

The Montagne Fiorentine Model Forest

www.forestamodellomontagnefiorentine.org

associazione@forestamodellomontagnefiorentine.org

What is a Model Forest?



A **Model Forest** best understood as a process for bringing a diverse partnership of individuals and groups together to realize a common vision of sustainable development in a large landscape.

Geographically, a Model Forest is a fully working landscape of forests, farms, protected areas, rivers and towns. As a concept, there's an approach, Model Forests follow principle that combine the social, environmental and economic needs of local communities with the long-term sustainability of large landscapes.

The stakeholders involved define what sustainability means in their own context, identify a common vision and set of goals, devise a governance structure and strategic plan, then work together to achieve the goals set out in that plan. In turn, the process nurtures a depth of trust and transparency, increasing the willingness to implement innovative solutions.



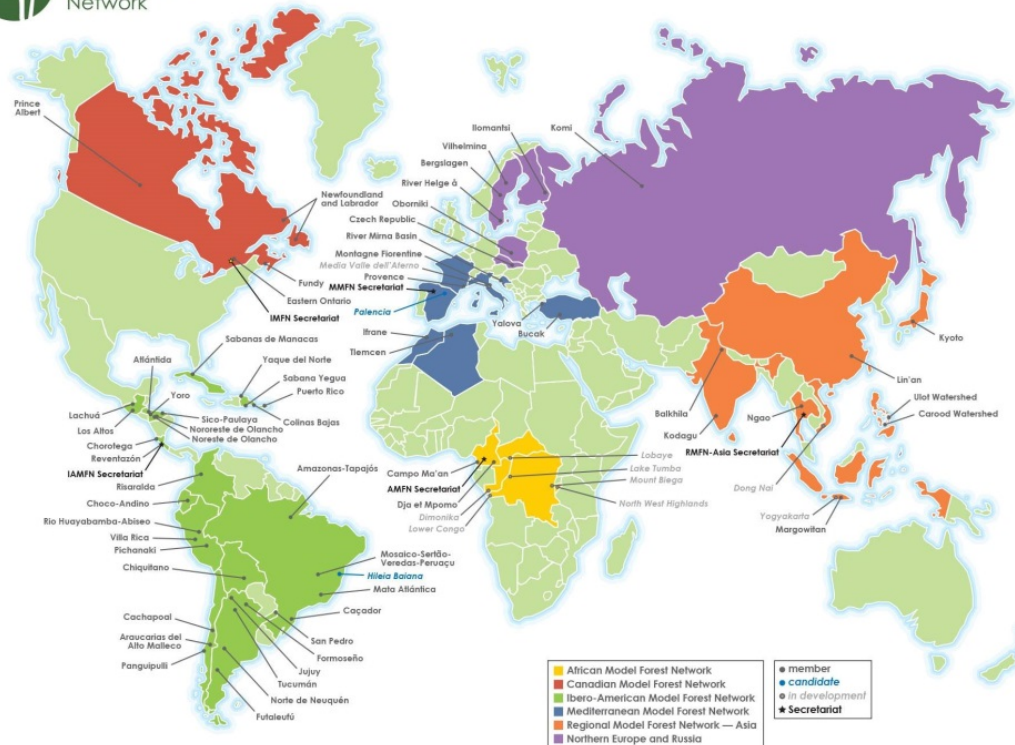
What is a Model Forest?



Landscapes.Partnerships.Sustainability.

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- The **MODEL FOREST STANDARD** comes from Canada. To become a Model Forest is been undertaken a long process of accreditation and evaluation by the Canadian Ministry and the Representatives of the various networks of the world



What is a Model Forest?



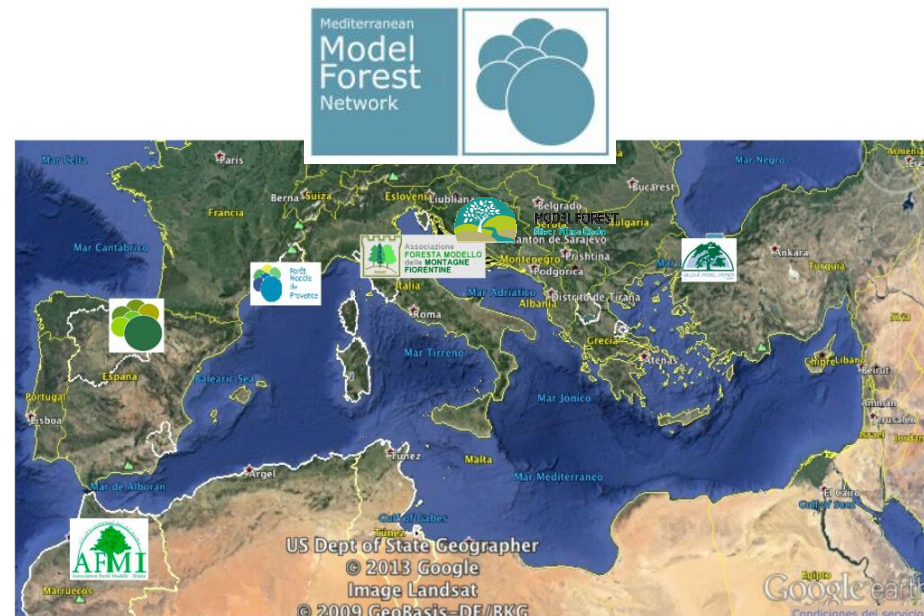
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- The Montagne Fiorentina Model Forest process started in 2009 and the accreditation ended in 2012. The Association belongs to the **INTERNATIONAL MODEL FOREST NETWORK** and to the subnet **Mediterranean MODEL FOREST NETWORK**.



Yalova (Turkey) November 2012

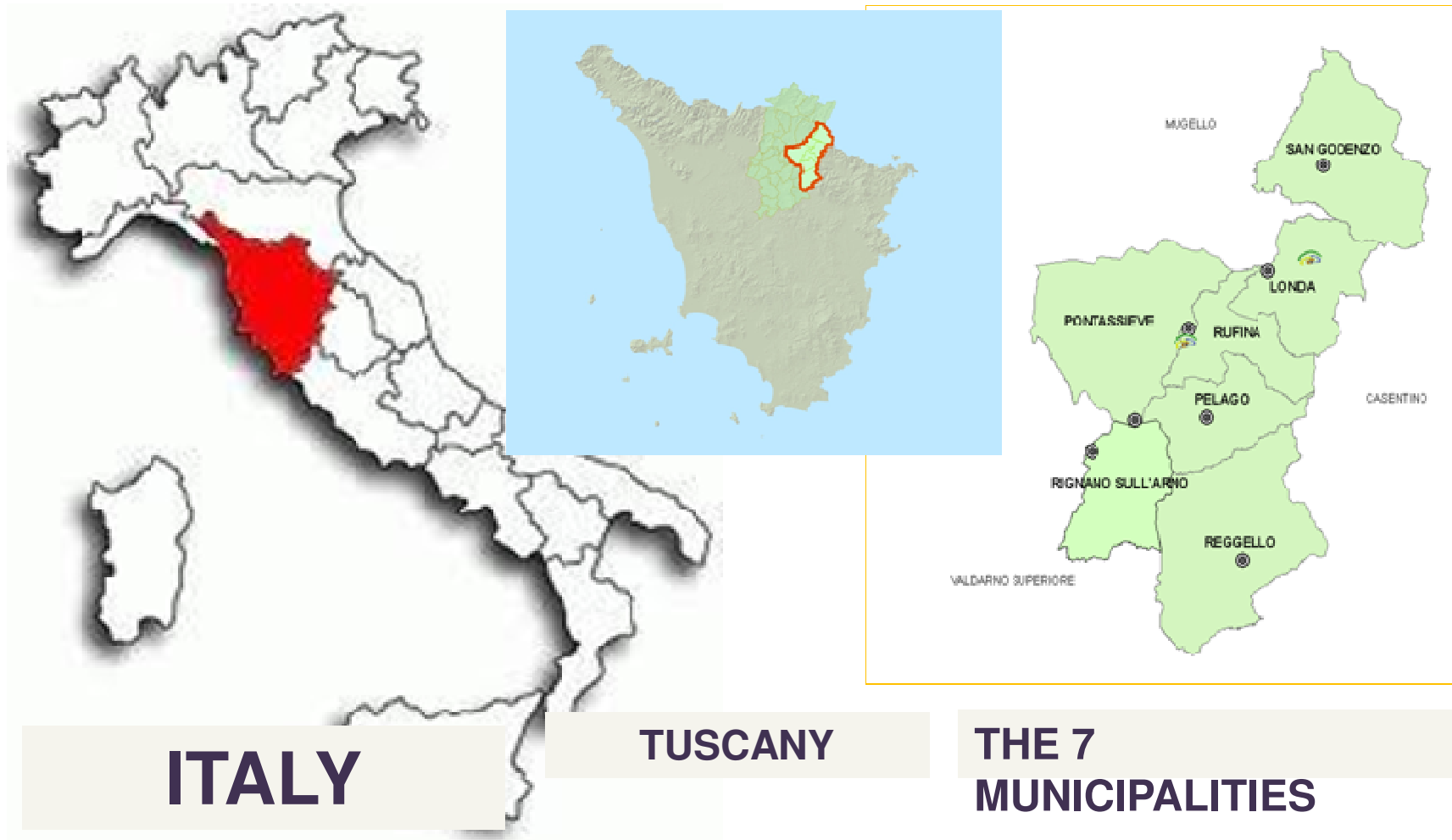


FMMF Landscape



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FMMF territory



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- TOTAL SURFACE 548 KMq
- SURFACE OVER 600 m s.l.m. 227 KMq
- PEOPLE 64.000 PERSONS
- PEOPLE DENSITY 116 Ab./KMq
- WHOLE TUSCANY 151 Ab./KMq
- WHOLE ITALY 190 Ab./KMq
- MUNICIPALITIES:

LONDA
PELAGO
PONTASSIEVE
REGGELLO
RUFINA
SAN GODENZO
RIGNANO S/ARNO



FMMF territory

TERRITORY SPECIFICITIES: OF TUSCANY...

- The largest forest surface in Italy (1.100.000 hectares-50% of coverage)
- A specific regional forest law and rules addressed towards sustainable forest management
- A famous landscape known around the world...



•...AND OF FMMF:

- Important forestal coverage by hardwood and resinous species (over 70 % coverage)
- Active economic wood production, for thermic and structural use
- Agriculture production (vineyards and olive groves) mixed with forest coverage
- Presence of many Public and Private Subjects for forest management and biodiversity protection
- Presence of the first one private forest certified PEFC in Tuscany (Pomino-1.680 hect. - Frescobaldi) and the second one public forest with double certification, PEFC and FSC, «complesso di Rincine – 1.448 hect.-managed by UCVV)
- Closeness with an important city like Florence.

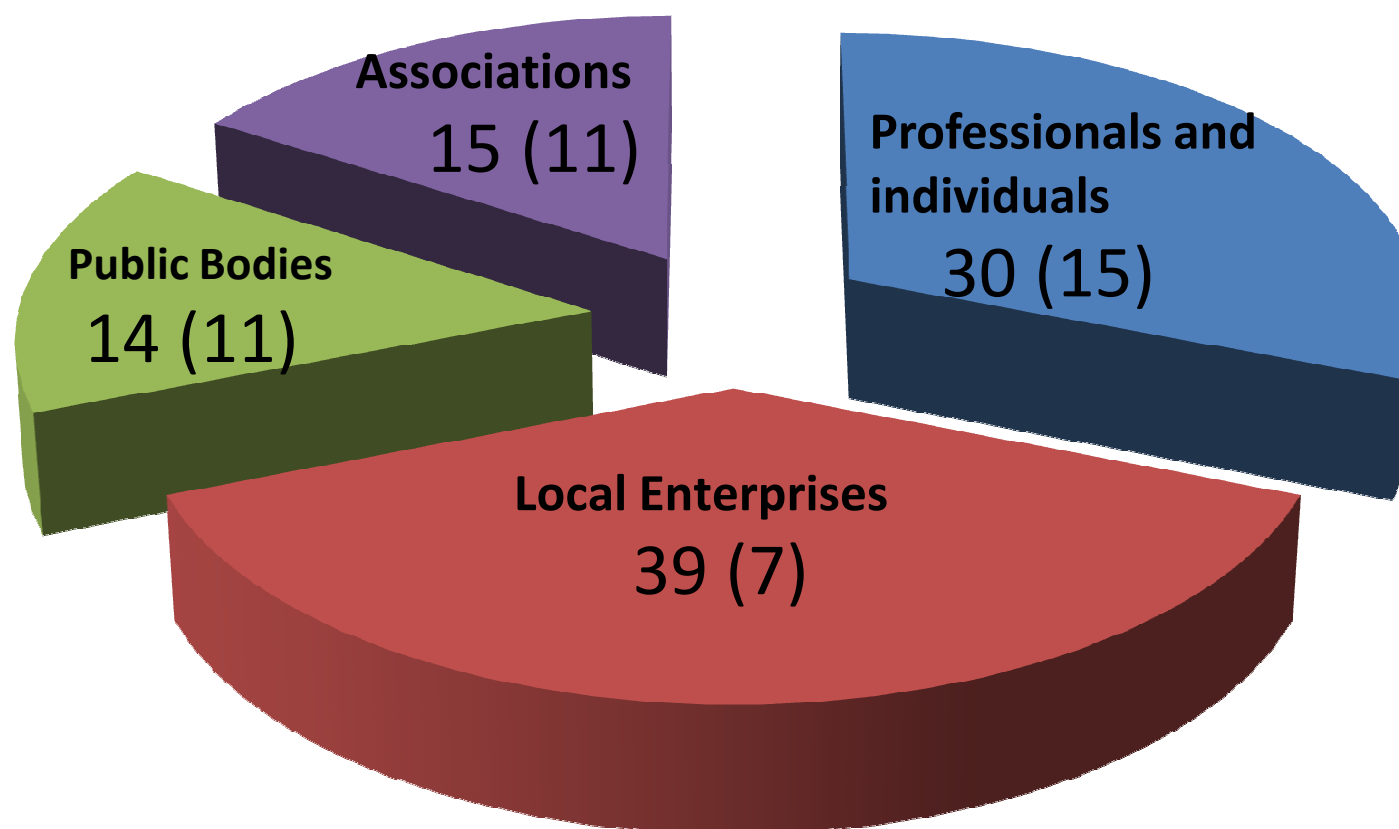
General Information



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98 active members at 31 December 2018



In brackets the number of founding members (2012) by category

Vision and Mission



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The association is proposed as a new instrument of governance of the forest and the agricultural and rural land and it will operate in the areas of the productive chains, the commercial distribution, the market, the environment, tourism, culture, recreation and the sharing aspects of the know-how.

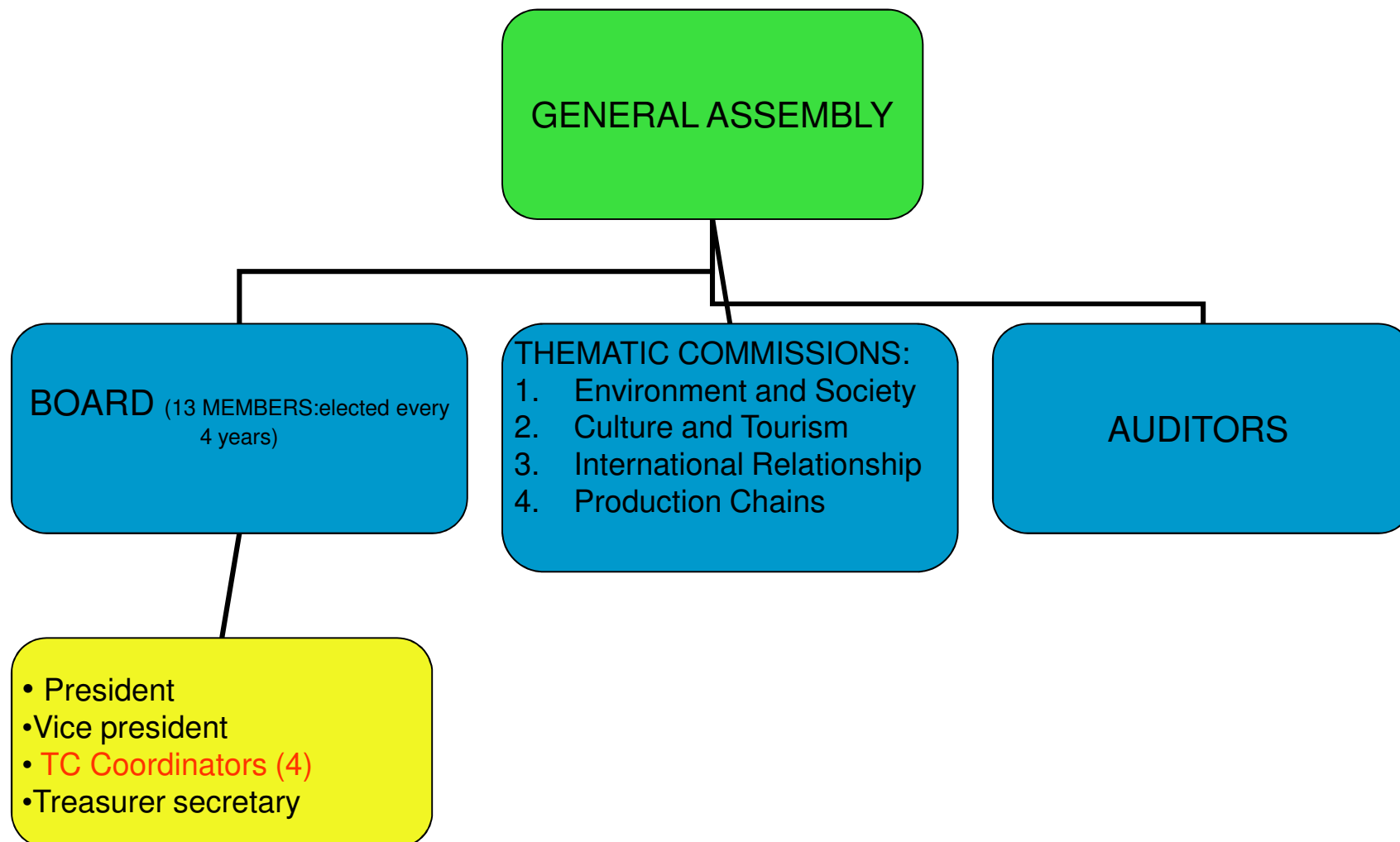


Governance



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Governance

All FMMF members and, obviously, social bodies have to respect:

- **FMMF association Statute**
- **FMMF Regulation**

And everybody works to reach the goals of:

Strategic Plan

ACTIONS are the priorities of the Model Forest for the period of validity of the Strategic Plan, during which, they must take place thanks to the identification of concrete forms, definition of projects and the finding of appropriate resources, according to the choices and opportunities-



Activities



Many of the actions envisaged by the strategic plan were carried out thanks to participation in projects financed by the Tuscany Region through the PSR (rural development plan).

In particular:

APROFOMO project : Starting the Model Forest process

DEMOSCOPE project: Definition of an Experimental Model for the marketing of Montagne Fiorentine Model Forest products

Activities



APROFOMO Project: financial grants from **G.A.L. START** of Borgo S. Lorenzo (FI), through the measure 124 of **PSR** 2007/2013 Toscana that promote product and process innovation → **3 aims**:

- **To realized a new Model Forest in Montagne Fiorentine**; → It would be the 1° in Italy
- **To develop a new portable grading machine for the timber classification for structural purposes**;
- **To Define and promote qualified operational standards for forest works**;

These actions represent a serious process innovation not only locally but also at a national level.



Activities



APROFOMO Project Development of a new portable grading machine for the timber classification for structural purposes

- The sawmills in the area used the method of visual grading to classify timber; the existing grading machine was too big and too expensive for small realities → Larger waste of timber
- There was an economic necessity due to the need (required by law) to classify the timber for structural use.
- All the sawmills of the territory of the GAL START (Mugello, Val di Sieve, Valle del Bisenzio e Chianti Fiorentino) was called to a meeting to explain the aims of APROFOMO; 7 of 10 decided to join the project.
- Also CNR IVALSA was involved in the project as a guarantee public research institution.
- Marchesi dè Frescobaldi Soc.Agri srl, like forest owners (PEFC certificated)
- Union of Municipalities Valdarno e Valdisieve like project leader and forest owners (PEFC and FSC certificated)

Activities

APROFOMO Project Development of a new portable grading machine for the timber classification for structural purposes

Thanks to the collaboration between CNR IVALSA and the Microtec Company was built a prototype portable testing machine for structural timber

► **Viscan – FMMF** is a system of optical measurement of vibrations and it is used to grade the timber by detecting the dynamic modulus of elasticity. The system measures, by means of a laser interferometer, the oscillations induced by a percussion.



CNR IVALSA: Testing the machine with different types of timber (in particular; Fir, chestnut, black pine and douglas)

RESULTS

- The certification of the new grading machine in October 2014.
- The machine is certified both for green and dry timber.
- It is the only machine certified for hardwood (chestnut).

Activities

APROFOMO Project Define and promoting qualified operational standards for forest works

As result: APROFOMO PROTOCOL, which apart from compliance with all of the regional, national and European legislation, commits the businesses to:

- Train staff in forest work-site safety
- Train staff in environmental and biodiversity conservation and protection methods
- Gradually increase the percentage use of lower environmental impact oil and fuel in cutting sites

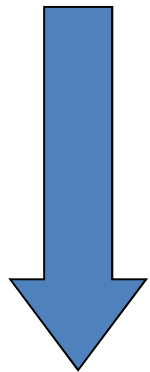
The APROFOMO Protocol was developed by the Model Forest through the participation of forestry businesses, the Union of Communities in the Valdarno and Valdisieve, the University of Florence and the Casentino, Monte Falterona and Campigna Forests National Park.



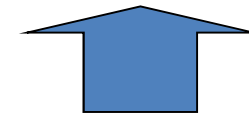
Activities

APROFOMO Project Define and promoting qualified operational standards for forest works

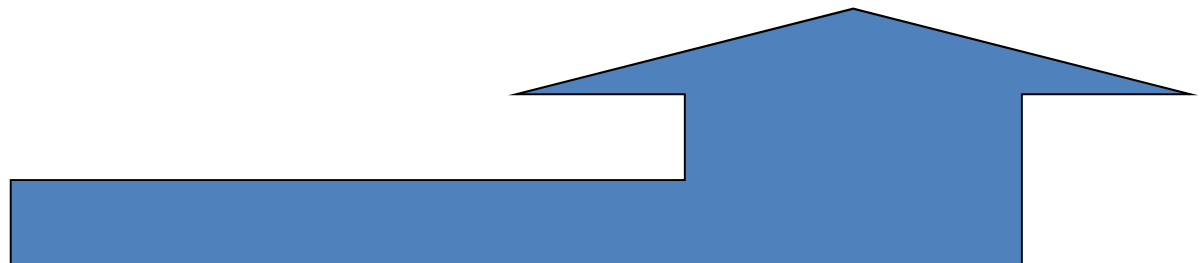
Training and qualification of forest workers (public and private) to improve safety standards and productivity level at the same time



Economic benefits and technical assistance by NP



Standard APROFOMO: some criteria to respect by forest enterprises about environment, job safety and health



Activities



DEMOSCOPE Project

The final goals are:

- To re-organize the local Forestry Sector trying to involve the highest number of operators , creating a relationship between the operators.
- A progressive increase of the professionalism of the forestry sector operator

ACTIONS

- _To study the entire supply chain in our territory
- _To create a WEB SITE for commercialize local wood and wood products
- _To create a promoting location called “SHOWWOOD” to show our wood product
- _To create a trademark for local timber products **FMMF – IL LEGNO** that identifies the origin of the timber and also forestry businnes that working in a safe and sustainable way.

Activities



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DEMOSCOPE Project



SHOW-WOOD As operative FMMF office



made by local douglas wood



Activities



- The Montagne Fiorentine MF wood trade mark -

The trade mark is owned by UCVV and therefore is a public, “collective” trade mark:

- It was developed in the framework of a research project and with a participatory process
- Is a trademark recognised by the Italian Ministry of Commerce

UCVV then entrusted FMMF to manage and promote it, under a simple, but effective regulation of use;

FMMF then entrusted a company, after a public selection of business plans, to manage the commercialisation of the products;

The respect of the regulation of use is guaranteed by a Management Committee composed by local and regional private and public stakeholders;

Activities



guarantees that:

1. wood comes FMMF forests that are managed in respect of National and Regional forestry laws;
2. wood does not come from illegal logging (respect of EUTR 995/2010);
3. wood is logged by qualified forest enterprises that signed a “Quality Standard of Forestry Work” (health and safety rules respect, sustainable logging techniques, etc.).

“FMMF Il Legno” wood and wood derived product can be further transformed and/or commercialized by any enterprises (both inside and outside the MF territory) if they sign and respect the Regulation of Use and implement a full traceability.

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An e-commerce platform: from firewood, to structural timber, to fine handicraft items



Legna da ardere – pezzatura
camino



Legna da ardere – pezzatura
stufa



Legna da ardere – lunga (1
m)



Travi



Travatura per edilizia



Tavolame



Set di 3 piatti in rovere



Set di 6 poggiasoste in
acacia, acero e roverella



Cucchiaio da cucina in
robinia



Ciotola da riso in ciliegio



Mestolo per risotti in sorbo



Spatola da cucina in robinia
o cerro

Activities

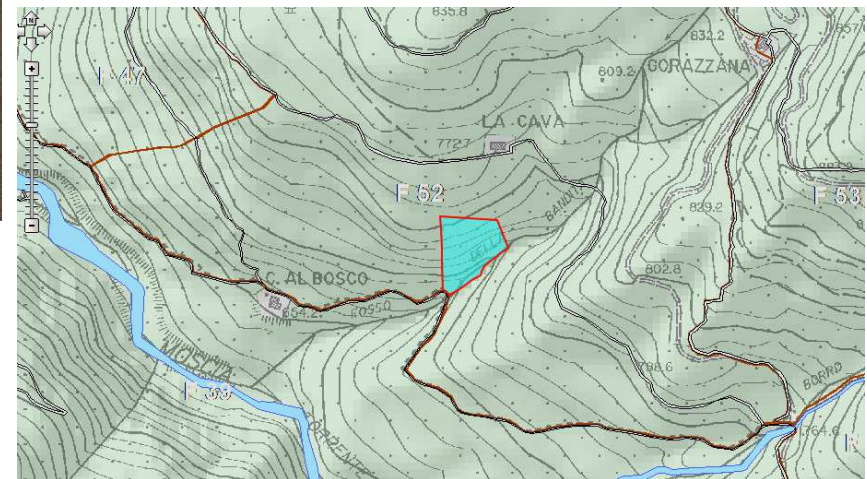
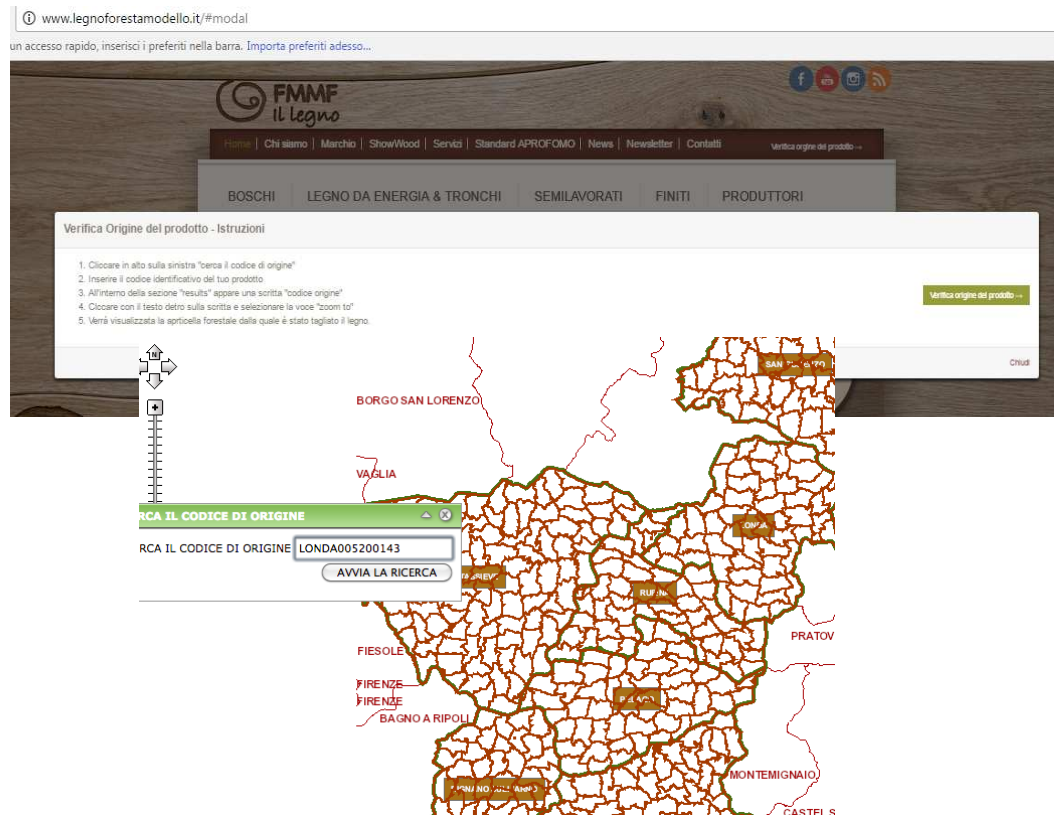


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A web-gis based platform, that enable the final customer to verify the origin of the wood their plate or piece of furniture is made of.....



Activities



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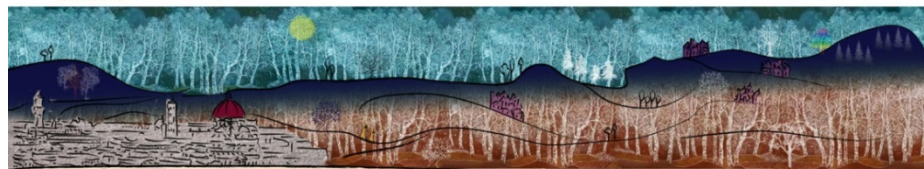
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TRE PASSI A MONTE - AUTUMN 2018_

Usual appointment with the three walks organized by the Commission for Culture and Tourism, with the contribution of the Union of Municipalities Valdarno and Valdisieve



Gli Incontri della Foresta Modello delle Montagne Fiorentine



tre passi a monte

Percorsi alla scoperta delle montagne fiorentine

2018

**domenica 30
settembre**
ore 09.30/13.00

Appuntamento alle ore 9.30
presso la Stazione F.S. di Rufina (FI)

**Bosco
divino**

Una passeggiata che ci porterà nei luoghi storici di Rufina da Villa al Poggio a Villa di Poggio Reale. Parleremo di paesaggio, con approfondimenti sulla selvicoltura, sulla viticoltura e sulle erbe spontanee. In occasione del Bacco Artigiano avremo modo di visitare il museo della vite e del vino e partecipare a una degustazione del Chianti Rufina. E' prevista una sosta allo ShowWood sede dell'Ass.FMMF, un edificio interamente costruito con legname del nostro territorio.

A cura di Ass. culturale
Il Paese sulla Collina Sara Cerini
Dott. For. Alberto Biffoli
Consorzio dei Chianti Rufina
Guida GAE Matteo Mazzoni

tre
passi
a monte

**domenica 14
ottobre**
ore 9.30/17.00

Appuntamento alle ore 9.30 presso
piazza del fontanello pubblico di Veggio
Ruggello (FI)

**Un selfie
con la Gioconda**

Percorso itinerante immerso nel paesaggio suggestivo delle Balze, geotopo caratteristico costituito da sabbie, argille e ghiaie stratificate, attraverso coltivazioni, boschi misti e diversità di vegetazione. Qui, il mistero dello sfondo del dipinto La Gioconda di Leonardo da Vinci: sembrerebbe infatti che la bellezza rappresentata nel dipinto sia quella della campagna del Valdarno Superiore con le Balze plasticamente modellate dall'azione meccanica degli agenti atmosferici. Segue visita al Centro Villa di Ruggello e merenda di saluto con bruschetta all'olio.

A cura di Ass. Geco Ambiente
Arch. Sabrina Rossi

Per informazioni e iscrizioni:
Associazione Foresta Modello Montagne Fiorentine
Cell. 331 1162589 (9.00/13.00)
associazione@forestamodellomontagnefiorentine.org
www.forestamodellomontagnefiorentine.org

**domenica 18
novembre**
ore 14.30/17.30

Appuntamento alle ore 14.30
presso i giardini pubblici di Piazza Mosca,
(ingresso Parco Fluviale F. De Andre) Pontassieve (FI)

**Arno non cresce
se Sieve non mesce**

Una passeggiata sulla riva destra e sinistra della Sieve ci permetterà di indagare sulle relazioni con il fiume e sui significati magici e sacri che, nel corso del tempo, questa risorsa ed elemento di confine ha rappresentato nella memoria e nell'immaginario collettivo delle popolazioni locali. Il tema dell'acqua sarà affrontato con canti e sonate della tradizione orale raccolti in zona mentre per mezzo di un percorso etno-botanico conosceremo miti, leggende e simboli attribuiti alle erbe riparie. Nel corso della passeggiata momenti di ascolto, letture e testimonianze.

A cura delle Ass. Il Luogo Comune
e Ass. culturale La leggiera

In caso di maltempo le iniziative possono essere annullate o rinviata. Contributo di partecipazione per iniziativa: € 5 cad. adulti (incluso 300).



Activities



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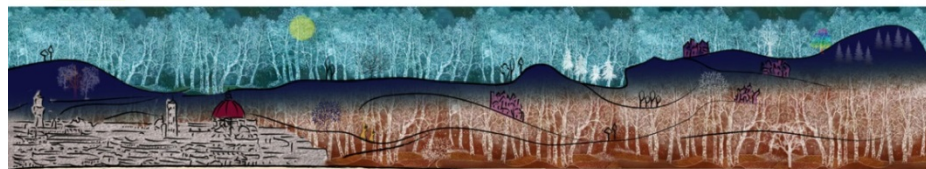
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Productive sectors

The use of local products moves local economies, reduces the environmental impact and allows us to build our territory identity. This does not mean abandoning the global, but rather acquiring a strong personality to compete in modern economic markets. The Supply Chain Commission seeks to work on these issues with member companies in the field of agriculture and wood. The agricultural supply chain aims to promote good food that comes from local producers. OUR DINNERS ARE AN EXAMPLE,



Activities

The Model Forest supports the initiatives of the member associations that organize and promote cultural environmental and sports activities. For example guided tours that have the characteristics of:

- The itineraries allow to discover old connection paths.
- Each itinerary has its own character with historical, artistic and natural features to explore.



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The Model Forest supports the numerous events organized by its associations and by the member municipalities considering sociality as a fundamental value



Communications



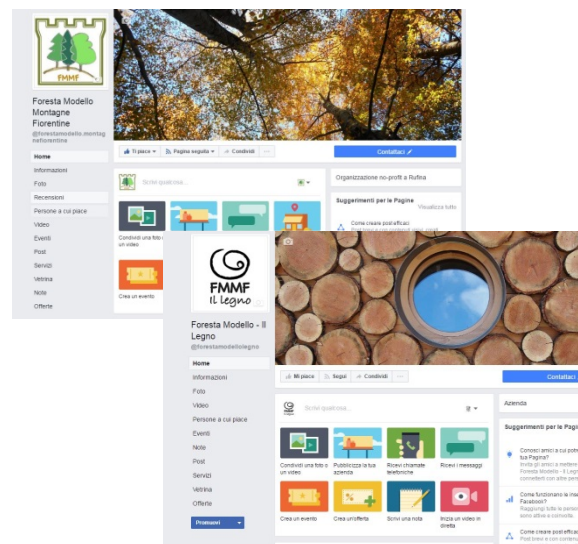
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FMMF has since its birth a **weekly newsletter** describing works, projects and initiatives of the association. The newsletter is also available to members to advertise their own activities. It is sent to all active members and supporters who asks to be informed about our activities.

We have **two facebook pages**: one of the association where they are advertised our initiatives and our events, besides updating about any plannings in progress. The other is dedicated to the trademark FMMF wood.

Moreover our **web site**. It collects all information, documents, appointments, images and history of our association. Really explains who we are, what we do and how to support us. It is always up to date, but it works also as a "time capsule" for all that has been done in recent years.





CITTÀ METROPOLITANA
DI FIRENZE



Torre del Cornone
CAMERE & CASE VACANZA
FONTECCHIO ABRUZZO ITALY



Programma di Sviluppo Rurale



Regione Toscana



EcoMuseo
del Casentino



guadagnare
salute
rendere facili le scelte salutari



Foreste
Casentinesi
Parco
Nazionale



ACCADEMIA DEI GEORGOFILI



Horizon 2020
European Union Funding
for Research & Innovation



Slow Food®



Unione di Comuni
valdarno e valdisieve



A bit of NETWORK





Landscapes, Partnerships, Sustainability.

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Thanks for the attention!!!

