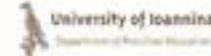
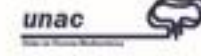
Merci
Gracias



Coordinator



Partners



INCREDIBLE receives funding from the European Commission's H2020 programme through the RUR-10-2016-2017 call, Thematic Networks compiling knowledge ready for practice

www.incredibleforest.net