

Central Europe

Project proposal from Regione Liguria

“Biodiversity-caretaker communities”

Abstract

The project aims to enhance the biodiversity safeguard from the local communities, through the improvement of the awareness about the value of the environment and of the socio-economic mechanisms of valorization of high environmental quality products and territories.

Compensations (Payments for Ecosystem Services – PES) are expected for the ecosystem services (ES) users and for the economic players that behave sustainably and have a positive impact in terms of biodiversity. This method is expected to drive processes of conversion of intensive farming to more sustainable models and of rediscovery of traditional supply-chain and processes reinterpreted in a modern way.

The project gives the opportunity to find PES ways through market mechanisms and not only through welfare schemes. From this perspective crucial facilities are:

- Valorization of sustainable products and territories;
- Recognition of appropriate market and distribution mechanisms;
- Active involvement of communities as biodiversity-caretaker;
- Communication plans to increase the customers’ praise of the products’ environmental footprint and healthiness;
- The cultural development of businesses towards sustainability, through the exchange of good practices within the partnership.

Besides the social awareness of customers, quality and healthiness of high environmental quality products are key to acknowledge the market values.

Feedback

Interest in the project proposal has been so far expressed by:

- Barbara Floričić – Public body Kamenjak - Croatia;
- Marie Kubankova – Czech Republic;
- Jožica Lazar - Idrija, Slovenia;
- Clio Flego – University of Genoa – Economics and Architecture with other professors (competitor consortium);
- Pamela Bartar – Vienne – Research and innovation manager at the Social innovation center;
- Helena Cvenkel – research and development director at BSC Kranj – regional development agency of the Gorenjska Region, Slovenia;
- Karòa Skprjanc – Agricultural Cooperative Island of Krk.