

# ITALIAN STAKEHOLDER WORKSHOPS

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# Questions addressed

1. Who is/are the stakeholder helping to organize the workshop?
2. How do the aFMMS link to the interests of this stakeholder?
3. What power resources does this stakeholder have to push the application of Alterfor research results through in practice?
4. Where and when is the workshop taking place?
5. Who is going to participate?
6. How do you ensure target-group oriented communication with the participants?
7. How did it go/lessons learned (if workshop has been implemented already)

# 1. Who is/are the stakeholder helping to organize the workshop?

- **Etifor** (Alterfor non-academic partner)
- **Lowland Forest Association (AFP)**
- For the 1<sup>st</sup> workshop: **FSC Italy**
- Additional support by local municipalities and a bunch of other organizations

## 2. How do the aFMMS link to the interests of this stakeholder?

- **Lowland Forest Association** → (most of) AFP's members own/manage forests within the CSA and want to value them
- **Etifor** → provides scientific and technical support to AFP and helps raising funds (public funds and private investments)
- **FSC Italy** → testing of ES certification requirements

### 3. What power resources does this stakeholder have to push the application of Alterfor research results through in practice?

- Technical support and know-how
- Financial resources
- Networking
- Visibility and communication
- Links to policy makers

## 4. Where and when is the workshop taking place?

**1<sup>st</sup> workshop** – Bibione (Venice), 29<sup>th</sup> Sept. 2017  
(International Forest Day + FSC Friday)

See 4<sup>th</sup> Alterfor newsletter

**2<sup>nd</sup> workshop** – Cessalto (Treviso), 21<sup>st</sup> April 2018  
(in combination with “*Vivere il Bosco*” i.e. Living the Forest initiative)

## 5. Who is going to participate?

### **1<sup>st</sup> workshop** – Broad target-audience

Local private/public forest owners, farmers, environmental/cultural organizations, researchers, local/regional institutions, forest experts, tourism organizations...

- Morning plenary session (including discussion)
- After-lunch field activities (tree-planting, bike-tour)



1. Workshop on current FMMs
2. Field activities (tree-planting)
3. Bike tour within some CSA forests



## 5. Who is going to participate?

**2<sup>nd</sup> workshop** – Selected/More focused audience

Researchers and public/private organizations operating in the field of cultural ecosystem services in forest environments (mountain therapy, recreation/tourism, environmental education, forest art, funeral forests...)

- Morning plenary session (including short presentation by stakeholders)
- After-lunch field activities (example of activities related to cultural ecosystem services) → open to the public, very participated



1. Workshop on cultural ecosystem services (Alterfor project, alternative FMMs, discussion with stakeholders)
2. Field activities

## 6. How do you ensure target-group oriented communication with the participants?

- Direct contacts (e-mail, phone, meetings...) with key stakeholders
- Communication/Dissemination/Invitation/Follow-up via Etifor and AFP (web-site, social media...)
- Communication via local Municipalities and organizations
- Local media (newspapers, websites, TV...)

# 7. Lessons learned

- **Coordination** with key-stakeholders (e.g. CSA staff)
- **Introduction by key-local actors:** you do not jump into the CSA, you are part of a broader vision/strategy
- Topics, language and activities **tailored to the audience** (be ready to answer technical questions, be prepared for non-technical wording)
- **Links with other events** ensured larger visibility and participation
- **Field activities** give a taste of what FM is in practice
- **Discussion is not just a matter of plenary sessions:** face to face meetings, coffee/lunch breaks, field visits, planting activities...
- **Follow-up**



Thank you for your attention