



## Training for Forest Technicians, Researchers, and Employees on Fundraising and Communication Topics as Assets for Ecosystem Services Enhancement Projects

### Introduction

During the project a specific internal training within the GO focused on fundraising and formation on the transfer of knowledge, in order to increase communication skills of the partnership aimed at disseminating the concept of the environmental service of forests and a collective recognition (also economic) of this service, thanks also to the creation of a carbon credit exchange platform. The main focus was enabling the forest technicians, researchers and employees involved in the project to raise funds and seek financing for forest sustainable management, with a view to attributing a recognised economic value to the storage of carbon (PES - Payment for Environmental Services) in order to improve the communication approach towards interested entrepreneurs, to involve forest and private individuals potentially interested in both the purchase of Sustainability Credits and the PES (Payment for Ecosystem Services) of Ecosystem Services. Beside that, many field initiatives were organized and a series of digital and paper material have been shared in order to disseminate the project results in the territory and raise awareness and interest on sustainable forest management and ecosystem services.

### Lessons learned

The sale of sustainability credits and payment for ecosystem services, other than the traditional sale of timber it's an important objective of the OG and can be improved thanks to a good communication strategy and empowering specific communication skills of OG members. During the formation participants have learnt new useful knowledge that will be put in practice adding value to the project and showed interest in the topics addressed showed interest in the meetings, even if were held online due to the Covi-19 emergency.

### For further information contact

Marco Perrino, Project Coordinator, Italy, email: [marco.perrino@dream-italia.net](mailto:marco.perrino@dream-italia.net)

Francesca Giannetti, Assistant Professor, University of Florence, Italy, e-mail: [francesca.giannetti@unifi.it](mailto:francesca.giannetti@unifi.it)

The information presented in this factsheet was developed by the FOREST4EU partner, drawing on the innovations and knowledge generated by the indicated operational group with their explicit authorization.

### Further information

<https://www.co2marche.it/>



 <p><b>Funded by the European Union</b></p> <p>Funded by the European Union (Grant n. 101086216). Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.</p>	 <p>UNIVERSITÀ DEGLI STUDI FIRENZE</p> <p><b>DAGRI</b> DIPARTIMENTO DI SCIENZE E TECNOLOGIE AGRARIE, ALIMENTARI, AMBIENTALI E FORESTALI</p>	 <p>CO<sub>2</sub> S.Fo. Ma Marche</p>	 <p>FOREST4EU</p> <p> FOREST4EU Project  FOREST4EU Project  info@forest4eu.eu</p> <p>Website</p> 
--	--	--	--