



Photo by ETIFOR



*Sharing networks,
putting together
scientists with
young, passionate
entrepreneurs and
communication
specialists*

COMPANY IDENTITY

 Etifor srl	Name of the company
 Italy	Country
 www.etifor.com	Web site

COMPANY BY NUMBER

 500,000 €	Last year annual revenue
 6	Year of activity
 60	Nr. of clients
 15	Nr. of staff
 20	Nr. of countries served
 Innovative SME in 2016	Awards

BUSINESS SECTORS

-  • Forest supply chains
- Wild forest products
- Agricultural supply chains
- Climate mitigation
- Biodiversity and Ecosystem services
- Rural development
- Sustainable tourism

VISION AND MISSION



Vision: Improving the value of nature with science, innovation and ethics.
Mission: We provide international consulting services to public and private organizations to help them grasp the full value of services and products provided by nature. Our work improves the economic, environmental and social benefits of policies, projects and investments through applied science, proactive innovation and good governance.

MAIN INNOVATIVE BUSINESS MODEL ASPECT



The main structural factor that has distinguished ETIFOR since the beginning is that it's a spin-off of the University of Padova. This has led to constant implementation of R&D activities, through applied science, proactive innovation, good governance and applied ethics. The R&D activities allow ETIFOR to promote new products and services, such as market-based tools for environmental conservations and the design of sustainable and responsible investments with positive environmental, social and governance impacts.

HIGHLIGHT WORK/PROJECT



In the framework of the LIFE GESTIRE project, ETIFOR developed the 2014-2020 financial plan for the Natura 2000 network in Lombardy Region. The plan included the analysis of costs for the management of protected areas, current financial sources and the economic evaluation of ecosystem services provided by Natura 2000 sites. It was the first financial plan of its kind that coupled a consistent economic analysis with the most recent techniques for ecosystem services evaluation and applied to the management of Natura 2000 at regional level. According to the study, each euro spent in the conservation of Natura 2000 sites provides 15 euros of public benefits in terms of clean water, climate mitigation and recreational services. These data help the negotiation process among policy makers of different regional policy sectors.

Moreover, through a scenario analysis, ETIFOR supported the Regional Biodiversity Division, to develop financial strategies for the internalization of environmental externalities of protected areas, by promoting the use of Payments for Ecosystem Services, improving self-financing and better integration of public-private funding through a webtool:

www.finanziamenti-naturachevale.it

COMPANY HISTORY



It all started back in 2009, when the three founders of ETIFOR met at the Sustainable Tropical Forestry MSc course in Padova and then started volunteering for the Forest Stewardship Council® (FSC®) National Office in Italy. Alessandro, Lucio and Mauro shared mutual interest for responsible management of natural resources and for Corporate Social Responsibility. They teamed up with University of Padova staff, Laura, Davide and Diego, deciding together to initiate a university spin-off, giving 5% of the shares to the University of Padova. The entrepreneurial spirit of young scientists with their own individual diverse backgrounds, together with experienced professors and their wide networks, and the recognition of a well-known institution, were all success factors that made ETIFOR a leading environmental consulting firm in Italy that operates in 20 other countries in the world.

MANAGEMENT STRUCTURE



ETIFOR's management structure is made up of shareholders' assembly, the Board of Directors (BoD) and the Scientific Committee. The BoD oversees the work of the administrative work and accounting, marketing and communication, management and development, and sales units. The BoD, the commercial and R&D areas constantly interact with the Scientific Committee, which ensure high levels of quality of methodology and scientific soundness of studies, and analysis. Each commercial area is led by an Area Manager, who oversees the work of Project Officers and single consultants.

SHORT BUSINESS STRATEGY



ETIFOR's strategy follows three main common goals. Each of them is then broken down into work plans which eventually contribute to the overall strategy implementation:

1. Strengthening corporate governance and assets
2. Growing through consolidating existing client relationships, expanding new markets, and using alternative delivery channels.
3. Innovating through systematic research and development

MAIN CLIENTS & PARTNERS



- Public authorities, such as regional forest and agriculture agencies and/or divisions, local authorities, natural parks, universities and research institutions, and international donors such as United Nations, European Commission, FAO, etc.
- Private sector, such as forest investors, ethical banks, timber and forestry industry, certification initiatives,
- Non-for-profit sector, such as environmental and development NGOs, both in Italy and abroad.

SERVICES



- Economic evaluation of ecosystem services;
- Design and governance of Payments for Ecosystem Services;
- Integrated private-public financing;
- Sustainable forest management research and standard development;
- Forest certification and chain of custody services;
- International timber market analysis;
- Sustainable biomass sourcing;
- Wild forest products marketing;
- Carbon certification and climate mitigation and adaptation projects;
- Ecosystem services market analysis;
- Evaluation of programmes and policies for rural development;
- Sustainable tourism for rural development;

ENTREPRENEURS' PROFILE



We are not a “one-entrepreneur-based” company, instead, we like to complement each other’s skills and attitudes through team work:

The crazy risk-taking – Lucio Brotto
 The manager, checking and minimizing risks – Alessandro Leonardi
 The clever – Mauro Masiero
 The wise – Diego Florian
 The passionate professor – Davide Pettenella
 The determined researcher – Laura Secco



“It all started learning foreign languages with the aim of knowing the world better and I ended up supporting the governance and integrated financing of my home town river, where I still swim during summer time”

(Alessandro Leonardi)

“We like to show people that they can discover the beauty in every single natural context”

(Lucio Brotto)