Description of best practice

Best practice	
Title	Fairventures GmbH
Picture	
Domain	Digitalization / sustainable management and planning
Source of wood	Tropical and European Wood
Location	Stuttgart, Germany
Implementers	Originally a sub company of the nonprofit Swisscontact foundation in Zürich
Actual status	Running
Approach	The thematic focus is on the sustainable design of the entire value chain in the field of (tropical) forest and (tropical) wood. A project in Germany is a digital forest monitoring. The main idea is the development of an app that collects decentralized data in the forest and consolidates them on a platform. Based on this information, the app shall automatically offer information and recommend actions. The app enables forest owners to collect data even if they do not possess subject-specific knowledge. This tool facilitates the cultivation of forest and helps to make it more efficient. Furthermore, due to the easy application, more wood can be mobilized.
Main results	Accomplishment of several projects
Lessons learned	
Contact information	Fairventures Worldwide FVW gGmbH Senefelderstraße 26 D-70176 Stuttgart Telefon: +49 711 220468 0 Telefax: +49 711 220468 10 E-Mail: info@fairventures.org
Link to website	https://fairventures.org/
Code	BP_BW_10

Innovation assessment

Region	Germany
Time scale	2013-till now
Mobilization Potential	Digitalization
Kind of wood concerned	Depending on app user
Sustainability Potential	Positive
Impact on environment & biodiversity	Positive/ App provides information accordingly
Ease of implementation	Medium
Economic impact	Medium
Job effect	N.A.
Income effect	Collected data can be used to inform financial providers
Specific knowledge needed	Dealing with Smartphones
Costs of implementation	Comparatively low
Technical readiness level	Applicable
Key information for adoption	Big Project! Winner of the google.org impact challenge Germany