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Regarding your call for case studies, we have an interesting case in Catalonia, Spain, but I'm not sure it would qualify/could be of interest to you. I'll describe it briefly and if you confirm a potential interest, I'll then prepare a full brief.

Catalonia is a mediterranean region with about 2M ha of forested land, with a rapidly growing stock in the last 30 years. Market price of wood has been stable during the last 20 years (decreasing 7 folds in real terms) and so the wood production has slowly gone down, being substituted by imported woods from northern Europe. This creates a huge pressure on natural ecosystems: closure of large swathes of natural space, loss in habitats quality, disappearance of some bird species, and an uncontrollable forest fire risk problem.

Since 3 years ago, stakeholders and administration have been working on an innovative kind of PES to try to reverse this tendency, especially at local level around villages and small cities. A public subsidies system has been devised, jointly with a bank (with support of the EIB) to help municipalities substitute their oil/gas boilers for heating, by wood-based biomass boilers. The condition is that they develop a local forest management plan and that the wood they consume come from within their municipal borders. A pilot was conducted in 2014, and 17M€ have been earmarked for the period 2015-2020 for the substitution of 150-200 municipal boilers.