

Unit 10. Policies

Marketing and traceability tools: FORTRA



Description

FORTRA (FORest TRAcability) is an innovative technological solution led by the Galician forest administration (General Directorate for Forest Management and the Agency for the Technological Modernization) in line with a public-private partnership. It aims at the valorization of Galician wood-based products through a market tool providing information to clients and consumers. The final product displays a QR code through which the end-user may consult all the available information of the product. The record may include: manufacturing company, product characteristics -including carbon footprint-, location of the forest of origin, harvesting license and application date, volume extracted used for the particular product in question, certification system (if any), CO2 sequestered by the product, regeneration after felling, where the wood was transformed, as well as all operations until the transformation into the final product.

To record all data, FORTRA uses a technology called blockchain. The use of this technology guarantees transparency and traceability. The availability of this information on a public blockchain provides a greater guarantee of authenticity. Each stage of the supply and manufacturing chain is recorded on the blockchain in an encrypted and immutable way. Each transaction is signed with the company's digital certificate, which makes it impossible to falsify, delete or modify it afterwards, since the rest of the actors that participate in the network could detect it immediately. In this way, blockchain technology allows for assuring the customers that the data they are seeing come from the manufacturer with a guarantee of authenticity.

Highlights of innovative features

- Valorization of sustainable wooden products through increase of transparency and decision support for customers.
- The FORTRA tool is freely available and voluntary for any stakeholder in the Galician forest value chain and information is provided in several languages and could easily be extended to other languages and countries.

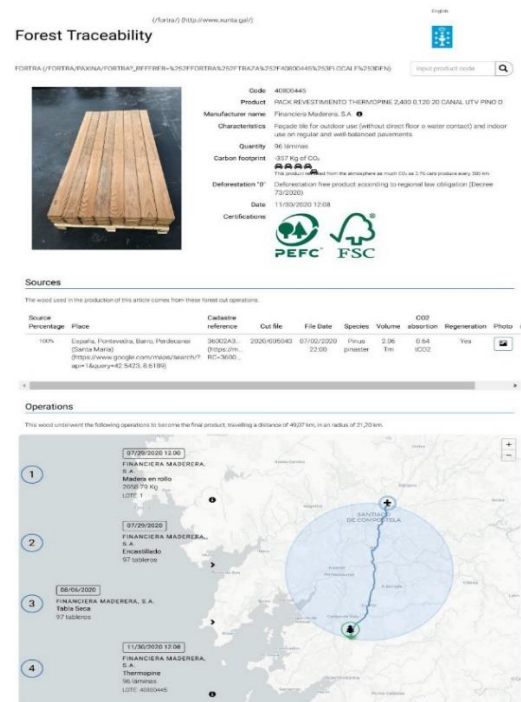
- The tool may be further expanded into the entire life cycle of the product (repair, reuse, refurbish, recycle) fostering a circular bioeconomy in the region.
- The tool allows increasing the competitiveness of the manufacturing companies at national and international markets, especially in high-value added products.

The tool is a game-changing solution that contributes to the objectives of the European Green Deal and the Recovery Plan for Europe, aiming at promoting wood-based ecomaterials as replacement of fossil fuel products, in order to boost the local bioeconomy of the region, the decarbonization and deforestation zero, at the same time as transparency and credibility of the value chain.

Goals

The FORTRA objective is a traceability system from origin of forest to the final product.

Activities



Source: FORTRA

Impact

- Valorization of Galician wood
- New freely FORTRA tool

Social Media

<https://fortra.xunta.gal/>

