

Description of best practice

Best practice	
Title	"FMMF IL LEGNO" Trademark
Picture	 <p>The image block contains the FMMF Il Legno logo at the top, which features a stylized wood grain swirl. Below the logo are three photographs: the top one shows a group of people standing in front of a building facade made of stacked logs; the middle one shows a close-up of a wooden barrel with a red rim and a circular logo; the bottom one shows two people standing next to a similar wooden barrel.</p>
Domain	Market structure
Source of wood	Stemwood Above and below ground woody biomass
Location	FMMF via poggio alla cuna 7, Londa (FI) 50060
Implementers	ShowWood, via Calamandrei Rufina (FI) 50060
Actual status	Running
Approach	"FMMF Il Legno" identifies wood products derived from Montagne Fiorentine Model Forest boundaries. The brand can be used only by public and private forest owners and by the forestry companies that are members of the MFMF association who have signed a set of regulations about safety and sustainable cutting. It guarantees: the legality of the products supplied through compliance with international, national and regional laws regarding forestry, commerce and taxation; compliance with current safety regulations; the presence and

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	respect of regular contracts for the buying and selling of the woods.
Main results	<p>Types of products guaranteed: woody biomass for energy, firewood, wood chips, pellets, round wood, semi-finished products, wooden products.</p> <p>The brand managers have carried out activities to promote the brand chain: participation in events; participation at meetings with trade associations or public bodies (Tuscany Region, CNA Borgo San Lorenzo, Gal START, etc.).</p> <p>They supported the FMMF members drafting projects (PSR calls, GAL START calls, forestry PIF - integrated supply chain projects) and with documents in compliance with EUTR regulation 995/2010 (DUE DILIGENCE).</p> <p>Project "Bosco Chiavi in Mano" was designed to help owners manage their forests efficiently; professionals offer a service that simplifies forest management and facilitates transactions. 250 turned chestnut poles were sold, 650 q. of firewood, barrels, boards, 250 square meters of chestnut for the floor of the C.BIO shop in Florence and a Center dedicated to Chestnut at Castagno D'andrea was made with branded chestnut wood.</p>
Lessons learned	<p>This project has tried to improve conditions of the companies (owners and users) of first transformation who work on the territory of FMMF, through a continuous training process that can improve the working conditions of the operators in the woods. It has tried to put together demand with offer by selling products (certified timber) that guarantees environmental, economic and social sustainability. The demand is often unwilling to use the forest due to a high fragmentation of the forest property with a marked prevalence of limited private property surfaces.</p>
Contact information	<p>Associazione Foresta Modello delle Montagne Fiorentine. Telefono: +39 3311162589 E-mail: associazione@forestamodellomontagnefiorentine.org</p>
Link to website	www.legnoforestamodello.it/
Code	BP_IT_04

Best practice assessment

Region	Europe
Time scale	Tuscany
Mobilization Potential	30.000 square meters of coniferous round wood 1000 tons of firewood
Kind of wood concerned	Logs: Douglas fir, Firewood: chestnut, oak, beech
Sustainability Potential	Medium
Impact on environment & biodiversity	FMMF _IL LEGNO can be used by companies that have signed the APROFOMO protocol, so they are required to reduce mineral component in fuel and oil used. In terms of biodiversity they are informed on the need to respect minor species and to preserve particular habitats. Another effect of an organized supply chain is the reduction in transportation.
Ease of implementation	Easy
Economic impact	Economic transactions- related to the world of wood in the model forest area - have been estimated of 4 million of euros
Job effect	none for the moment
Income effect	none for the moment
Specific knowledge needed	Good knowledge of wood supply chain
Costs of implementation	30.000 €/annual (the cost of a fulltime person for the project)
Technical readiness level	University degree
Key information for adoption	Supply chain FMMF IL LEGNO Aprofomo protocoll