



Bluebiloba srl Startup Innovativa

Via Coluccio Salutati 78 - 50126 Firenze (FI)

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Florence (Italy), August the 4th , 2022

To the kind attention of the Green Climate Fund Secretariat,

Bluebiloba srl Startup Innovativa is a 4 years Innovative Startup and Spin Off of the Forestry Department of the University of Florence established in 2018, active in the supply of innovative services in the forestry sector; Bluebiloba 's team is made up of around 10 people, that come from different sectors in a multidisciplinary way: forestry, IT, commercial, legal. Bluebiloba deals with: a) Precision Forestry and remote sensing services; b) IT Decision Support System development; c) Forest fuels classification, risk maps for fire prevention creation and post-fire recovery activities planning; d) Naturalistic Engineering projects for post-fire recovery / landslides containment; e) Phytosanitary and Phyto static analysis of trees in urban scenarios; f) IoT and Nature Based solution development; g) Unused small and medium-sized forest properties shared management; h) public and private projects of shared territorial planning, on a landscape scale.

The company has great expertise in forest management, remote sensing, and solutions for environmental protection, human well-being improvement, climate change mitigation and sustainable development. Furthermore, over the years, Bluebiloba has gained broad experience on environmental governance and stakeholder capacity building, as well as experience on management of European funds and development programs (e.g. European Enterprise Network, Rural Development Plans, Italian ministerial projects for innovation). The company has developed specific skills in the development of IT solutions for precision forestry, and the implementation of bottom-up projects for shared and sustainable territorial planning, based on the involvement of companies, public bodies and private citizens.

Bluebiloba 's flagship project is Forest Sharing (www.forestsharing.it) the first Italian platform for shared and innovative forest management dedicated to small private forest owners and for abandoned or unmanaged forests that provides the creation of a marketplace through which our technicians and consultants will be able to manage according to PEFC standards. unmanaged or underutilized private forest assets, setting up a network where the meeting between owners and economic operators that make up the supply chain will be facilitated and organized, creating the economies of scale necessary for the "forest product" to become economically convenient to be managed through the various possible activities (sale of wood and / or other forest products, creation of recreational areas / adventure parks / thematic routes, management of Rural Development Plans, management and enhancement of ecosystem credit).

Forest Sharing was selected at the end of 2019 as a best practice / new business idea within Rosewood (<https://rosewood-network.eu/>), a project dedicated to innovation in the forest sector within the Horizon 2020 program, as the best project in the Forest Management category of the 2020 Sustainable Forest Communities Award promoted by <https://www.legambiente.it/> and <https://www.pefc.it> . Forest Sharing also ranked first in the innovative startup section of the 2021 's Innovation Award promoted by the Tuscany Region.

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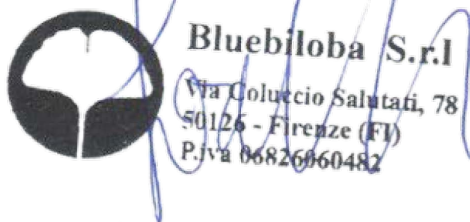
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The platform has been online since September 2020, and has about 630 registered users for about 11,400 hectares of woods in various regions; we are handling other requests for a potential of (round) another 5000 hectares for now. the Forest Sharing approach has been included in a recently approved Horizon project which has as its objective the aggregate, precision and innovative management of forest properties on a European regional scale, so as to be able to replicate the same approach and tools in other European regions that have the same market scenario from a forestry point of view (small properties mainly private, abandoned or underused).

On the basis of the above, Forest Sharing will make its know-how available to the Serbian partners together with the University of Florence and will work with institutions and sector representatives for a customization of its approach in Serbia.

Sincerely,

Lorenzo Massai - legal representative



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