Creation of the first Guarantee Mark in the wood sector in Spain: Pino Soria Burgos

Scots pine wood from the Region of Pinares (a region located between the provinces of Soria and Burgos) enjoyed great prestige in the Spanish market, despite the fact that it lacked a common standardised basis among the companies in the sector that would allow to launch a regulated product on the market that would facilitate its commercialisation.
There was also a mismatch between the quality of the product and the quality of the service offered to the buyer by the industry.
In this context, the first guarantee mark was created in the wood sector, the Guarantee Mark Pino Soria Burgos.

The main lesson learned is that the wood sector requires common marketing standards that make it easier for users to buy their products, eliminating confusion and insecurities that lead to a rejection of the use of wood. They also allow generating a mercantile reference to compete with the rest of products, whether made of wood or other materials such as concrete, steel, pvc…
It also allows for closer ties between the business and technology sectors, which guarantees continuous improvement of the business sector through both training and innovation.

This guarantee mark is based on three basic pillars: Guarantee of origin, sustainability (all forests and their processors are certified under the PEFC system) and quality (common marketing bases are established).
More than 48 municipalities and the Community of the 150 villages of the Land of Soria, and a total of 15 companies of first transformation of the wood, have joined.

On the other hand, we have managed to join a sector that until the creation of the Guarantee Brand was completely dispersed. In addition, its close relationship with Cesefor (forestry and wood technological centre) has enabled it to carry out extensive certification of its products (CE marking, PEFC, carbon footprint), training courses (cost control, structural calculation, wood treatment, etc.), and innovation projects (structural characterisation, development of new building systems, etc.). Currently, the companies of the Guarantee Mark are references in the Spanish wood sector and in the construction sector.

DETALLES

ORIGEN DE LA MADERA

Bosque

TIPO DE MADERA

Madera en rollo

TIPO DE MADERA AFECTADA

Pinus sylvestris

IMPACTO EN EL MEDIO AMBIENTE Y LA BIODIVERSIDAD

Positive: promote the conservation and economic viability of natural forests of P. Sylvestris

EFECTO SOBRE LOS INGRESOS

Positive

POTENCIAL DE EXPLOTACIóN

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HUB

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IMPACTO ECONóMICO

The companies working with the guarantee mark have increased their turnover even during the crisis period

POTENCIAL DE MOVILIZACIóN

30,000,000 m3

POTENCIAL DE SOSTENIBILIDAD - VALOR

--

FACILIDAD DE APLICACIóN

Medium

FACILIDAD DE IMPLEMENTACIóN - EVALUACIóN

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PREREQUISITOS CLAVE

Need to forge closer links between the forest management sector and the wood industry

TIPO DE EVENTO EN EL QUE SE HA PRESENTADO ESTA IFS

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EFECTO SOBRE EL EMPLEO

Increase of job positions caused by the increased turnover

COSTES DE IMPLEMENTACIóN (EURO - €)

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CONOCIMIENTOS ESPECíFICOS NECESARIOS

Traditional forest management systems. Knowlefge of European Standards on certification and manufacturing of wood products

MáS DETALLES

RETO ABORDADO

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DOMINIO

Productos, mercados, comercio

Industrias forestales, economía biocircular

Investigación y desarrollo

TIPO DE SOLUCIóN

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PALABRAS CLAVE

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SOLUCIóN DIGITAL

No

INNOVACIóN

No

PAíS DE ORIGEN

España

ESCALA DE APLICACIóN

Regional/sub-nacional

AñO DE INICIO Y FIN

2006 -

DATOS DE CONTACTO

PROPIETARIO O AUTOR

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REPORTADOR

REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL

http://www.pinosoriaburgos.com

SITIO WEB DEL PROYECTO

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REFERENCIA DEL PROYECTO

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RECURSOS

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PROYECTO BAJO EL QUE SE HA CREADO ESTA FICHA

Rosewood

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