

THE ALPINE CONVENTION IS THE FIRST INTERNATIONAL TREATY FOR THE PROTECTION AND PROMOTION OF THE SUSTAINABLE DEVELOPMENT OF A CROSS-BORDER MOUNTAINOUS REGION  
italian presidency 2025 - 2026  
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Alpine Space

Forest EcoValue

This transnational cooperation project is funded by INTERREG ALPINE SPACE 2021-2027 and aims at contributing to the creation of green business models and job opportunities in the Alpine region and restoring forest.

# FOREST ECOVALUE FINAL CONFERENCE

## FOREST ECOSYSTEM SERVICES AND SUSTAINABLE VALUE CHAINS IN THE ALPINE REGION



THURSDAY, 26 MARCH 2026  
14H00-16H30



GRATTACIELO PIEMONTE TURIN, ITALY  
FORMAT: IN-PERSON (ONLINE PARTICIPATION POSSIBLE)



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[www.alpine-space.eu/project/forest-ecovalue/](http://www.alpine-space.eu/project/forest-ecovalue/)



forest-ecovalue



Gefördert durch:  
Bundesministerium  
für Umwelt, Naturschutz, nukleare Sicherheit  
und Verbraucherschutz  
aufgrund eines Beschlusses  
des Deutschen Bundestages



Zavod za gozdove Slovenije  
Slovenia Forest Service



## Forest EcoValue

This transnational cooperation project is funded by INTERREG ALPINE SPACE 2021-2027 and aims at contributing to the creation of green business models and job opportunities in the Alpine region and restoring forest.



Forest EcoValue is a European Interreg Alpine Space project supporting the sustainable management of forests through the development of innovative approaches that integrate both biophysical and economic valuation of forest ecosystem services.

The project focuses on assessing and integrating forest ecosystem services into decision-making processes and sustainable value chains, by testing and validating ecological, economic, governance and policy-relevant frameworks across Alpine regions.

### Why this conference

The Final Conference of Forest EcoValue will present consolidated and evidence-based results developed and tested through Living Labs in Alpine regions of five countries: Austria, France, Germany, Italy and Slovenia.

The conference will highlight how these results can support forest management practices and the integration of forest ecosystem services into decision-making processes, governance frameworks and sustainable value chains, with a focus on transferability and practical use in the Alpine context.

### Key topics

- Biophysical and economic assessment of forest ecosystem services
- Sustainable value chains and business models supporting forest management
- Governance frameworks, policy implications and transferability across Alpine regions

### Who should attend

Policy makers, public authorities, institutional stakeholders, forest owners and practitioners, and organisations working on territorial development, Alpine forests, forest ecosystem services and sustainable forest management.

### Practical information

Participation in the conference requires prior registration. **Please [register here](#).**  
The detailed programme will be available soon.

**Project leaflets in multiple languages are [available here](#).**

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## Forest EcoValue

# FINAL CONFERENCE

## FOREST ECOSYSTEM SERVICES AND SUSTAINABLE VALUE CHAINS IN THE ALPINE REGION

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14:00 – 14:10

### Welcome & institutional framing

- Marco Gallo, Regional Minister for Mountain and Territorial Development, Regione Piemonte, Italy

14:10 – 14:20

### Forest EcoValue: project vision, challenges and approach

- Susanna Longo, Finpiemonte SpA, Project Coordinator, Italy

14:20 – 14:40

### Forest Ecosystem Services Assessment and Policy-Relevant Insights

- Frederic Berger, INRAE, France

14:40 – 15:05

### Economic Value and Business Models for Forest Ecosystem Services

- Victoria Yavorskaya, University of Graz, Austria
- Luca Cetara, Fondazione Lombardia per l'Ambiente, Italy

15:05 – 15:25

### From Living Labs to Road Maps for Implementation

- Stefan Marzelli, IFUPLAN, Germany

15:25 – 15:45

### Territorial Added Value: Lessons from Pilot Areas

- Presentation of two territorial cases

15:45 – 16:20

### Roundtable - External Perspectives

### From scientific approaches to practical application: Scaling Up Forest Ecosystem Services in the Alpine Region

- Speaker 1, Alpine Convention
- Speaker 2, Alpine Convention
- Speaker 3, EUSALP

16:20 - 16:30

### Closing Remarks

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