

## Workshop

### “Marketing Forests and Water”

22nd March 2016 - FAO, Rome

Forests provide a range of supporting, provisioning, regulating and cultural ecosystem services. The services provided by mountain forests in head catchments are, among others, the provisioning and regulation of water. The economic valuation of this ecosystem services is an issue which is now very topical. It can provide useful information about changes to welfare that will result from ecosystem management actions. Valuation plays an important role in creating markets for water-related ecosystem services, for instance through Payments for Ecosystem Services. Getting more direct and concrete data on costs and benefits as well as demonstrating the overall economic sustainability will be crucial to securing the long-term future of PES and market mechanisms.

In this workshop lectures and discussants will provide insights on macroeconomic, economic and financial aspects related to forest and water as ecosystem services. Understanding the macroeconomic context and related financial mechanisms is crucial to engaging in a proper discussion on more technical forest-related implications. In this sense, the outcomes of the workshop can contribute to the activities of both the Alpine Convention and the FAO EFC Working Party on the Management of Mountain Watersheds (WP-MMW).

### Advanced agenda

09:00 – 09:30	<u>Registration</u>
09:30 – 10:15	<p><b><u>Opening and introduction to the Workshop</u></b></p> <ul style="list-style-type: none"> <li>• Thomas Hofer, <i>FAO-Mountain Partnership*</i></li> <li>• Francesco Dellagiacom, <i>Auotnomous Province of Trento – President of the Alpine Convention WG on “Mountain Forests”</i></li> <li>• Fiona Harvey, <i>Environment Correspondent, The Guardian*</i></li> </ul>
10:15 – 11:45	<p><b><u>Managing watershed's ecosystem services: a macroeconomic approach</u></b></p> <p>Moderator: Fiona Harvey - <i>Environment Correspondent, The Guardian*</i></p> <ul style="list-style-type: none"> <li>• Macroeconomic implications of ecosystem services management <i>Annela Anger- East Anglia University (Lecturer in Macroeconomics of Ecosystems)</i></li> <li>• Designing fiscal reforms to protect ecosystem services <i>Cristina Brandimarte, Italian National Institute of Statistics (Econometric Studies and Economic Forecasting Division)</i></li> <li>• Regulatory perspectives and economic instruments for an integrated approach to mountain watershed management <i>Antonio Massarutto, University of Udine (Associate Professor of Applied Economics)</i></li> </ul>

11:45 – 12:30	<p><b><u>Panel discussion</u></b></p> <ul style="list-style-type: none"> <li>• Fiona Harvey - <i>Environment Correspondent, The Guardian*</i></li> <li>• Marco Marchetti, <i>University of Molise</i></li> <li>• Edoardo Croci, <i>IEFE - Bocconi University</i></li> <li>• Christian Hoffmann, <i>Eurac research</i></li> <li>• Riccardo Santolini, <i>University of Urbino</i> and Luca Cetara, <i>Eurac research</i></li> <li>• Giuseppe Scarascia, <i>University of Tuscia</i></li> <li>• Prof. Sato Yoshinobu, <i>Ehime University (Japan)</i></li> </ul>
12:30 – 13:15	<p><b><u>Wrap up</u></b></p>
<p><b>Standing lunch</b></p>	

\* To be confirmed.

Working language: English (interpretation service is not foreseen).

***In order to ensure your entrance please fill in the registration form at this [link](#)***