

Innovation in products, processes and marketing to introduce local woods with special, greater value-added characteristics to the Catalan market

Summary

The SINGULARWOOD project is based on innovation in products, processes and marketing to introduce locally produced woods with special/unique characteristics from sustainable forest management to the Catalan market, and make them available to end consumers (carpenters, cabinetmakers, craftsmen, etc.) through a virtual platform.

Objectives

The aim of the project is to valorise wood with special dimensions and characteristics in the forests of Catalonia, and in particular, wood produced by the members of the cooperative Forestal de Catalunya, SCCL (Serveis Forestals, SF) and the company Agrupació Forestal del Montnegre i el Corredor SL (AFMC) through innovation in products, the transformation process and the methods/techniques for marketing these types of wood, presenting them to the market in a format that is different from the usual format in Catalonia.

The project aims to introduce a new product "as a different concept to the formats of planks in standard dimensions available in large retail outlets," and to offer a product that has been pre-processed as little as possible and dried under ideal conditions to ensure an optimal technological quality and in "boules", using the French model. The idea is to introduce this product to the retail market (wood craftsmen, cabinetmakers, carpenters, decorators, architects, surveyors, etc.), which has been identified as a "market niche". The aim is to improve the economic results of forestry operations and provide the opportunity for forest owners to have a wider range with greater added value when selling their wood, in a market different from the one for which this wood was initially intended, which was packaging and/or bioenergy.

Another objective of the project is to improve the competitiveness of the two groups of forest producers (Forestal de Catalunya, SCCL and Agrupació Forestal del Montnegre Corredor), which include forestry producers and groups of forest owners. By applying new processes, they can add value to their products, and focus them on new local markets, with short distribution circuits.

Description of the actions carried out in the project

- Determination of the criteria to govern the purchase of the wood (determination of "special characteristics"),
- Establishment of the organisational model for purchasing the wood and raising the profile and sale of the product,
- Specification of the production model: sawing measurements, processing and treatment of the product
- Identification of key agents and contractual models for purchasing the wood and its traceability
- Creation of the elements and strategy for communication and awareness-raising

Final results and practical recommendations

The end result is the "SingularWood" business initiative, which aims to facilitate marketing and add value to the woods from Catalonia's forests with special and unique features. Each and every one of our products is unique. The virtual platform (www.singularwood.cat) has been created to offer all the "boules" to the end customers: cabinetmakers, carpenters, designers, etc. The same platform contains a description of each product, which includes all the necessary information and which asks the craftsman who will use the "boules" to determine the suitability of each product for the creation of the unique pieces that they have conceived and designed.

Conclusions

The execution of this OG led to the launch of an initiative that gives added value to trunks with unique features, and which after going through a minimal pre-treatment process and with a guarantee of traceability, can be made available to craftsmen (cabinetmakers, carpenters, designers, architects, etc.) for use in their unique creations.

Leader of the Operational Group

ORGANISATION: FORESTAL DE CATALUNYA, SCCL

CONTACT E-MAIL: cooperativa@forestal.cat

Coordinator of the Operational Group

ORGANISATION: FORESTAL DE CATALUNYA, SCCL

CONTACT E-MAIL: cooperativa@forestal.cat

Other members of the Operational Group (grant recipients)

ORGANISATION: AGRUPACIÓ FORESTAL DEL MONTNEGRE I EL CORREDOR SL

CONTACT E-MAIL: info@montnegrecorredor.org

Other members of the Operational Group (not recipients of the grant)

ORGANISATION: MADERERA GERUNDENSE, SA

CONTACT E-MAIL: madegesa@madegesa.com

ORGANISATION: FOREST BIOENGINEERING SOLUTIONS, SA (FBS)

CONTACT E-MAIL: info@fbs.cat

ORGANISATION: Forest Sciences and Technology Centre of Catalonia (CTFC)

CONTACT E-MAIL: secretaria@ctfc.cat

Subject area(s) of application

- Agricultural production system
- Agricultural practice
- Agricultural equipment and machinery
- Livestock farming and animal welfare
- Vegetable production and horticulture
- Landscape / Territorial management
- Pest and disease control

- Fertilisation and nutrient management
- Soil management
- Genetic resources
- Forestry
- Water management
- Climate and Climate Change
- Energy management
- Waste and by-product management
- Biodiversity and environmental management
- Food quality/processing and nutrition
- Supply chain, marketing and consumption
- Competitiveness and agricultural and forestry diversification
- General

Geographical area(s) of application

PROVINCE(S):

Girona, Barcelona, Lleida and Tarragona

REGION(S):

All of Catalonia

Dissemination of the project: publications, seminars, multimedia, etc.

<https://www.youtube.com/watch?v=MDzVIjIzufk&t=3003s>

Project website

www.singularwood.cat

More information on the project

PROJECT DATES	TOTAL BUDGET
Starting date: July 2019	Total budget: €35,844.74
End date: September 2021	DARP funding: €14,649.01
Current status: Executed	EU funding: €11,051.00
	Own funding: €10,144.73

With funding from:

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Order ARP/133/2017 of 21 June, approving the regulatory bases for grants for cooperation for innovation by promoting the creation of European Association for Innovation operational groups in the areas of agricultural productivity and sustainability and the execution of innovative pilot projects by those groups, and Resolution ARP/1282/2018, of 8 June, announcing the call for the grant.

