

CLICK WOOD - the right wood in your home with a click

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

CLICK WOOD

Tematica

Gestione aziendale

Information

Time frame

2018 - 2021

Durata

36 months

Partners (no.)

3

Regione

Piemonte

Comparto

Forestale

Localizzazione

ITC16 - Cuneo

Costo totale

€191.800,00

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP009: Italy - Rural Development

Programme (Regional) - Piemonte

Parole chiave

Farming/forestry competitiveness and diversification

Sito web

<https://www.clickwood.it/clickwood-progetto-cofinanziato-dall-unione-europea>

Project status

completed



Objectives

Business cooperation and a better and broader response to market needs

It is planned to create a short supply chain of wood from the forest to the final consumer through an online purchase and home delivery system passing through new processing and packaging techniques and of document traceability in order to fulfill the obligations of the European EUTR DUE Diligence.

Activities

The activity will concern the creation of a short supply chain of timber, also certified in local woods, their preparation in useful formats for an innovative packaging for all firewood. The product will be offered in an innovative way through an online and delivery system. at home enriched with information material on the origin of the product and on its environmental certification and PEFC and FSC sustainability

Context

The context has a regional character and intends to involve other local production companies while the export of the project idea in other extra-regional contexts will be fundamental.

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	ALPIVERT di Giordano Gianfranco	Via Ferrovieri, 1/B 12017 Robilante CN Italy	3488289864	enrica.giraud@libero.it
Partner	Geoponica s.r.l.	Corso Vinzaglio 2 10121 Torino TO Italy	0115503545	a.pansecco@geoponica.it
Partner	Dho Giuseppe	Località Corsaglia, 10 12015 Montaldo di Mondovì CN Italy	0174-349195	giuseppe.dho@gmail.com

Pratiche abstract

Description

The idea is to modify, by innovating it, the firewood sales system, diversifying the assortments, packaging, delivery sizes, ordering and delivery methods, working on creating a network of companies that leads to end customer not only wood, but in case it is required, a more thorough service. At the same time, the partnership provides exchange and growth opportunities for businesses, professional firms and public administrations that are part of it in various capacities. The main objective is to improve the economic performance of the forestry companies involved, but with positive effects on the whole sector.

The innovation of the design idea can be summarized in the following points: - creation of a business network to guarantee the growth of the sales area, the availability of a wide range of wood energy assortments, capable of responding to the diversified demand for a dynamic market; - new tools and ordering methods, home delivery and storage of the products ordered to meet a growing need for a part of the market: website dedicated to the corporate network, apps for mobile devices; - guarantee of the local origin of forest biomass, with low environmental impact, guaranteed humidity and weight, collected by local companies that operate in compliance with forest, contributory and workplace safety standards; - business network that allows the cooperation of several companies in the sector with other figures in the supply chain according to certain and shared rules; The potential of innovation is to be found in the contemporary proposition of multiple wood energy assortments in a single catalog, at known prices, with innovative and reusable packaging, combined with new tools for ordering and delivery (website, app for mobile devices).

Link utili

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	https://www.clickwood.it/clickwood-progetto-cofinanziato-dall-unione-europea	Sito web
Project presentation	https://www.regione.piemonte.it/web/sites/default/files/media/documenti/2021-0...	Materiali utili

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/click-wood-il-legno-giusto-casa-tua-con-un-click>
