



Through FSC® certification, this initiative achieves the revival of a traditional economy based on non-timber forest product exploitation. By increasing the value of forest products, and grouping smallholders it creates new business opportunities.

COMPANY IDENTITY

	Adeheco	Name
	Spain	Country
	www.asociacionadeheco.com	Web site
	2012	Starting year
	----	Annual turnover
	Mature/Stable	Current status
	Local, regional	Market scale
	Voluntary price signal	Market-based instruments
	Joint Forest Stewardship Council® (FSC) Forest Management and Chain of Custody Certification	Awards

FROM IDEA TO BUSINESS



Adeheco FSC group certification was started as a joint project by *dehesas* (i.e. agroforestry systems based on cork oak and pasture management) private land owners and Adeheco - "Ecological Dehesas Association" - a community of cork oak forestland owners and managers, as well as organic livestock farmers. The initiative is aimed at encouraging Small and Low intensity Managed Forest (SLIMF) owners towards responsible forest management and forest certification, in order to increase management and production standards and adopt appropriate marketing and promotional tools for valuing non-timber forest products, in particular, cork. GEA Forestal, a private forest consultancy company, provides support to forest owners interested in FSC certification. Adeheco operates as the Group Management Entity, ensuring coordination and internal monitoring of group participants and implementation of good forest management practices.

The increased demand of FSC certified cork products, especially by the wine industry, is driving the economic revival of this traditional business-activity, whilst promoting active land management that ensures conservation of valuable semi-natural Mediterranean ecosystems.

Certification allows premium prices for certified products, and helps smallholders access new market segments and opportunities, finally creating new ways for the marketing of forest products and, more recently, services. Adeheco has also recently established some touristic routes in the area linked to the traditional natural cork land use and management, organic Iberico pig breeding and/or honey production.



Any additional revenue obtained as a result of the FSC certification is reinvested by forest owners to take actions towards natural capital and resource conservation, biodiversity enhancement and natural reserve preservation.

ACTORS INVOLVED

	Mix Public-Private (Adeheco members/GEA Forestal) Civil Society Org. (Adeheco)	Promoters
	Mix Public-Private (Adeheco members/GEA Forestal) Civil Society Org. (Adeheco)	Developers
	Civil Society Org (Adeheco Association)	Investors
	Private: • Forest consultant (Manuel de Luque involved from 2012) Civil Society Org: • Adeheco responsable (Javier Jorjan, from 2012) • Adeheco member (Manuel Garcia, from 2012)	Other actors

IMPACTS



positive: improved cultural and traditional values in natural cork production, and its associated industries, in these rural areas, will be preserved. Enable local people in rural areas to keep living off the associated ecosystems under good practices management standards.

negative: working together with other owners in joint initiatives brings challenges of collaboration and understanding.

Social

positive: local economy revival will bring new job opportunities. FSC certified cork products will be sold more easily and at a better price. FSC certification will help to open new market-ways for other ecosystem services.

negative: certification, internal management and external audit direct and indirect costs.

Economic

positive: preserve natural capital and improve biodiversity. Implementation of less aggressive land management techniques and natural ecosystem restoration activity.

Environmental

positive: establishment of new combined sales agreements for FSC certificated products between natural cork producers and the cork industry. Implementation of stakeholder consultation mechanisms. Generate the possibility of simpler, cheaper and more accessible access way to FSC Forest Management Certification for smallholders.

Institutional

MAIN WEAKNESSES



Difficulties in developing proper marketing and market positioning of ecosystem services offered through the management of rural areas and natural resources.

FUTURE DEVELOPMENTS



FSC certification is being used to promote new ecosystem services (recreational, cultural) and to open up new markets for them. Touristic routes in the area linked to the traditional natural cork management and exploitation, organic Iberico pig-breeding and/or honey production.