

## **Training School on “Marketing of Wild Forest Products: theory and practice”**

San Vito di Cadore (Belluno – Italy): 14<sup>th</sup> -18<sup>th</sup> March 2016

**COST ACTION FP-1203 “EUROPEAN NONWOOD FOREST PRODUCTS NETWORK”**

**Deadline for applications: 19<sup>th</sup> February**

### **Objective**

Training Schools are an important part of COST Actions and are intended to share knowledge and support collaboration. Within the scope of COST Action FP-1203 a Training School offering a general overview on methodological aspects related with non-wood forest product marketing has been prepared by Task Force 4 (Marketing). Topics to be covered include the business context analysis: (relationship product/market; property rights/ regulative framework), strategic marketing (segmentation - targeting), differentiation, positioning), operational marketing (marketing mix: 4+2 Ps, with special focus on pricing, logistic, branding, e-business, customer-supplier relationships). The course will combine theoretical lessons, case studies analysis and the presentation of some tools for marketing research: DBs (trade data, regulations, Codex Alimentarius, Google Analytics, ...), value chain analysis, network analysis, social capital analysis. Discussions on real case studies presented to the participants will be also carried out. Early Stage Researchers (ESR, for more details <http://www.cost.eu/service/glossary/ESR> ) are particularly encouraged to attend to this Training School. Attendance certificates will be issued to the participants. All teaching material will be available on the University of Padova Moodle platform. The platform will be shared among the participants and made available for future training programs.

### **Training School location**

The Training School will be held at University of Padova field research station: the Centre of Studies of Alpine Environment (Via F. Ossi 41 - 32046 San Vito di Cadore - BL – Italy), 140 km North of the Venice airport in the hearth of the Dolomites mountain, an UNESCO site.

### **Trainers**

Davide Pettenella (Univ.Padova, Coordinator), Giulia Corradini (Univ.Padova), Riccardo Da Re (Univ.Padova), Elena Gorriz (CTFC/EFIMED), Anne Matilainen (Univ. Helsinki), Paul Vantomme (FAO), Enrico Vidale (Univ.Padova).

### **Trainees requisites**

MSc or PhD Students belonging to any COST countries, approved NNC institutions and approved European RTD Organizations (see COST Vademecum at <http://www.cost.eu/Vademecum> ) are welcome to apply. A maximum number of 20 trainees will be selected by the Organizing Committee among applicants. Criteria for selection will include: previous working experience on marketing and/or NWFP, research interest in the topic, background in economics or enterprise development. Gender and country balance will be also taken into account. Furthermore, in accordance with COST Strategy ESR applicants will be favoured (COST doc 259/09). Trainees are asked to bring their own laptop.

### **Financial Support**

The COST Action will provide 20 grants of **700 €** for each participant (for participants coming from Italy **250 €**). The grant is intended to cover travel expenses and subsistence. Trainees eligible for reimbursement are those from COST countries, approved Near Neighbour Countries Institutions and approved European RTD Organisations. Please visit [www.cost.eu](http://www.cost.eu) and [www.nwfps.eu](http://www.nwfps.eu) to check if you are eligible.



## Transport

### How to get San Vito di Cadore

#### By car

From Venezia-Mestre, take motorway A27, direction Belluno, until the exit (Pian di Vedoia). Then take the SS51, direction Cortina d'Ampezzo (about 45 km. Total distance 140 km, lasting about 2 hours).

#### By train + bus

- 1) Train from Venezia-Mestre to Calalzo (Trenitalia [timetable](#))
- 2) Bus from Calalzo di Cadore (at the train station) to San Vito di Cadore (Dolomiti bus [timetable](#))

#### By air + bus

Close airports: Venice and Treviso (for low-cost flights). Bologna and Verona airports are at one hour from Venezia and Mestre, the city close to Venice.

- From Venice airport, Mestre railway station or Treviso: [ATVO bus timetable](#). [On-line reservation and ticket purchase](#)
- From Venice Airport, Bologna, Treviso: [CORTINA EXPRESS timetable, on-line reservation and ticket purchase](#).

Local organizers will travel by car from Padova and they can arrange transport of some of the participants by private cars. Please contact the organizers for any request.

#### Other useful links to organize your transport:

- <http://www.dolomiti.org/indexUK.html>  
<http://www.tourshuttle.com/default.as>



## Accommodation

[Hotel Dolomiti](#), which is **10 minutes walk far from the** Centre of Studies of Alpine Environment, offers accommodation at the discounted price agreed with the organizers. Participants may book their accommodation contacting directly [Hotel Dolomiti](#) and providing the reference of "TESAF School". We have agreed a daily half board of 50 € for two-beds room and 60 € for a single bed room. Details on different accommodations in the area may be found at the following link:

- ▶ [www.dolomiti.it](http://www.dolomiti.it)

Further information on the Dolomites mountains and leisure activities:

- ▶ [www.dolomitiunesco.it](http://www.dolomitiunesco.it)
- ▶ [www.dolomiti.org](http://www.dolomiti.org)

## Local organizers

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## How to apply

Persons interested in apply as potential trainees should fill the form available at the [web site](#): <http://goo.gl/forms/5kFWDjsiuX>. Please send also a mail to Davide Pettenella ([davide.pettenella@unipd.it](mailto:davide.pettenella@unipd.it)) to inform us about your application.

## Deadline

The deadline for applications is February 19<sup>th</sup>. Selected trainees will be informed no later than 23<sup>rd</sup> of February.

