



SPAIN

365

NEW BUSINESS MODELS FOR FOREST USE

MULTIFUNCTIONAL SERVICE COMPANIES IN THE FORESTRY SECTOR

1. Non Wood Forest products (NWFP) as cork, resin, red fruits or mushrooms suffers from a high seasonality and, in many cases, low profitability. This implies fragmented value chains and discontinuity in raw material industrial supply.



3. This will implicitly benefit forest product transformation industries through guaranteed NWFPs raw supply.

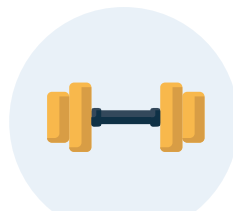
2. To revert NWFPs fragmentation and rural abandonment, "Tresseiscinco" proposes, through training and professional guidance, the creation of a multifunctional service company focused on promoting continuous forest use throughout the year.

HOW TO IMPLEMENT TECHNOLOGIES IN THE RESIN SECTOR: TIPS FOR SUCCESS!



SUSTAINABLE STRATEGY

Adaptation to the multifunctional role of forests, enhancing ecological and environmental services.



AD HOC TRAINING

Practical and professional orientation tailored to each type of harvest and season, can support the creation of dynamic and adaptable companies, able to face changes in the sector.



ADAPTED SALES STRATEGIES

Marketing strategies adapted to each service. The resources exploitation will move towards the most profitable products according to the evolution of the market.

Forest multifunctionality 365 days a year can act as a source of quality employment in a sustainable and lasting way. It provides permanent supplies of raw NWFP materials and stable work conditions to local and rural populations.



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Learn more about innovation on NWFPs
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Coordinator



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