

CASE STUDY

# Associazione Forestale di Pianura



*“We want to spread knowledge about sustainable and certified urban woodlands which will help cities and their citizens deliver a new approach to forestry.”*

Valentina Camillo,  
president of AFP




## PROFILE SNAPSHOT

<b>Website</b>	<a href="http://forestedipianura.it">forestedipianura.it</a>
<b>Social channels</b>	 @AFP.AssociazioneForestalePianura
<b>Contact us through Alliance</b>	Valentina Camillo (valentinacamillo@gmail.com)
<b>Country</b>	Italy
<b>Main sector</b>	Public
<b>Uforest thematic discipline</b>	Forest ecology
<b>Stage of development</b>	Implementation



By developing and coordinating initiatives related to agriculture and forestry and the processing of the products and services deriving from them.



By increasing the forests in urban and peri-urban areas and combining social and recreational purposes with ecological and environmental ones.



By building ecological connections to increase biodiversity and supporting the responsible management of forest resources.





## START-UP

The Associazione Forestale di Pianura – AFP (Lowland Forestry Association) was created in 2002 thanks to the collaboration between some municipalities of the Veneto region, in Northern Italy. The association was born from the need to find qualified people who could manage the forests correctly and according to sustainable forest management standards. At present, there are 29 associates between private businesses, citizens, and municipalities.

### AFP'S GOALS:

- Organise, through forest planning, the efficient, responsible and sustainable management of the members' forests and woodlands.
- Facilitate members' access to funds, investments, and contributions for the achievement of management objectives.
- Increase market prospects for forest products and services generated from the associated forest areas.
- Develop horizontal and vertical integration between forest owners, forest entrepreneurs and other stakeholders in the forest-wood sector.
- Create projects and initiatives to enhance the touristic, recreational, educational and ecological function of forests.
- Develop and coordinate initiatives related to agriculture and forestry, and the processing products and services derived from them, which may contribute to the proper management of the resources of the members' forests.
- Promote and disseminate through studies, research, publications, meetings, conferences, courses, exhibitions, and more the knowledge of the environment and of agro-forestry products.



## INITIATIVE MODEL

### MAIN ACTIVITIES:

#### What does AFP do?

- Promotes the sustainable management of forests.
- Forestry consulting on forest health.
- Accompanying service to achieve the FSC® (Forest Stewardship Council) certification for members' forests.
- Consulting on how to attract public and private funds for the creation of new forests and the improvement of existing ones.

### BENEFICIARIES:

#### Who benefits from AFP's activities?

**Public or private owners and managers of lowland forests** who want to manage their forests sustainably (e.g., municipalities, parks, regional forest associations, businesses, etc.).

### PROMOTION:

#### What is the AFP's promotion strategy?

- Institutional communication.
- Informal communication through email.
- AFP website.
- Social media.
- Participation in conferences and institutional activities.
- Networking activities.

AFP's forests are also on [WOWnature](#), a platform powered by Etifor that allows citizens and companies to be involved in the enhancement and financing of green areas.

### GOVERNANCE:

#### How does AFP implement its activities?

AFP's forests are also on [WOWnature](#), a platform powered by Etifor that enables citizens and companies to be involved in enhancement and financing of green areas. The association is composed of:



- The **members' assembly**, where each member has the right to vote.
- The **board**, which is elected by the association and is composed of 5 persons, including 1 president and 1 vice-president.
- The **administrative secretariat**, managed by the regional Local Action Group VEGAL, which takes care of the relationship between members, the board, external people, public bodies, and citizens.
- The **technical secretariat**, managed by ETIFOR, which is the operational branch for the forestry consulting service reserved to members. The technical secretariat also researches funding opportunities from public and private bodies.

Finally, the association also collaborates with environmental volunteering associations, universities, and research centres.

## FINANCES:

### What are AFP's main resources?

In the last 5 years, the association's sources have turned around, going from an 80% of public funding to mostly private resources:

- membership fees.
- public or private contributions resulting from funding calls.
- direct payment for ecosystem services to members, through an agreement activated by AFP.

## POLICY AND STANDARDS LEADING THE INITIATIVE:

FSC® is the forest management standard to which AFP adheres.



## UNIQUENESS

### What makes AFP a one-of-a-kind project?

AFP is the only organisation in Italy that brings together private actors and public owners of lowland forests. Over the years, AFP has grown, becoming a point of reference for raising funds and capacity building for the forest management of its members.



## EXPECTATION

By **2025**, AFP aims at growing in terms of members and expanding to other Italian regions. The objective is to become a representative body for forest managers and owners. At the same time, AFP wants to extend the FSC® certification scheme to all its members and increase the number of new lowland forests.

### What does AFP need to be successful?

- Forest owners/managers' vision towards greater sustainability.
- Available lands to afforest in order to increase the presence of lowland forests.
- That the importance of forests in urban and peri-urban areas is understood and valued both by municipalities and civil society.

### What are today's main challenges?

- Economic availability of organisations.
- Short-sighted and short-term vision of public administrators and companies.
- Overcoming the attitude of owners/managers of lowland forests which traditionally do not cooperate and network between each other.

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