



Multipurpose trees and non-wood forest products a challenge and opportunity



Multipurpose trees and non-wood forest products, a challenge and opportunity

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SEVENTH FRAMEWORK
PROGRAMME

Motivations

- ❖ Europe 2020 Strategy
- ❖ Development of an efficient, intelligent, sustainable and integrated (bio)economy
- ❖ Multiple opportunities for the forest sector
- ❖ Amplify the alternatives



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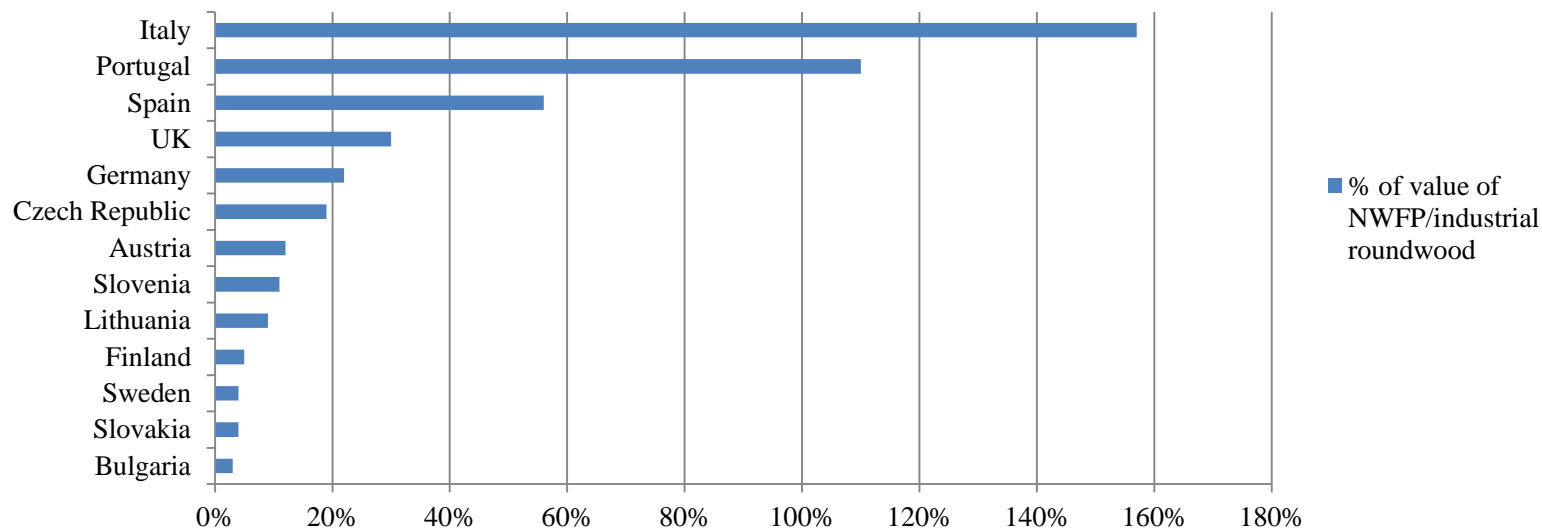
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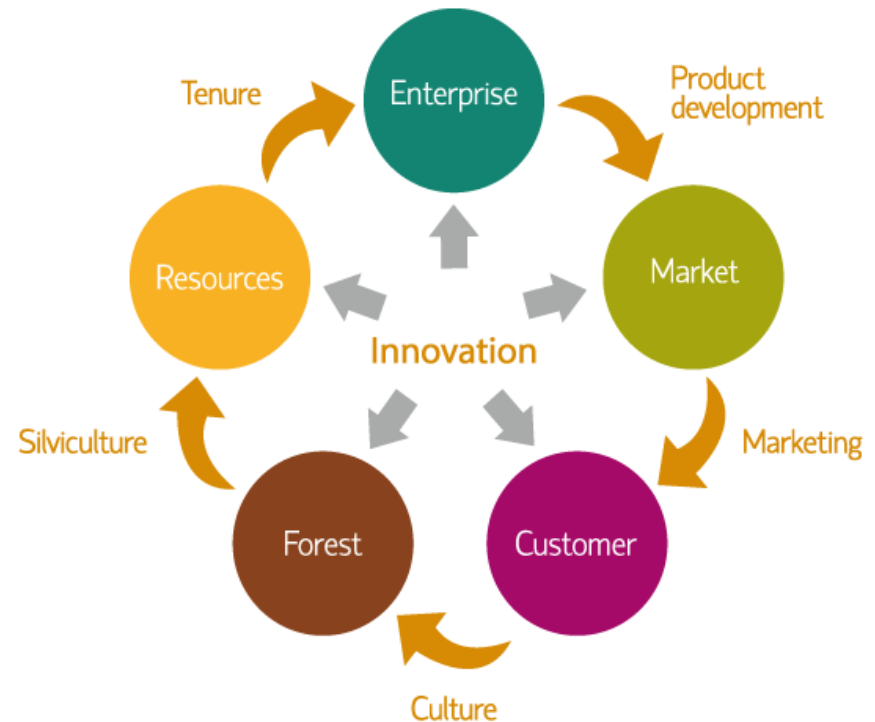
Non-wood forest products (NWFP)

- ❖ great diversity and potential
- ❖ need for integrated solutions



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- ❖ optimized management of NWFP
- ❖ innovative methods to amplify the opportunities for commercialisation and economic efficiency of NWFP

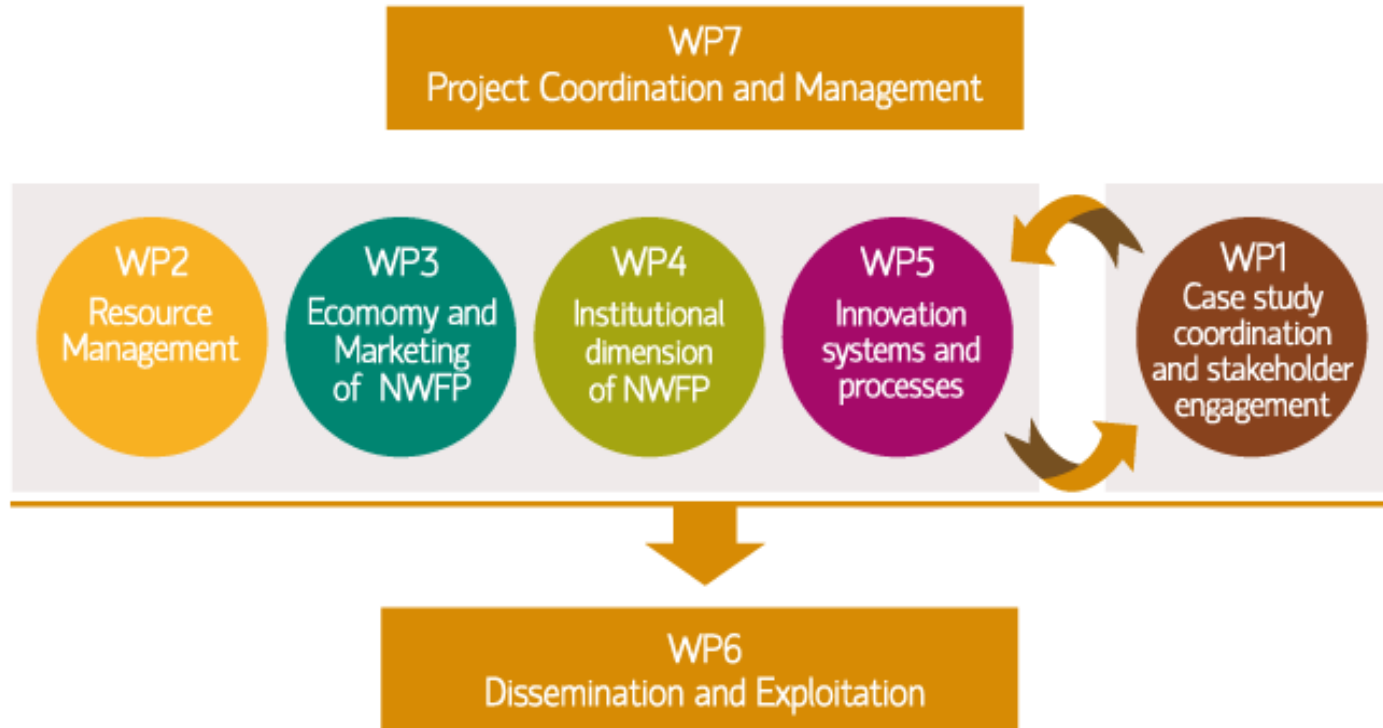


Objectives

- ❖ optimize the joint and sustainable production of wood, NWFP and ecosystem services
- ❖ grasp the socio-economic importance and the potential of NWFP markets
- ❖ recognise consumers' behaviour and needs
- ❖ realize the role of actors who trigger innovation (new products & services)
- ❖ accelerate the transfer of innovation to NWFP markets



Structure



Concept



- ❖ Statistics and databases



- ❖ Regional case studies



- ❖ Resource Management In-Depth Case Studies
- ❖ Small Medium Enterprises In-Depth Case Studies



Regional Case Studies (RCS)

- ❖ descriptors and role models of the NWFP sector
- ❖ drivers for innovative approaches in management and use of MPT and NWFP
- ❖ units for action research explore the relevance of the project to praxis
- ❖ platform for stakeholder engagement and market development
- ❖ validation, dissemination and communication of project results



Expected results

- ❖ emphasize the main actors
- ❖ increase the variety of tools
- ❖ products, guides, workshops, plans, reports, recommendations, articles,...



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Partners



METLA



WALDMÄRKER



PlanSinn.at



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Overview

Total cost 7,493,700.20 €

EC Contribution 4,992,913.00 €

Duration 48 months

Start date 01/11/2012

Consortium 24 partners
(including 9 SMEs)

Project Coordinator Dr. Rober Mavsar
EFI, Finland



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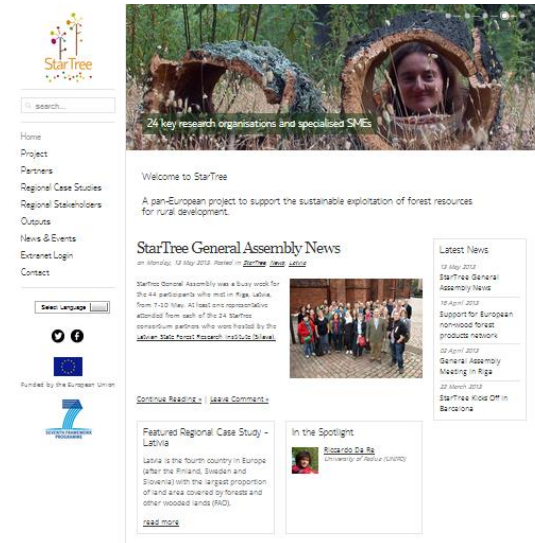


Further information

<http://www.star-tree.eu>

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