



Associazione
FORESTA MODELLO
delle **MONTAGNE**
FIorentINE



FMMF
il legno



Regione Toscana



from **26th**
to **29th** **2019**
MARCH
FLORENCE

RURAL DEVELOPMENT INNOVATION WEEK

2019 ANNUAL EVENT OF THE TUSCANY
REGION RDP EAFRD 2014-2020

Coltiviamo il Futuro



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APROFOMO PROTOCOL: DEVELOPED TO DEFINE AND PROMOTE QUALIFIED OPERATIONAL STANDARDS FOR FOREST WORKERS.

THIS VOLUNTARY PROTOCOL COMMITS THE BUSINESSES TO:

- COMPLIANCES WITH ALL REGIONAL, NATIONAL AND EUROPEAN LEGISLATIONS;
- TRAIN STAFF IN FOREST WORK SAFETY;
- TRAIN STAFF IN ENVIRONMENTAL AND BIODIVERSITY CONSERVATION AND PROTECTION METHODS;
- GRADUALLY INCREASE THE PERCENTAGE USE OF BIODEGRADABLE OIL AND FUEL.



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APROFOMO PROTOCOLL- **OPPORTUNITY:**

- 13 FOREST ENTERPRISES INVOLVED (ALSO OUTSIDE THE FMMF)
- HUNDREDS OF TONS OF TIMBER HARVESTED EVERY YEAR (NOT ONLY IN THE BOUNDARIES OF FMMF)
- 3 YEARS OF TRAINING COURSES FOR FOREST OPERATORS
- SALING AUCTIONS FOR WOOD HARVESTING WITH PRIZE-WINNING MECHANISMS (UCVV)



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APROFOMO PROTOCOLL - **WEAKNESSES:**

- FOREST ENTREPRENEURS WITH LOW MEDIUM TO LONG TERM PROGRAMMING ATTITUDE
- LITTLE ATTITUDE TO NEW PRODUCTS (NEW MARKETS DEVELOPMENT)
- LITTLE ATTITUDE TO BUREAUCRACY / LEGALITY
- **THE SAME NUMBER OF FOREST ENTERPRISES IN 5 YEARS OF WORK**



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THE "FMMF IL LEGNO" TRADEMARK IDENTIFIES WOOD AND THE WOOD BASED PRODUCTS, DERIVED FROM THE TERRITORY OF THE MODEL FOREST.

THE PURPOSE OF THIS TRADEMARK IS TO GUARANTEE THE ORIGINS, LEGALITY AND ENVIRONMENTAL QUALITY FOR LOCAL WOOD AND WOOD BASED PRODUCT.

ONE OF THE PURPOSE OF THE TRADEMARK IS THE IMPLEMENTATION OF THE EUTR, THROUGH THE TRACEABILITY OF THE WOOD PRODUCTS ALONG THE ENTIRE SUPPLY CHAIN. IN FMMF TRADEMARK WEBSITE, EACH WOOD PRODUCTS SOLD CAN BE TRACED BACK TO THE FOREST PARCEL.

THREE FREE-LANCE CONSULTANT FOR THE MANAGEMENT OF THE TRADEMARK



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FMMF TRADEMARK - **WEAKNESSES:**

- LIMITED AVAILABILITY OF WOOD AND WOOD RELATED PRODUCTS REQUESTED BY THE MARKET:
 - LIMITED PRODUCTION AREA;
 - TYPE OF FOREST/WOOD PRODUCTS;
 - LOW TECHNOLOGICAL BACKGROUND;
- MOBILISATION PROBLEM, NO PRODUCTS LOGISTIC HUBS
- DIFFICULTIES IN INVOLVING FOREST COMPANIES IN MEDIUM TO LONG TERM PROJECTS (AD EXAMPLE ADVERTISING CAMPAIGN, NEW PRODUCTS DEVELOPMENT, ETC.).



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FMMF TRADEMARK - **WEAKNESSES:**

- DIFFICULTIES IN COMMERCIAL INTERMEDIATION BETWEEN PRODUCTION COMPANIES AND CUSTOMERS (COMPANIES STRONGLY ANCHORED TO KNOWN MARKETS, NO SHOWROOMS, NO E-COMMERCE, ETC.);
- NO RESILIENCE OF THE FOREST ENTREPRENEURS FOR THE MARKET CHANGES (ES.: NEW PRODUCT OR NEW APPROACHES, NO WILL IN INNOVATION ESPECIALLY FOR THE WAY TO SELL WOOD BASED PRODUCT).



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FMMF TRADEMARK - **OPPORTUNITY:**

- A NEW INTEGRATED CHAIN PROJECT “BUILD AROUND THE TRADEMARK” (PIF) TO TRY TO INVOLVE COMPANIES TOWARDS COMMON ACTIONS FOR THE DEVELOPMENT OF THE LOCAL SUPPLY CHAINS;
- DEVELOPING A STRONGER SALE STRATEGY, (CREATING EASILY REACHABLE BY BOTH PRODUCER AND CUSTOMER, PRODUCTS COLLECTION/SALE AREAS, GUARANTEEING CONSTANT PRODUCTS AVAILABILITY);
- DEVELOPING STRONG ADVERTISING CAMPAIGN SUCH AS THOSE IN THE PAST YEARS DEVELOPED FOR ORGANIC FOOD;



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VISCAN - portable grading machine for local structural timber

- DEVELOP BY THE TREE AND TIMBER INSTITUTE (CNR)





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VISCAN - OPPORTUNITY:

- A TOOL FOR STRUCTURALE TIMBER GRADING ON THE BASIS OF ACTUAL WOOD PROPERTIES RATHER THAN ON VISUAL FEATURES;
 - FASTER
 - MORE RELIABLE
 - REDUCE DISCARDED WOOD
- AFFORDABLE FOR MEDIUM-SMALL COMPANIES
- PORTABLE MACHINE (LEASING)
- THE ONLY MACHINE CERTIFIED FOR HARDWOOD GRADING



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VISCAN - WEAKNESSES:

- LOW AWARENESS OF THE REGULATION REGARDING STRUCTURAL TIMBER STRENGTH GRADING
 - SAWMILLS
 - CONSTRUCTION INDUSTRY
- CERTIFICATION BODY COSTS (ALSO IN TERM OF BUROCRATY)



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THANK YOU FOR YOUR ATTENTION

