

# CentralHEMP

Boosting green economy in Central Europe innovating the  
industrial hemp business

Filippo Favilli

Institute for Regional Development and Location Management  
EURAC Research, Bolzano, Italy

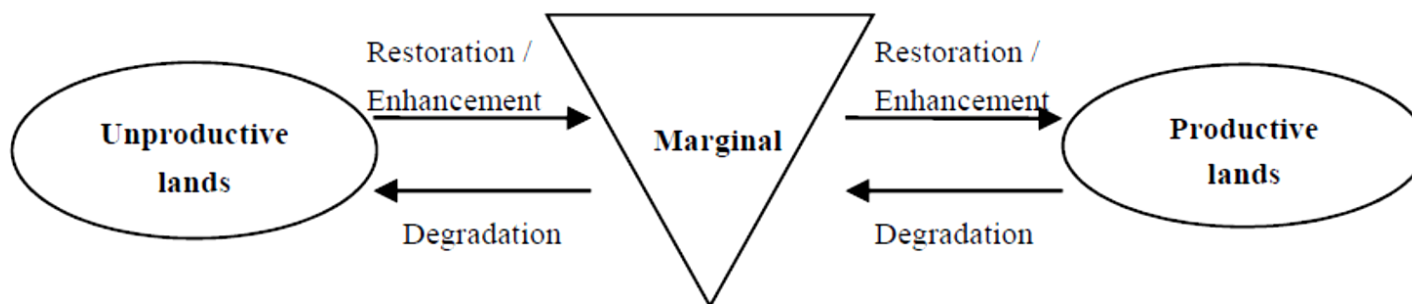


**blue!** advancing european projects

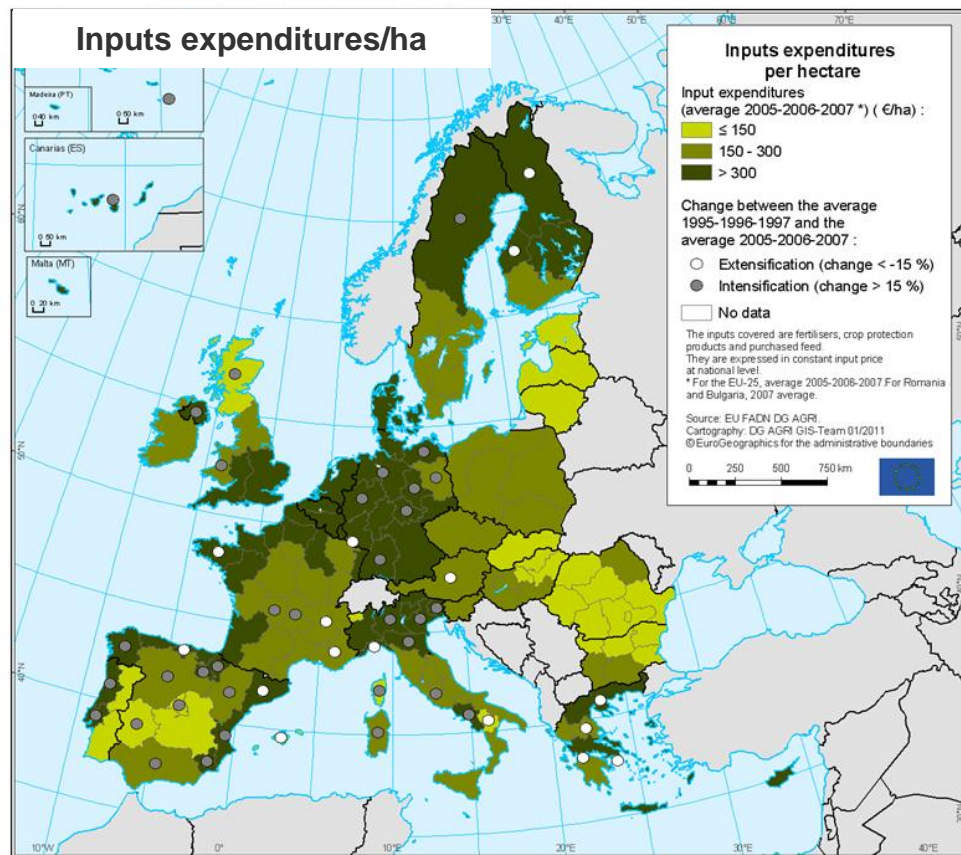
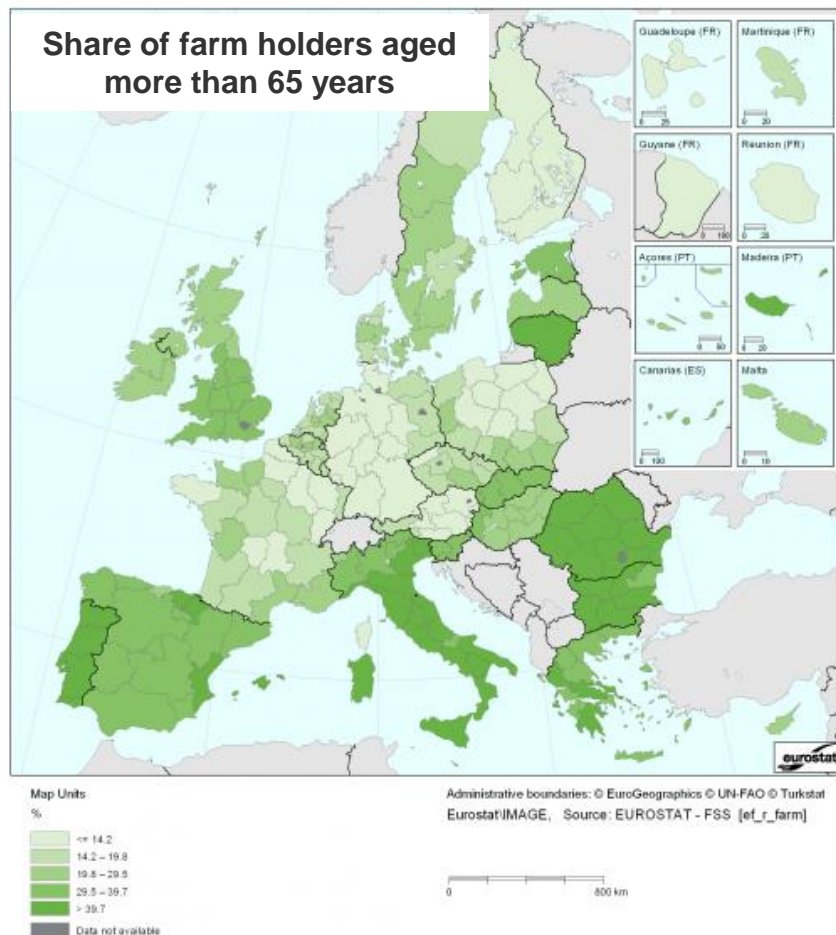


# Background

Marginal lands can become a primary source of economic welfare exploring the potential alternatives at hand for different means of production.







NB: EU-25 = EU-27 without BG and RO

## *UNEP's Green Economy Report4:*

- *Growth in income and employment is driven by public and private investments that **reduce carbon emissions and pollution**, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services.”*
- *Building green agriculture requires physical capital assets (.....) **crop and livestock diversification**;(.....); and appropriate farm level mechanization.*
- *Policy changes would particularly focus on the reduction and eventual removal of **ecologically perverse subsidies** that distort the true cost of unsustainable agricultural inputs.*

## EU2020 Strategy

*Bio-economy, smart, sustainable and inclusive by 2020 to deliver high levels of employment, productivity and social cohesion. (European Commission, 2010 - EU2020 strategy). Creating economic growth and jobs in rural areas and improving the economic and environmental sustainability of primary production, and processing industries.*

## EU Strategy for the Danube Region EUSDR.

- (1) Develop the society knowledge providing action plans and training tools to end users and new farmers.*
- (2) Support the competitiveness of enterprises, providing new innovative solutions to diversify their business.*
- (3) Invest in people, teaching new high-skills jobs about industrial crops transformation and applications through a process of education and training*



ARS.UNI.VCO

*Progetto SA.T.I.V.A.*

*SAve a Territory INcreasing Value of AGRiculture*



**EURAC**  
research



**ecopassion**  
südtiroler hanfsystem  
sistema canapa alto adige



UNIVERSITÀ  
DEGLI STUDI  
DI MILANO



**VENETO**  
AGRICOLTURA  
Azienda Regionale per i settori Agricolo, Forestale e Agro-Alimentare





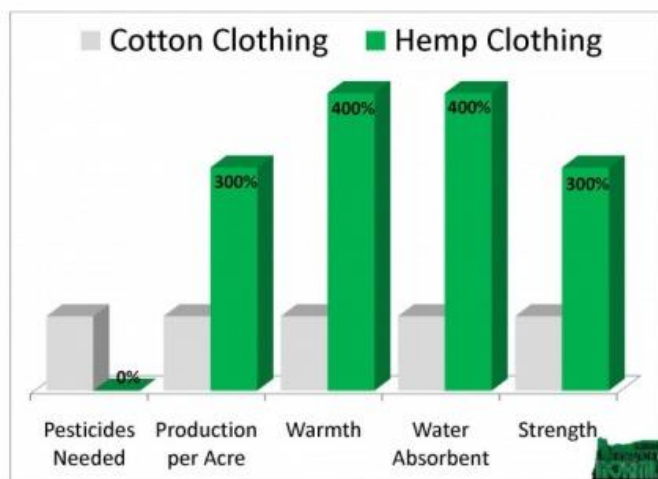
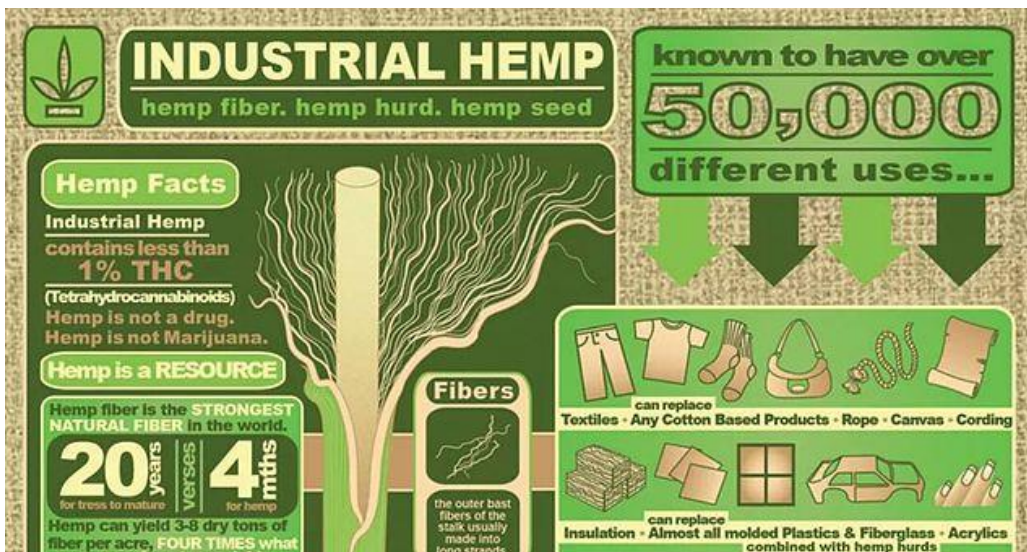
# Why Industrial Hemp?

Industrial hemp is a **very reliable resource** through which many current territorial challenges of the Central Europe countries could be eased. The Green Economy based on a hemp multi-industry complex can provide **new income for farmers** and be a **solution to rural poverty**

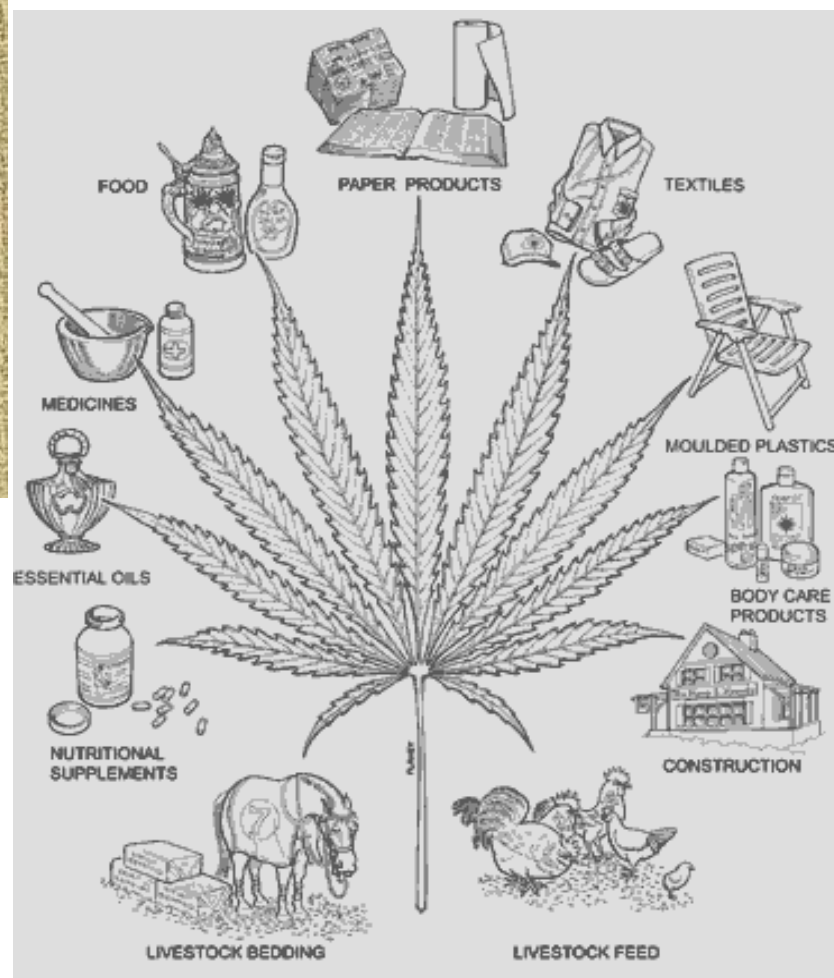
- Land abandonment / marginalization
- Soil contamination / hydrogeological hazards
- Use of pesticide/herbicide/ abundant use of water
- Lost of competitiveness of rural areas
- Sustain innovative and sustainable agriculture
- Monocultures
- Diversification
- Recover ancient local knowledge and environmental education
- Brain drain / Depopulations



# Industrial Hemp Products



Hempethics



(Small and Marcus 2002)



# Industrial Hemp in EU

Industrial Hemp is still a niche crop, cultivated on ca. 15,000 ha in the European Union (2012).

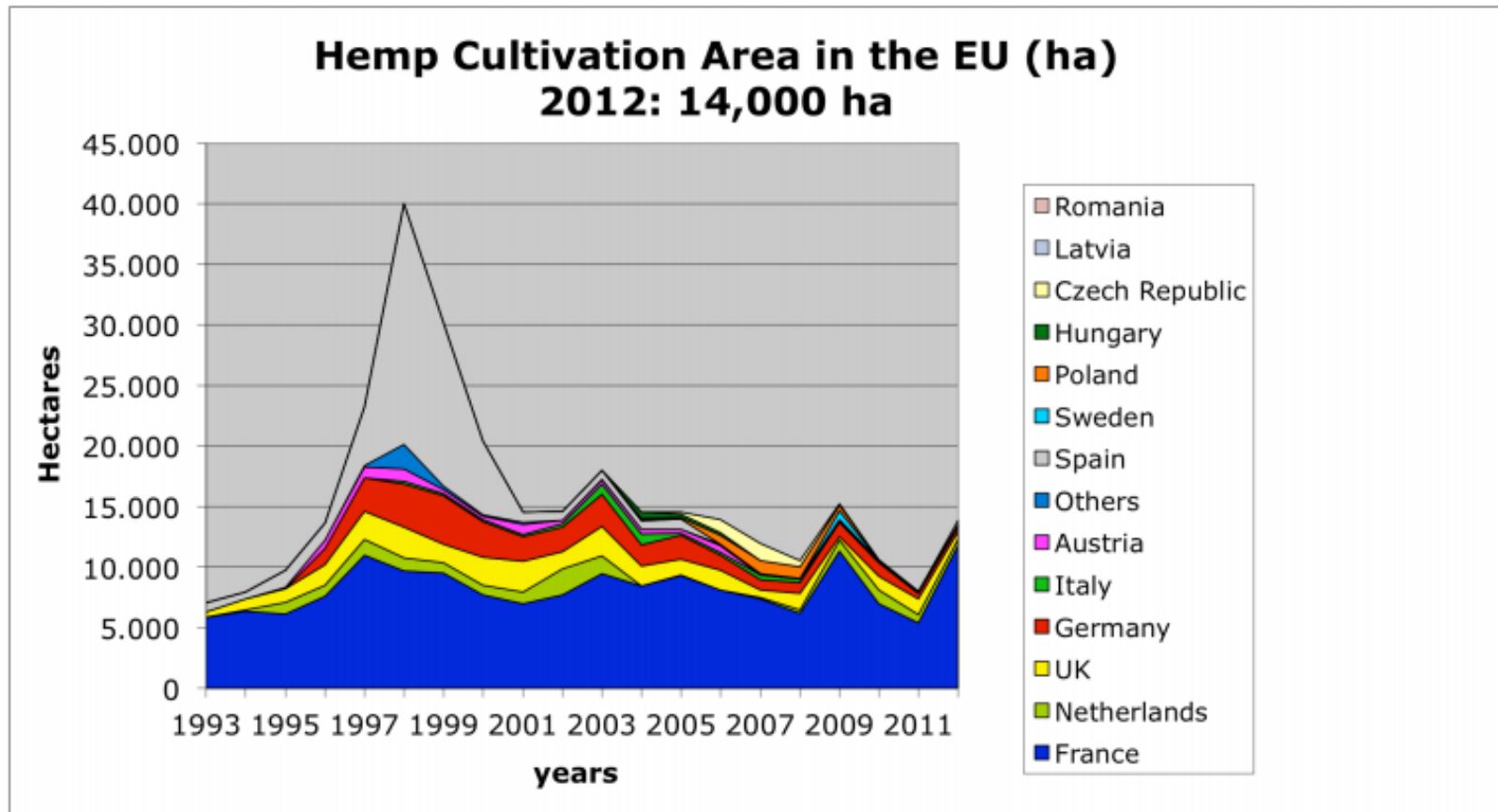
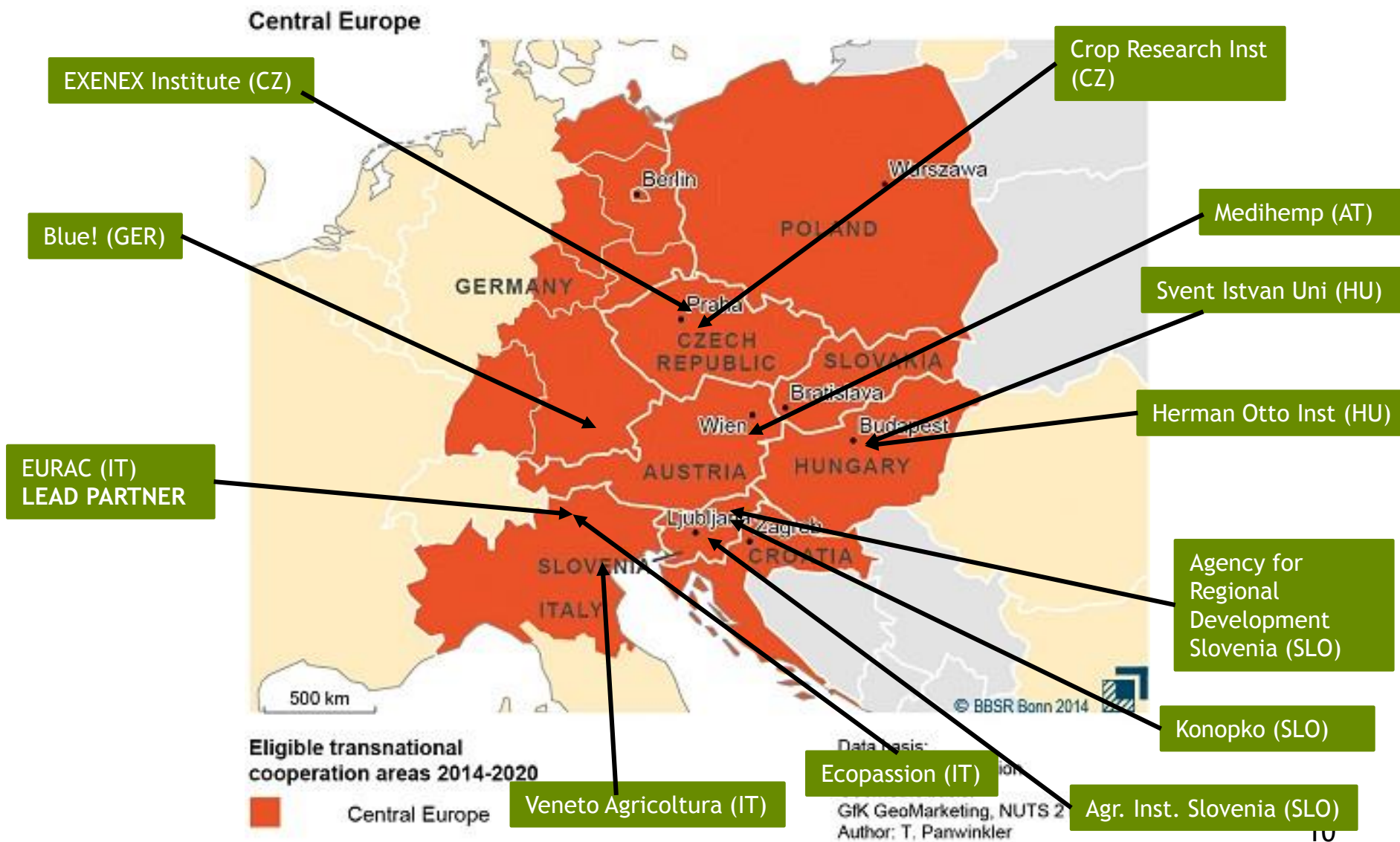


Figure 1: Hemp Cultivation Area in the EU 1993 - 2012, Source: EU Commission 2012 – data for 2012 estimation only

# CentralHemp Partners



# Aim & Approach



**Priority axis 1 - Cooperating on innovation to make CENTRAL EUROPE more competitive**

*1.2 To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions*

## HOW we do it?

## THROUGH what?

## WHAT for?

## CREATE what?

INNOVATION  
IN PRODUCTION SYSTEM

ACTION PLANS,  
LICENCES

DIVERSIFICATION  
SMALL PRODUCTIONS

NEW ENGINEERING  
SOLUTIONS

ENTREPRENEURIAL KNOWLEGDE

TRAININGS

REGIONAL PRODUCTS

REVITALIZATION OF LANDS  
LOCAL ECONOMY

SOCIAL ACCEPTANCE AND USE

EDUCATION

RURAL COMPETITIVENESS

GREEN JOBS  
(YOUNGS/WOMEN)

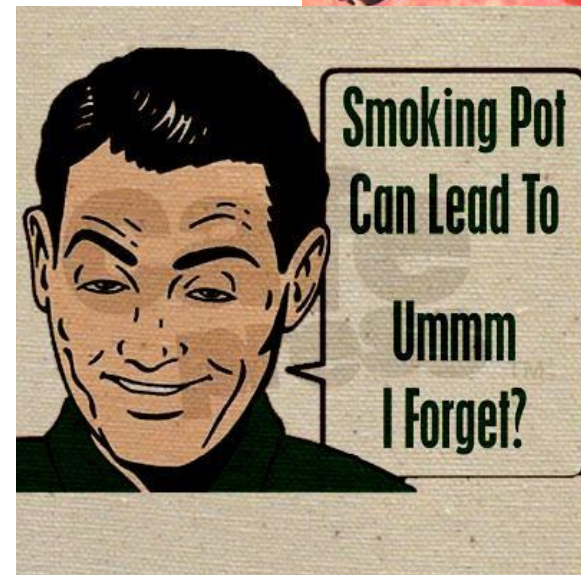
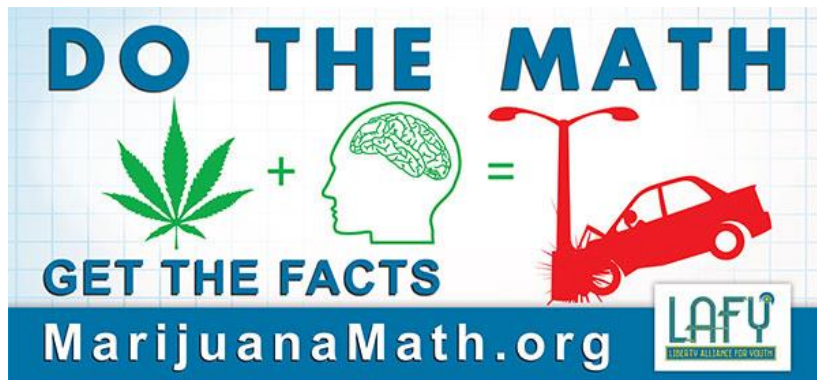
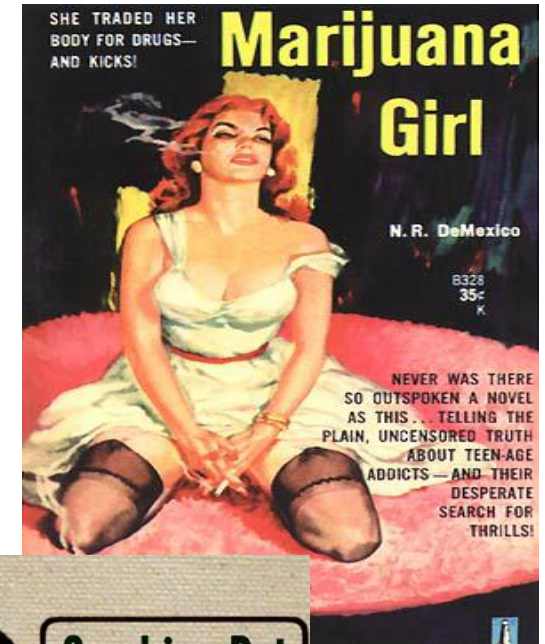
KNOWLEDGE TRANSFER

DECISION TOOL

INTERNATIONAL MARKET

SUPPORTING POLICIES





## Industrial Hemp in the Alps is expected to:

- Help to take appropriate measures in designing and implementing agricultural policies and coordinate efforts for **integrated land resource management**, bringing **benefits to present and future generations**.
- Develop and implement site specific-rural development strategies and products characterized by an **integrative, inclusive and holistic approach**
- Promote agro-environmental practices **reducing negative impact** on environment
- Promote **organic production**, local farmer markets, artisan food producers, community supported agriculture and other forms of **small-scale sustainable food production**

PONTE ALPI

## Cresce di sei volte la semina della canapa

*L'anno scorso a Soccher era stato distribuito un solo sacco di sementi, quest'anno sono stati coinvolti venti coltivatori*

 CANAPA  AGRICOLTURA

15 aprile 2016



Ambiente

Società

LA CHIAMANO "CANAPA ALPINA". POTREBBE AVERE EFFETTI STUPEFACENTI NELLE NOSTRE VALLATE

 2016-01-28

Sei in: [TRENTO](#) > [ECONOMIA](#) > [LA CANAPA DA SEME CONQUISTA LA CUCINA...](#)

## La canapa da seme conquista la cucina e 20 aziende trentine

*Utilizzata in cosmetica ma soprattutto nella gastronomia La Fem: «Una pianta semplice da trattare, ma redditizia»*

*di Katia Dell'Eva*

22 luglio 2016



CHIARA SPADARO

# IL FILO DI CANAPA








L'ECO-PIANTA DEL FUTURO



**altreconomia**  
EDIZIONI



# Regional Development

<p><b>PERSONAL HEALTH</b> \$117 billion Natural, organic products Nutritional products Integrative health care Dietary supplements Mind body spirit products</p> 	<p><b>GREEN BUILDING</b> \$100 billion Home certification Energy Star appliances Sustainable flooring Renewable energy systems Wood alternatives</p> 
<p><b>ECO TOURISM</b> \$42 billion Eco-tourism travel Eco-adventure travel</p>	<p><b>NATURAL LIFESTYLES</b> \$10 billion Indoor &amp; outdoor furnishings Organic cleaning supplies Compact fluorescent lights Social change philanthropy Apparel</p> 
<p><b>ALTERNATIVE TRANSPORTATION</b> \$20 billion Hybrid vehicles Biodiesel fuel Car sharing programs</p> 	<p><b>ALTERNATIVE ENERGY</b> \$1 billion Renewable energy credits Green pricing</p> 

- **SMEs:**
  - New small-scale machineries for post-harvesting,
  - New products and applications, R&D investments
  - New job positions.
- **Local people and farmers:**
  - Start new industrial hemp productions
  - Diversification of agricultural products,
  - Support a local and international network of industrial hemp experts
  - Increased technical skills
- **Public authorities:**
  - Enhance green economy
  - Find solutions to land abandonment and youth and women unemployment

# Turn to Industrial Hemp

