

IUFRO 125th Anniversary Congress
Interconnecting Forests, Science and People
Division 6 – Social Aspects of Forests and Forestry
**N. 118 – Nature-based tourism and recreation's role in sustaining
forests and improving people's quality of life**
Freiburg, Germany – 18-22 September 2017

Tourist and recreational uses of forests in peri-urban areas: a case study in Veneto (Northern Italy)

**Davide Pettenella¹, Laura Secco¹, Mauro Masiero¹,
Diego Gallo² and Lucio Brotto²**

¹Department of Land, Environment, Agriculture and Forestry (TESAF) University of Padova (IT)

²ETIFOR, spin-off of the University of Padova (IT)



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

TESAF



E | T | I | F | O | R
valuing nature

Outline

- 1. Introduction and background**
- 2. Case study**
- 3. Metodology**
- 4. Results**
- 5. Conclusions**

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali

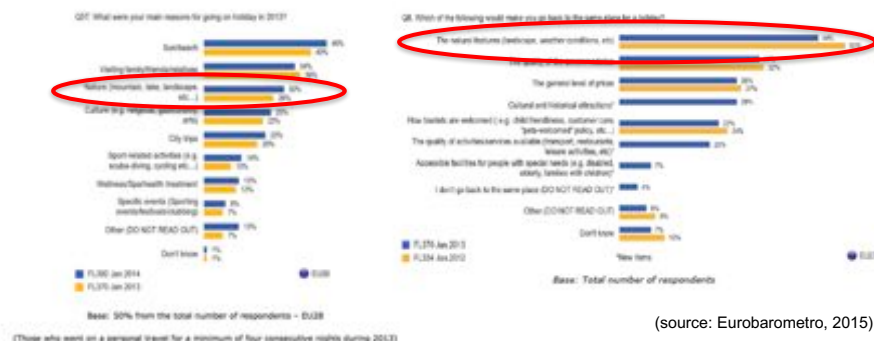


UNIVERSITÀ
DEGLI STUDI
DI PADOVA



E | T | I | F | O | R
valuing nature

1. Introduction: forests and tourism



For European tourists, **Nature (included forests)** ranks :

- **3rd as the main reason for going on holiday**
- **1st reason for tourists to visit a place twice or more**

→ **An opportunity for ES forest-based economy!**

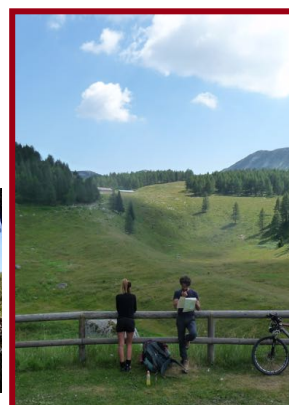


Dipartimento Territorio
e Sistemi Agro-Forestali



1. Introduction: forest recreation in Italy

- **Mountainous forests (95% of total forest land)** and landscapes are well-known and often properly managed for touristic/recreational uses since long time.



- **Small and fragmented forests in peri-urban, lowland areas (c. 5%) are less valued.**



Dipartimento Territorio
e Sistemi Agro-Forestali



2. Case-study: peri-urban lowland forests along the Adriatic sea

- Veneto region (North-East of Italy)

- **close to Venice** and other touristic places along the Adriatic Sea (Jesolo, Eraclea beaches)

- **About 3 M tourists in summer**

- Afforestation program started 35 years ago

- **24 forests, c. 320 ha**

- **8 public owners (Municipalities)**



TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali



E T I F O R
valuing nature

2. Case-study: peri-urban lowland forests along the Adriatic sea



Eraclea
Eraclea Mare
©Park Hotel Pin



2. Case-study: management model

- **Since 2002, technical support** to forest owners and managers provided **by the Lowland Forest Association**



- **8 public + 2 private members:** a unique case of private-public cooperation in lowland forest management in Italy!
 - to help active forest management in the area
 - encourage positive impacts for locals
 - enhance the dialogue with multiple stakeholders

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali

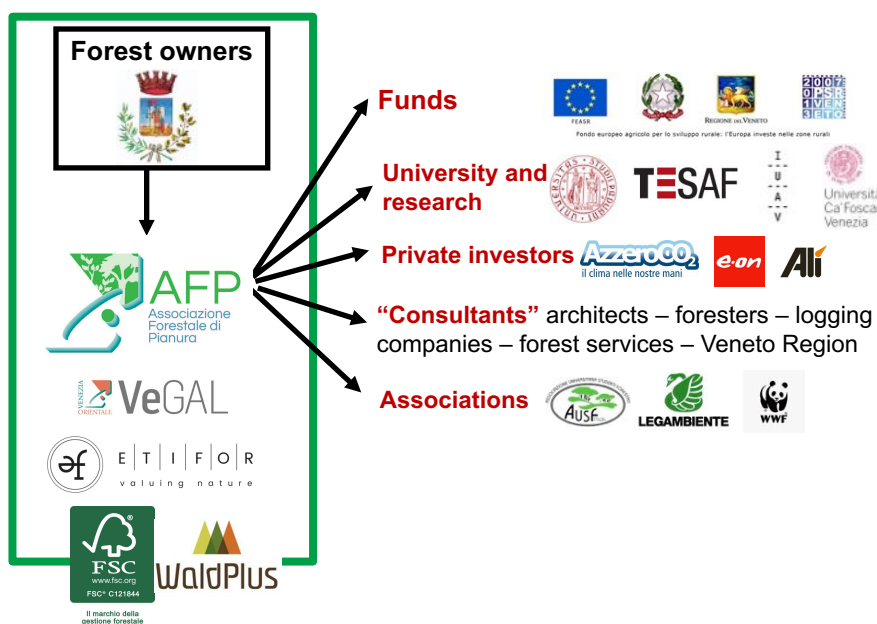


UNIVERSITÀ
DEGLI STUDI
DI PADOVA



EITFOR
valuing nature

2. Case-study: governance model



3. Metodology

- **Collection of primary data directly through AFP:**

- Document analysis (FMP, budgets, etc.)
- Discussions with forest owners (Municipalities)
- Meetings and agreements with investors
- Participatory events

- **Analysis of collected data**

- Descriptive statistics
- Draft estimate

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali

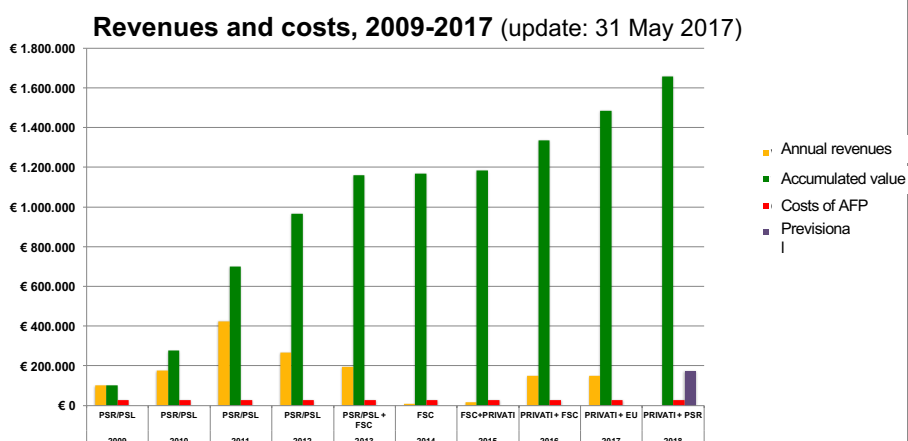


UNIVERSITÀ
DEGLI STUDI
DI PADOVA



E T I F O R
valuing nature

4. Results: fundraising



In total: 1.7 M €, c. 200,000 €/y (625€/ha/y)

1 € invested by each AFP member = 7.1 € for management

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



E T I F O R
valuing nature

4. Results: financial resources

Strategy 1: costs reduction

- Flexible and easy structure of the network association (AFP) (26,000 €/year)
- Reduction membership fees
- Sub-contracting/outsourcing

Strategy 2: fund raising

- EU and other international funds (in 8 years, **34 proposals submitted, 29 projects funded** = 85% of success)
 - Crowdfunding
 - **Private investors**
- 20,000 trees planted
+ 10 ha improved



Dipartimento Territorio
e Sistemi Agro-Forestali



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



E T I F O R
valuing nature

4. Results: financial resources

Strategy 3: improvement in communication and FSC certification (+25% premium price in the last year)

Il Bosco delle Lame
riscalda 50 abitazioni

GESTIRE UN BOSCO

BOSCO DELLE LAME
Carta d'Identità

- 23,62 Ectari
- Data di impianto:
- Acacia campastore - 22%, Corno bianco - 22%, Frassino ossifilo - 22%, Farnia - 22%

1998 1999-2003

Impianto su terreno agricolo di 1.900 piante per ettaro, con lo scopo di restituire un bosco naturale forma della pineta padana veneta (Quercus-carpini)

Infestazione di 3 specie - ogni anno 20 esseri per ettaro - risultato nel periodo di ...

Chat (0/0)

TESAF Dipartimento Territorio e Sistemi Agro-Forestali

UNIVERSITÀ DEGLI STUDI DI PADOVA

ETFOR valuing nature

4. Results: new FPM in 2016: focus on ES

Ecosystem service	Outcome (since 2011)	Target (to 2025)
<i>Biodiversity enhancement</i>	95 ha of natural forest areas (= 30% of total AFP forest cover), enhancement & restoration of native ecosystems	50% of natural forest areas , additional enhancement & restoration of native ecosystems
<i>Carbon sequestration</i>	+126 tCO₂/eq. carbon stock via expansion of existing forests and enrichment planting	+400 tCO₂/eq. carbon stock via additional 10ha (A/R) and further enrichment planting (5 ha)
Recreation	255 ha (= 70% of the forest areas) are restored and accessible for nature-based recreation	100% of forest areas restored and accessible for nature-based recreation

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



EITFOR
valuing nature

4. Results: marketing ES

3 ES sold together:
biodiversity +
carbon +
recreation (e.g.
private investment
on ha: 33,300 €/ha)



Carbon sequestration:
5.99 tCO₂eq/ha/y
(sold, 17-
24€/tCO₂eq)
Pine nuts:
200-300 €/ha/y
(sold)

Wild truffles:
38-60,000€/y
(estimated, potential)

TESAF

Dipartimento Territorio
e Sistemi Agro-Forestali



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



EITFOR
valuing nature

4. Results: FSC group FM certification



5. Conclusions

- Network-based **public-private partnership in a high tourism-oriented area** (close to Venice and famous beaches)
- Limited fixed costs (26,000€/y)
- **Change of fund sources: from local and public** (e.g. Veneto Region) **to international and private** (e.g. energy company, supermarket), more "stability"
- **EU RDP not a key programme anymore**
- **Market value recognized to 3 main ES: biodiversity, carbon sequestration, recreation** (total private investments on c. 55 ha, total 270,000 €, different contractual agreements)
- **Key role of communication and FSC certification** (1st test on ES certification under FSC scheme = visibility)

Thank you for attention!

- **Dipartimento TESAF** Spin-off **ETIFOR**
www.tesaf.unipd.it www.etifor.com



Mauro Masiero



Diego Gallo



Davide Pettenella



Lucio Brotto



Laura Secco

TESAF Dipartimento Territorio
e Sistemi Agro-Forestali



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



ETIFOR
valuing nature