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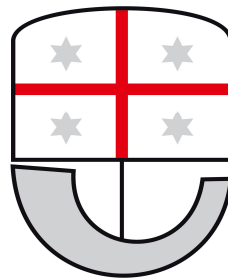


RobinwoodProject

INTERREG III C South
RFO “ROBINWOOD”

The Revitalisation of Rural Areas through Integrated and Sustainable
Development of Forests

***LIGURIA REGIONAL PUBLIC OPINION AND
PRIVATE OWNERS OF RURAL PLOTS AND
WOODLANDS***



REGIONE LIGURIA



Agenzia Regionale per l'Energia della Liguria

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Introduction

This paper presents the results of a regional public opinion survey. The survey was conducted by means of phone interviews using a representative sample of the adult population in the region and allowing for variables of sex, age and area of residence.

The nature and size of the stratified random sample enabled analysis not just of average data for the region, but also for the following segments of the population:

- socio-demographic segments (subdivided by sex, age, educational level, profession, province of residence of the interviewee) and residents of the Municipality of Genoa;
- residents of the 10 most important Mountain Communities¹ (considered both as a whole and individually);
- residents in the other 9 Mountain Communities (considered as a whole);
- residents in coastal areas outside the Mountain Communities (considered as a whole);
- private owners of woodlands/rural plots.

The questionnaire used to conduct the phone interviews was structured so as to be able to survey public opinion with regard to the following issues:

ENVIRONMENT AND TERRITORY (total sample): perception of the priorities for intervention for the future of the region and the quality of life, with special attention to environmental and socio-economic issues/critical factors;

FOREST RESOURCES (total sample): level of information and awareness concerning the morphological characteristics of Liguria; public assessment and opinion regarding the state and uses of the region's forest resources; degree of use of woods and forests;

WOOD AND BIOMASS (total sample): willingness to buy certified wood products; use of wood as a fuel source; knowledge of biomass and of its possible uses, perception of the cost of biomass and willingness to use it; actual use of biomass as a source of energy;

URBAN-RURAL MIGRATION (residents of areas outside the MCs): willingness to move to the country and conditioning factors; possession and use of houses in rural areas;

FOREST RESOURCES (sample of private owners of woodlands/rural plots): size, wooded area, methods of maintenance and activities related to property owned by respondents or their families; identification of sectors to be fostered and of constraints on the development of regional forest resources; perception of shared attitudes among private owners of woodlands/rural plots; participation in forestry creation and management schemes.

¹ Identified according to the instructions given by the Client. Mountain Communities considered most significant: Valle Arroscia (Province of Imperia); Ingauna, Pollupice, Del Giovo, Val Bormida (Province of Savona); Valle Stura, Val Trebbia, Fontanabuona, Valli Aveto Graveglia Sturla (Province of Genoa); Alta Val di Vara (Province of La Spezia).



Overview of the Study

Awareness of the Environmental Question and the Perception of the Forest as a Resource

The state of the woodlands and forests in the region occupies a prominent position among those environmental issues that attract a considerable amount of public attention: according to the consensus of public opinion in Liguria, the prevention of forest fires is the priority task from the environmental standpoint. Together with the abandonment of forests, in fact, fires represent the first factor with which the interviewees associate their region's woodlands. This means that people's perception of the forest as a resource is clouded by two negative images linked to a poor assessment of the current state of Liguria's woods and forests, which is attributed to lack of care and maintenance, if not wholesale abandonment.

At the same time, this bleak view is offset to some extent by a contrasting vision: Ligurians see their forest resources as just that – a resource that can be drawn upon to stem the degradation of the environment aggravated by the abandonment of rural areas; a resource which, if properly harnessed, can constitute a strength for the regional territory as a whole.

In this sense the woodlands are regarded as an asset to be protected, maintained and possibly expanded, in order to curb and prevent hydrogeological instability and safeguard the region's biodiversity.

If, on the one hand, this perception reveals an awareness of the value of forest resources in terms of their role in environmental protection, on the other it also shows a failure to recognise their more specific economic potential. Though not completely ignored, this potential is still not taken into sufficient consideration by the Ligurian public at large. The economic aspects are taken into account only partially and primarily by specific segments of the population (residents in the Mountain Communities and owners of woodlands and/or rural plots), who have firsthand experience of matters linked to the condition and management of rural areas and forests.

Indeed, people's perspective of the regional forest resources varies according to their area of residence and whether or not they are directly involved in the management of woodlands: residents in the coastal areas, and younger people in particular, reveal a vaguer more "naturalistic" approach to the question, whereby the woodlands and forests are considered first and foremost a site for conservation of biodiversity and prevention of hydrogeological instability; in contrast, inhabitants of the hinterland and rural landowners are more attentive to the commercial prospects linked to the use of woods and forests.

This situation depends, at least in part, on the fact that Ligurian public opinion is inadequately informed: the region's citizens feel that they have a lack of information about the state of their woodlands and forests and in many cases they underestimate the extent of Liguria's wooded territory. In any event, public opinion on this issue appears to offer fertile terrain for guided intervention aimed at raising awareness concerning the potential of forest resources for the socio-economic system of the region as a whole.



Analysis of the Results

Environment and Territory: Priorities for Intervention for the Future of Liguria as Perceived by Public Opinion

The findings concerning the priorities for intervention for the future of Liguria and the main socio-economic problems affecting the region are particularly interesting and denote specifically:

- overriding concern about the regional economic situation and the future of the tourist industry;
- special attention to the improvement of health services;
- special awareness of environmental protection issues;
- a request for greater attention to the problems of youth and the elderly.

The importance of these issues is so keenly felt in the region that they put in the shade other questions that are usually perceived as urgent, such as the standard of social services or security and law & order. Except for a few segments of the population, the improvement of the transport and road system also appears to be of lesser importance.

In perceived public opinion, the regional socio-economic situation appears to be sluggish, limited on the one hand by lack of entrepreneurial initiative and the difficulties besetting the tourist industry, and on the other by negative demographic and migration trends (an ageing population and depopulation of rural and mountain areas); this situation is aggravated by inefficiency of public services in the hinterland. These economic concerns are accompanied by a strong desire for development – development that could solve what is considered to be the region's main economic problem, namely unemployment, and at the same time lead to a recovery in the tourist industry, which about a fifth of the population consider to be in crisis.

Regional public opinion is very sensitive to the question of protection of the environment and the local territory. In this regard, Ligurians appear to be sensitised very broadly indeed. While the prevention of forest fires remains the absolute priority task² (mentioned by about half of the people interviewed), the attention of public opinion is directed not only at care and maintenance of the woods, but also at protection of coastal areas and the marine environment as well as reduction of pollution, which are all actions that were referred to by about a third of the respondents. About one respondent in four points to the need to use the rural areas of the hinterland to advantage.

Broadly speaking, investments in clean energy sources and the promotion of eco-tourism are deemed less important, although the level of attention paid to these questions (mentioned by 19% and 13% of the respondents, respectively) suggests that people adopt an innovative, far-reaching approach, which is directed at forms of integrated and sustainable socio-economic development.

The perceived quality of life in the respondent's own Municipality of residence is well above par (6.8 on a scale from 1 to 10), and better than that found in another survey conducted by SWG in Liguria in January. Certain socio-economic variables affect this evaluation: the self-employed, residents in the Province of Savona and the inhabitants of the *important Mountain Communities (iMC³)* appear to be significantly more satisfied than others, with scores exceeding 7; in contrast,

people over 64 years of age and pensioners provided lower quality of life scores, though still above 6.6.

The socio-demographic characteristics of the sample also have a marked effect on the perceived priorities and key issues involving the region.

Respondents' awareness of economic issues depends largely on their profession, educational qualifications, age and province of residence:

² It cannot be ruled out that the focus of attention on this problem was sharpened by the fact that the survey was carried out in summer, i.e. the season for forest fires with far greater media coverage of the issue than during the rest of the year.

³ Mountain Communities considered most significant, as instructed by the Client, i.e. Valle Arroscia (IM); Ingauna, Pollupice, Del Giovio, Val Bormida (SV); Valle Stura, Val Trebbia, Fontanabuona, Valli Aveto Graveglia Sturla (GE); Alta Val di Vara (SP).



- the need for economic recovery and a reduction in unemployment is stressed more by white collar workers⁴ and residents of Genoa;
- the need for a resurgence of tourism is mentioned more by people under 44 years of age, the self-employed and white collar workers, students and residents in the Province of Imperia;
- the lack of entrepreneurial initiative is cited more by people in the 35 to 44-year age group, those with a medium or high educational level, the self-employed and white collar workers, and residents of the Municipality of Genoa.

In various segments of the population (25 to 34 years old, people with a medium or high educational level, and white collar workers) therefore, a clear link emerges between – on the one hand – the desire for economic development and a boost for tourism, and – on the other – the need for more entrepreneurial drive in order to guarantee Liguria a better economic future.

Another aspect that seems to focus attention more in some segments of the population than in others is the need to improve the transport and road system, which ranks more or less in the middle of the list of priorities mentioned by residents for the future of the region. This issue attracts more attention from men, people aged between 35 and 44, the well-educated, the self-employed and white collar workers.

The perceived demographic and migration trends depend on the interviewee's zone of residence. Ageing of the population is of much greater concern to residents in the Province and Municipality of Genoa, while the depopulation of rural areas is a problem that is felt more keenly by residents of the Mountain Communities.

Environmental awareness is slightly higher among young people (18-24 years old), students and private owners of woodlands or rural plots, particularly if such ownership is direct (property owned by the respondent or their spouse/partner). However, these three segments have differing underlying approaches to the subject. Irrespective of whether they are direct stakeholders, young adults and students are more sensitive to environmental issues and have more idealistic attitudes: in their opinion, the reduction of all forms of pollution is the priority task from the environmental point of view and the importance they attach to safeguarding biodiversity is considerably higher than the average.

Rural landowners are more pragmatic on account of their direct involvement in the question; they are more concerned about the decline of farming and husbandry, and they see a particular need for a series of measures designed to care for the woodlands and use them to advantage, and also bring about the revitalisation of rural areas of the hinterland.

Key to the comparative tables:

average = average for the whole sample

iMC = average for the important Mountain Communities

liMC = average for the less important Mountain Communities

Areas outside MCs = average for areas other than the Mountain Communities

Owners 1 = average for people who own (or whose spouses/partners own) a rural plot/woodlands

Owners 2 = average for people who are children/grandchildren of owners of a rural plot/woodlands

⁴ The term white-collar worker is used to differentiate between employees who are blue-collar workers.



Which of the following things are vital to the future of Liguria?

	Average
a strong economic recovery and the creation of new jobs	53
the resurgence of tourism	34
an improvement in health services	33
greater attention to the problems of the elderly	29
greater attention to the problems of youth	27
environmental protection	25
better transport and roads	23
better social services	15
security and law & order	9
more cultural events	4
other	1
don't know/non-response	1

sum of permitted answers – 3 choices possible

Which of the following things are vital to the future of Liguria? *COMPARISON*

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
a strong economic recovery and the creation of new jobs	21	19	20	21	21	22
the resurgence of tourism	14	13	12	14	12	19
an improvement in health services	13	13	15	13	13	9
greater attention to the problems of the elderly	11	13	14	10	13	5
greater attention to the problems of youth	11	9	12	11	11	7
environmental protection	10	10	10	10	11	13
better transport and roads	9	9	7	9	9	12
better social services	6	7	6	6	7	7
security and law & order	4	3	1	4	2	3
more cultural events	2	2	2	2	1	2
other	1	1	1	0	1	0
don't know/non-response	1	2	4	1	2	0

100% total excludes non-responses



Think about the general socio-economic situation in your region. Which of the following should be dealt with as a priority task?

	Average
unemployment	47
ageing of the population	33
depopulation of rural and mountain areas	30
lack of entrepreneurial initiative	22
crisis in the tourist industry	21
inefficiency of public services in the hinterland	20
poor infrastructure	18
decline of farming and husbandry	18
low appeal and competitiveness of Ligurian products	11
poor services for businesses	10
other	1
don't know/non-response	2

sum of permitted answers – 3 choices possible

Think about the general socio-economic situation in your region. Which of the following should be dealt with as a priority task? **COMPARISON**

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
unemployment	20	19	21	20	18	19
ageing of the population	14	13	11	15	12	14
depopulation of rural and mountain areas	13	15	14	12	14	14
lack of entrepreneurial initiative	10	7	8	11	9	12
crisis in the tourist industry	9	9	11	8	9	7
inefficiency of public services in the hinterland	9	11	9	8	12	5
poor infrastructure	8	7	8	8	6	9
decline of farming and husbandry	8	8	8	7	10	10
low appeal and competitiveness of Ligurian products	5	7	4	4	5	6
poor services for businesses	4	4	6	4	5	4
other	1	0	0	1	0	0
don't know/non-response	2	2	2	2	1	1

100% total excludes non-responses



From the more specific environmental point of view, which of the following actions do you regard as a priority task for the region?

	Average
prevention of forest fires	52
cure and maintenance of woods and forests	37
reduction of (noise, air, land) pollution	36
protection of the coasts and sea	32
using the rural areas of the hinterland to advantage	27
investment in clean/renewable energy sources	19
prevention/limitation of hydrogeological instability	19
promotion of eco-tourism	13
safeguarding biodiversity (variety of plant and animal species)	6
actions to counter soil erosion	5
don't know/non-response	1

sum of permitted answers – 3 choices possible

From the more specific environmental point of view, which of the following actions do you regard as a priority task for the region? **COMPARISON**

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
prevention of forest fires	21	23	19	21	20	21
cure and maintenance of woods and forests	15	19	15	14	18	14
reduction of (noise, air, land) pollution	14	13	14	15	11	11
protection of the coasts and sea	13	10	13	14	12	16
using the rural areas of the hinterland to advantage	11	11	14	10	16	14
investment in clean/renewable energy sources	8	8	7	8	7	5
prevention/limitation of hydrogeological instability	8	8	9	7	7	8
promotion of eco-tourism	5	5	4	6	4	6
safeguarding biodiversity (variety of plant and animal species)	2	2	2	3	2	3
actions to counter soil erosion	2	2	4	2	3	1
don't know/non-response	1	3	1	1	2	4

100% total excludes non-responses



Overall, using a scale from 1 (min) to 10 (max), how would you rate the quality of life in the Municipality where you live? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
1	2	2	1	2	3	0
2	1	1	0	1	0	0
3	2	1	3	2	4	0
4	3	4	1	2	3	2
5	11	9	17	11	10	7
from 1 to 5	18	16	22	18	20	10
6	17	12	15	19	13	20
7	30	30	36	29	27	41
8	24	27	20	24	25	22
9	6	8	4	5	5	4
10	5	6	4	5	9	3
from 7 to 10	65	71	63	63	67	71
don't know/non-response	1	1	0	1	1	2
Average score (1-10):	6.8	7.0	6.7	6.8	6.9	7.0

100% total excludes non-responses



Forest Resources

PERCEPTION OF FOREST RESOURCES

People's perception of the region's forest resources is dominated by the negative images of abandonment and fires, both points being mentioned by well over 40% of the respondents. Secondly, almost a third of the respondents associate the woods with nature, while about a fifth of the sample link them to parks and protected areas. On the other hand, there is a markedly less common association of the forest resources with allied economic activity (9%).

This perception varies significantly from one segment to another, with a wide range of views surveyed as follows:

- for people aged over 64, those with little education and pensioners, the prevailing perception is that of abandonment;
- the primary association for people aged from 35 to 34 and graduates is with forest fires;
- though not a dominant image in absolute terms, nature is most prevalently linked to the woodlands by 25 to 34-year-olds, employees and residents in the Province of La Spezia;
- parks and protected areas are much more commonly referred to by young adults and students, confirming their more "naturalistic" approach to environmental issues.

The perception of the woodlands and forests does not seem to be influenced neither by where respondents live (in the hinterland or on the coast), nor by their level of information about the state of regional forest resources.

Key to the comparative tables:

average = average for the whole sample

iMC = average for the important Mountain Communities

liMC = average for the less important Mountain Communities

Areas outside MCs = average for areas other than the Mountain Communities

Owners 1 = average for people who own (or whose spouses/partners own) a rural plot/woodlands

Owners 2 = average for people who are children/grandchildren of owners of a rural plot/woodlands

Let's talk now about the woodlands and forests in your region. What do you associate most with Liguria's woods?:

	Average
abandonment	49
fires	43
nature	31
parks and protected areas	22
economic activities related to the woods and the wood energy chain process	9
none of the above	1
don't know/non-response	1

sum of permitted answers – 2 choices possible

Let's talk now about the woodlands and forests in your region. What do you associate most with Liguria's woods?: COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
abandonment	32	33	34	31	36	24
fires	28	28	30	28	30	31
nature	20	20	21	20	17	26
parks and protected areas	14	13	11	15	12	12
economic activities related to the woods and the wood energy chain process	6	6	2	6	5	7
none of the above	0	0	1	0	0	0
don't know/non-response	1	1	1	1	0	1

100% total excludes non-responses

LEVEL OF INFORMATION AND MEANS OF OBTAINING INFORMATION ABOUT FOREST RESOURCES

Concerning the level of information on the state of the woodlands and forests in Liguria, the vast majority of residents (64%) say that they are poorly informed or not informed at all.

Among those interviewed, the following categories were slightly better informed about questions regarding forest resources: men, older people, the self-employed, pensioners, inhabitants of the main Mountain Communities and, predictably, owners of woodlands or rural plots, especially those who own land directly. Conversely, the perceived level of information is markedly below average among 18 to 24-year-olds, blue-collar workers, students and housewives.

The most common means of obtaining information about the region's forest resources are television (64%) and the press (52%), which leave far behind all the other alternatives offered with the exception, within certain segments (18 to 34-year-olds, graduates, students, the self-employed and white-collar workers), of the Internet.

Newspapers are particularly popular among young adults, people aged between 45 and 54, administrative employees and students, whereas television is especially favoured by people over 55, those with little formal education and pensioners.

Do you feel well informed, not very well informed or not informed at all about the state of the woodlands and forests in your region? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
very well	11	14	11	10	14	14
quite well	25	26	20	25	29	20
not very well	50	48	54	50	43	55
not at all	14	12	15	15	14	11
don't know/non-response	0	1	1	0	0	0

100% total excludes non-responses



Which of the following means would you prefer to use to obtain more information about the woodlands and forests of your region?

	Average
television	64
newspapers	52
the Internet	12
posters	11
leaflets	9
information offices	8
conferences	6
newsletters	5
radio	2
other	1
none of the above because I'm not interested	2
don't know/non-response	2

sum of permitted answers – 3 choices possible

Which of the following means would you prefer to use to obtain more information about the woodlands and forests of your region? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
television	37	37	40	37	41	28
newspapers	30	32	29	30	30	30
the Internet	7	6	4	8	4	11
posters	7	7	7	7	7	9
leaflets	5	5	7	5	4	7
information offices	5	4	5	5	3	5
conferences	3	3	4	3	5	6
newsletters	3	2	2	3	3	2
radio	1	1	1	1	1	0
other	1	1	1	1	1	0
none of the above because I'm not interested	1	3	1	1	1	0
don't know/non-response	2	2	4	1	2	3

100% total excludes non-responses

FOREST RESOURCES: KNOWLEDGE, ASSESSMENT, IDENTIFICATION OF USES, DEGREE OF USE

More than 40% of residents are unable to estimate the percentage of the region's wooded land and only one respondent out of five provides the correct answer (between 60% and 70%). In all, 27% of the respondents underestimate the extent of Liguria's woodlands.

Among those who do have an accurate idea of the extent of the region's wooded territory the categories overrepresented are men, people aged from 35 to 44, and the self-employed and white-collar workers.

Once they have been informed about the main morphological characteristics of Liguria's geography, including the extent and variety of the region's woodlands, interviewees are equally divided between those who would like to maintain the existing forest areas as they are and those who would rather they were further extended; there are no substantial differences between the various segments of the population in this case, except for a greater willingness on the part of the self-employed to maintain the status quo. Conversely, very few respondents expressed any willingness to see a reduction of forest resources.

The reasons cited in favour of an extension of the existing forest areas run in two main directions:

- the limitation of hydrogeological instability;
- the protection of biodiversity.

The forest resources are therefore seen as just that – an important resource for the region that can be maintained, or actually stimulated in order to protect first and foremost the wealth and variety of flora and fauna and to safeguard the local territory. The protection of biodiversity is emphasized more by younger respondents (under 34), confirming, yet again, the attitude that this section of the population has with regard to environmental issues. The prevention of degradation of the environment is far more likely to be mentioned by respondents with a medium or high educational level and by white-collar workers.

Those however, who are in favour of extending the woodlands direct their attention to the productive potential of the forest resources only as a second choice and express the hope that measures are introduced encouraging woodland cultivation and economic activities linked to the wood energy chain process (production of timber for buildings and handicrafts and fuel production).

Can you tell me (approximately) what percentage of Liguria is covered with woodlands and forests?

	Average
less than 25%	1
between 25% and 50%	15
between 50% and 60%	11
between 60% and 70%	19
more than 70%	11
don't know/non-response	43

Can you tell me (approximately) what percentage of Liguria is covered with woodlands and forests?
COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
less than 25%	2	4	3	2	2	3
between 25% and 50%	26	19	27	27	25	15
between 50% and 60%	20	15	23	21	16	29
between 60% and 70%	33	40	28	32	33	35
more than 70%	19	22	19	18	24	17
don't know/non-response	44	47	41	43	41	31

100% total excludes non-responses

Do you think the existing forest areas in Liguria should be: COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
reduced?	6	5	10	6	8	10
maintained as they are?	47	49	40	47	45	43
extended, with the creation of new woodland areas?	47	45	50	46	47	46
don't know/non-response	2	3	2	3	0	1

100% total excludes non-responses

For which of the following reasons do you think that Liguria's forest areas should be extended?

	Average
to limit hydrogeological instability	53
to create more parks and protect biodiversity	50
to encourage cultivation of the woods (berries, mushrooms, chestnuts, etc)	29
to stimulate socio-economic activities related to wood (building, renewable energy, handicrafts)	20
none of the above	1
don't know/non-response	1

sum of permitted answers – 2 possible choices

respondents: those who answered "extended" to the previous question



For which of the following reasons do you think that Liguria's forest areas should be extended?
COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
to limit hydrogeological instability	35	32	35	36	38	42
to create more parks and protect biodiversity	33	30	29	34	28	33
to encourage cultivation of the woods (berries, mushrooms, chestnuts, etc)	19	20	25	17	13	14
to stimulate socio-economic activities related to wood (building, renewable energy, handicrafts)	13	17	11	13	20	11
none of the above	1	1	0	0	1	0
don't know/non-response	1	2	1	0	0	0

100% total excludes non-responses – respondents: those who answered “extended” to the previous question

In your opinion, the region's forest resources should be used mainly to:

	Average
prevent/limit hydrogeological instability (landslides, rockfalls, soil aridity, flooding, etc)	57
safeguard the existing natural habitats	36
cultivate orchards, berries/medicinal plants for which there is market demand	30
revive the tourist industry	28
produce wood as fuel/a renewable energy source	19
develop wood arts & crafts	14
produce timber for the building and other industries (e.g. paper production)	12
don't know/non-response	2

sum of permitted answers – 3 choices possible



In your opinion, the region's forest resources should be used mainly to: *COMPARISON*

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
prevent/limit hydrogeological instability (landslides, rockfalls, soil aridity, floods, etc)	29	27	30	29	29	31
safeguard the existing natural habitats	18	19	16	19	18	21
cultivate orchards, berries/medicinal plants for which there is market demand	15	13	17	16	14	10
revive the tourist industry	14	16	12	14	14	17
produce wood as fuel/a renewable energy source	10	9	13	9	13	8
produce timber for the building and other industries (e.g. paper production)	6	6	5	6	5	6
develop wood arts & crafts	7	10	7	7	7	7
don't know/non-response	2	2	3	2	6	0

100% total excludes non-responses

The assessment of the overall state of the forest resources of Liguria adopts a middle-of-the-road position; in any event, the majority of the population express a critical judgement and see considerable room for improvement in the management and maintenance of the region's woodlands and forests. This perceived opinion appears to be shared across all the segments of the population surveyed, with no significant differences emerging.

This negative assessment of the condition of Liguria's woods and forests is accompanied first and foremost by the belief that there is a lack of care and maintenance, if not total abandonment of the woodlands. The vast majority of Ligurians also share the view that the woods do in any case require human intervention for their upkeep and maintenance, even if they are not used for any commercial activity.

As far as you have been able to see personally, or from what you have heard, how would you rate the overall state of the woodlands and forests in your region?: COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
excellent	2	4	1	2	3	1
good	25	24	24	25	27	25
so-so	40	37	38	41	32	48
poor	27	28	28	27	29	20
very poor	7	8	9	6	9	7
don't know/non-response	2	2	2	2	2	0

100% total excludes non-responses

For which of the following reasons do you think the woodlands and forests of your region aren't in a good condition? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
the woods have been completely abandoned and left to themselves	50	50	48	50	56	49
lack of proper care and maintenance	45	43	49	45	39	47
the woods are overexploited for commercial purposes	4	4	3	4	4	3
none of the above	1	2	1	1	1	0
don't know/non-response	3	1	2	3	2	1

100% total excludes non-responses – respondents: those who did not express a positive opinion of the state of the woods

Do you think that the woodlands and forests in Liguria that are NOT used for production (of wood), or energy (fuel production) or cultivation (fruit trees) should be: COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
in any case looked after, by felling old or diseased trees?	87	89	89	87	89	86
left to themselves, because nature must run its course and it will look after itself?	13	11	11	13	11	14
don't know/non-response	2	3	1	2	1	4

100% total excludes non-responses

Some 43% of the adult population resident in Liguria regularly spend spare time in the woods, whereas approximately 46% of the region's residents report that they devote at least some of their free time to visiting the local woodlands. Enjoyment of the woods is more common among men, people aged from 55 to 64, the self-employed and white-collar employees, and, not surprisingly, residents of the hinterland and those who own rural plots.

How often do you spend spare time in the woods/protected areas/parks of your region (for recreation, sport, enjoyment)? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
always	10	17	15	7	14	5
often	33	33	39	32	41	38
sometimes	22	20	18	24	20	25
seldom	24	21	21	25	17	29
never	11	9	7	12	9	3

100% total excludes non-responses

Wood and Biomass

CERTIFICATION OF WOOD PRODUCTS: ADDED VALUE AND GUARANTEE OF QUALITY

The appeal of the possible certification of products made of Ligurian wood is quite marked. Over 50% of the respondents – and in particular women, the elderly and housewives – express their willingness to purchase a product “made in Liguria”, as opposed to a similar uncertified article made from wood of unknown origin.

This general intention is partly confirmed by the interviewees' willingness to actually spend more on products and manufactured goods made from Ligurian wood: 49% of those interviewed say they would be prepared to spend extra – an average of 8% more than the price of a similar uncertified product. Unlike before, in this case the significant variations between the different categories and the willingness to pay a higher price regard those segments of the population that generally belong to a higher social class: graduates, the self-employed and people aged between 45 and 54.

Key to the comparative tables:

average = average for the whole sample

iMC = average for the important Mountain Communities

liMC = average for the less important Mountain Communities

Areas outside MCs = average for areas other than the Mountain Communities

Owners 1 = average for people who own (or whose spouses/partners own) a rural plot/woodlands

Owners 2 = average for people who are children/grandchildren of owners of a rural plot/woodlands

Now think about purchases of wood products (furniture, utensils, toys, etc). If a product were labelled certifying that it was made using wood from Liguria, which article would you be more likely to buy?:

COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
the certified product made from Ligurian wood	55	55	50	55	56	44
it wouldn't make any difference	22	23	25	22	22	30
a similar uncertified product (made from wood of unknown origin)	10	8	9	10	6	14
it would depend on the product	6	7	9	5	7	9
it would depend on the price	4	3	5	4	4	1
I never buy wood products	4	4	3	4	5	3
don't know/non-response	6	5	5	6	6	3

100% total excludes non-responses

How much extra would you be willing to pay for a product made of wood from Liguria, compared to a similar, uncertified article? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
nothing	38	37	40	38	38	31
up to 5% more than the same unlabelled product	23	25	25	23	26	29
from 6% to 10%	18	17	16	18	16	20
from 11% to 15%	6	4	4	6	7	3
from 16% to 20%	4	4	3	5	5	9
from 21% to 25%	0	1	0	0	0	1
from 26% to 30%	1	1	2	1	1	2
over 30%	1	2	0	1	1	0
it depends on the product	8	9	10	8	7	6
don't know/non-response	9	10	7	9	14	5

100% total excludes non-responses

THE USE OF WOOD AS FUEL

Overall, there is widespread use of wood as a source of fuel for domestic heating; however, in many cases such use is infrequent or at any rate combined with other energy sources: while 44% of the interviewees mention wood among the fuel sources they use for domestic heating, the portion of the sample using wood on a regular basis drops to 22%. The use of wood as fuel for domestic heating is more frequent in the Mountain Communities, and from the point of view of the provincial breakdown, it is more common in the territory of Imperia and Savona.

Among people who do not use wood regularly as an energy source for heating, two classes of interviewees were considered: those who use wood rarely and those who do not use it at all. Among the latter, the main reason why they do not use it is that they cannot install a wood stove or a fireplace in their homes. Not surprisingly, this difficulty is encountered more often in urban areas, while in the Mountain Communities among rural landowners there are far fewer installation problems but there are more obstacles linked to the fact that wood heating is not considered very practical, economical or convenient.

On the other hand, very occasional wood users, do not adopt it as a fuel source on a more regular basis mainly because they cannot install a wood burning stove or heater and because such devices need to be constantly stoked and cleaned.

Do you use wood as fuel for domestic heating? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
yes, only in the house where I live	38	53	50	32	52	45
yes, only in my holiday house	4	4	5	4	4	10
yes, in both houses	2	1	1	2	2	4
no	56	42	45	62	42	42

100% total excludes non-responses

How often do you use wood as fuel for domestic heating? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
always	52	59	46	51	54	52
often	30	25	31	31	28	34
sometimes	12	12	13	12	11	10
seldom	6	4	10	6	7	4

respondents: those who say they use wood as fuel for domestic heating

Why don't you use wood much or at all for heating?

	Average
I can't install a fireplace/wood stove in my home	51
it's too much trouble to clean (ash, dust)	8
it's not an efficient system (you need to keep stoking the fire)	8
it's too expensive to install a fireplace in the house	6
wood costs too much	6
to protect the woods	6
I'm worried about the domestic safety aspects	4
lack of information	2
other	22
don't know/non-response	3

sum of permitted answers – 2 possible choices

respondents: those who say they "never", "seldom" or "sometimes" use wood as fuel for domestic heating

Why don't you use wood much or at all for heating? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
I can't install a fireplace/wood stove in my home	45	35	43	48	39	37
it's too much trouble to clean (ash, dust)	7	10	11	6	8	9
it's not an efficient system (you need to keep stoking the fire)	7	12	9	6	12	9
it's too expensive to install a fireplace in the house	5	5	5	5	6	8
wood costs too much	5	6	7	5	8	7
to protect the woods	5	6	5	5	4	6
I'm worried about the domestic safety aspects	4	2	2	4	3	3
lack of information	2	2	1	2	1	4
other	19	22	17	19	19	18
don't know/non-response	3	2	1	4	3	1

100% total excludes non-responses

respondents: those who say they "never", "seldom" or "sometimes" use wood as fuel for domestic heating

BIOMASS: KNOWLEDGE AND USE

Not many people in Liguria know what biomass that can be obtained from the woods is: just over one respondent in ten is able to explain the origins and possible uses of biomass. People are far more likely to have specific knowledge of biomass if they are rural landowners or if they belong to certain categories of the population: indeed, awareness of biomass among men, graduates, the self-employed and owners of woodlands is significantly higher, reaching figures of between 17% and 23% of respondents.

In overall terms⁵, biomass is considered a more economical source of energy than those currently used: while a substantial number (28%) of respondents are unable to supply an answer, about half the sample believe that biomass is a cost-efficient energy source.

Broadly speaking, there is no correlation between knowledge of biomass and awareness of the fact that it is less expensive than other energy sources. With the exception of owners of woodlands, who are more familiar with the money saving benefits of using biomass, most people who have some knowledge of the subject are not so well informed about the associated economic advantages.

Actual domestic use of biomass involves about 8% of the interviewees.

In the vast majority of cases, residents in Liguria use natural gas and electricity for their domestic energy supplies.

Willingness to spend more on biomass for fuel – which would indicate a possible shift towards clean energy sources for domestic consumption – is not very marked: it is not stated by more than one out of five respondents, while it is ruled out by 45% of the sample. For those respondents that do express a

⁵ After having been asked whether they knew what biomass is, all interviewees were given the following definition of the term: "Biomass that can be obtained from the woods is living matter or agricultural waste recovered from maintenance of the woodlands and from wood energy chain activity, which can be used as fuel."

certain willingness to spend extra, on average they would be prepared to pay no more than a 7% increase on their present energy bill.

Can you tell me what biomass that can be obtained from the woods is?* COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
living matter recovered from maintenance of the woods that can be used as fuel (energy source)	56	57	52	56	66	61
living matter in general (possible uses not stated)	27	24	26	28	23	11
other, irrelevant	18	19	21	16	12	29
don't know/non-response	79	79	81	79	77	72

100% total excludes non-responses

*open-ended question

Do you think that biomass as an energy source (for domestic and industrial use) would be more or less expensive than currently used sources of energy (natural gas, oil, etc)? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
more expensive	19	17	14	20	14	29
equally expensive	3	4	3	3	3	2
less expensive	50	52	54	49	57	53
don't know	28	27	29	28	26	17
non-response	1	1	0	1	1	0

100% total excludes non-responses

Is the house/block of flats where you live fitted with a biomass plant? If not, what energy source is used? COMPARISON

	Average	iMC	liMC	Areas outside MCs	Owners 1	Owners 2
yes	8	10	9	7	10	11
no, natural gas and electricity	61	49	54	66	53	47
no, oil and electricity	11	13	11	11	9	14
no, other energy sources	19	28	25	15	28	28
not directly, but the house/block is connected to a biomass plant	1	0	1	1	0	0
don't know/non-response	3	4	1	3	3	2

100% total excludes non-responses

What type of specific fuel does the system run on?

	Average
pellets	22
woodchips	18
other	57
don't know	2
non-response	1

respondents: those who use a biomass heating plant

Urban-Rural Migration⁶

WILLINGNESS TO MOVE TO THE HINTERLAND

The possibility of moving from the coastal areas to the hinterland is a remote one for the region's residents: more than eight out of ten respondents say they have never considered the idea and this attitude is more common among people aged over 55.

The reasons for a possible move to the country are linked mainly to the desire for a better quality of life, whereas factors related to employment or family are of relatively minor importance.

The probability of actually moving (reported by those interviewees who stated that they had considered the idea of leaving their Municipality of residence and moving to the hinterland) is in any event low: zero in 26% and low in almost half of the cases.

Among those who have never considered the idea of moving to the hinterland and those who say this is not very likely (less than 50% probability), it is interesting to note the factors that would influence the willingness of young adults (aged from 18 to 34) – there are basically two: the chance of finding a better job and of buying or renting a better house for the same price.

Have you ever considered the possibility of leaving your Municipality of residence and going to live in a Municipality away from the coast, in the hinterland? If so, for which of the following reasons?

	Average (Areas outside MCs)
no, never	83
yes, because the quality of life is better	10
yes, for the surroundings (the country/mountains)	4
yes, for employment reasons	2
yes, so as to go back to my roots (the Municipality where I was born/grew up)	2
yes, for other reasons	2
yes, for family reasons (so as to be nearer relatives who live in the hinterland)	1
don't know/non-response	1

sum of permitted answers (2 answers permitted for respondents who state they have considered the possibility)

⁶ The part of the survey concerning urban-rural migration and possession of real estate in the hinterland is based on analysis of the data pertaining only to residents who live outside the Mountain Communities.



And what do you think are the chances that you will move at some stage in the future to a hinterland Municipality?

	Average (Areas outside MCs)
zero	26
from 1% to 10% (very low probability)	17
from 11% to 20% (very low probability)	11
from 21% to 30% (very low probability)	6
from 31% to 40% (low probability)	3
from 41% to 50% (low probability)	12
from 1% to 50%	48
from 51% to 60% (good probability)	9
from 61% to 70% (good probability)	1
from 51% to 70%	10
from 71% to 80% (good probability)	9
from 81% to 90% (good probability)	3
from 91% to 100% (very high probability/definitely)	4
over 70%	15
don't know/non-response	7

100% total excludes non-responses – respondents: those who state they have considered the possibility of moving

Subject to which of the following conditions would you consider the idea of moving to a Municipality in the hinterland (in the country/in the mountains)?

	Average (Areas outside MCs)
the chance of finding a better job	20
a better quality of life in a rural and woodland environment	18
the chance of buying/renting a better house for the same price	11
reaching the age of retirement	10
a better regional road network	5
provision of quality services and facilities	5
other	5
don't know/non-response	29
on no condition (not included among the possible answers)	12

sum of permitted answers – 2 possible choices

respondents: those who have not considered the idea of moving or who think that the probability of such a move is low/very low

POSSESSION OF REAL ESTATE IN THE HINTERLAND

The survey findings reveal that 23% of the interviewees who live outside the Mountain Communities personally own or have relatives that own a dwelling located in a hinterland Municipality; in the majority of cases (17%) these are second homes, and only rarely (6%) the principal place of abode.

These houses are frequently (always, often) used during holidays in 39% of cases and occasionally (sometimes or seldom) for another 44%, while they are not used at all during holidays in 16% of cases. The frequency of use increases significantly if the house in question is the principal place of abode of the interviewee or a family member.

Do you (or a member of your family) own a house in a Municipality in the hinterland?

	Average (Areas outside MCs)
yes, my main place of abode	6
yes, my second house	17
yes, but it's rented out	0
no	76
non-response	1

And do you use this house to spend holidays or weekends always, often, sometimes, seldom or never?

	Average (Areas outside MCs)
always	22
often	17
sometimes	23
seldom	21
never	16
non-response	1



Private Owners of Woodlands and Rural Plots

Profile of Ligurian Owners

30% of the residents interviewed have more or less direct ownership of woodlands or rural plots; more specifically:

- in 17% of cases the respondents either own the land directly or it is owned by their spouses/partners;
- in the other 13% of cases the land is owned more indirectly, the plot being the property of the interviewees' parents/grandparents or other family members.

Do you or a member of your family own woodlands or rural plot?

	Regional Average
yes, me personally	13
yes, my partner, my husband/wife	4
yes, my parents/grandparents	7
yes, other family members	6
total interviewees involved in ownership	30
no	69
don't know	1

The proportion of direct owners (ownership by the respondent or their spouse/partner) varies in the different provinces:

- it rises to 28% in the Province of Imperia and 24% in the Province of Savona;
- it drops to 19% in the Province of La Spezia and 12% in the Province of Genoa.

The same applies to the proportion of indirect owners of woodlands and rural plots:

- it reaches 44% in the Province of Imperia and 39% in the Province of Savona;
- it is in line with the regional average in the Province of La Spezia (30%), and falls to 24% in the Province of Genoa.

Considering as effective owners only those people who have direct possession of woodlands/rural plots (owned by the respondents themselves or by their spouses/partners) and comparing their socio-demographic composition to that of the sample as a whole it emerges that the segment of owners:

- has considerably more people in the following categories: those aged over 44, people with little education, the self-employed, pensioners, residents in the Mountain Communities and inhabitants of the Provinces of Imperia and Savona;
- has considerably fewer people in the following categories: those under 34 years old, people with a medium or high educational level, white-collar workers, students, residents outside the Mountain Communities and inhabitants of the Province of Genoa;
- the proportion of men and women is in line with the regional average.



	total sample	direct Owners (1)
Sex:		
male	47	47
female	53	53
Age:		
18-24 years old	7	-
25-34 years old	15	2
35-44 years old	17	16
45-54 years old	15	23
55-64 years old	16	23
over 64 years old	30	36
Educational level:		
low	60	73
medium	32	22
high	8	5
Province of residence:		
Imperia	13	22
Savona	18	24
Genoa	55	39
La Spezia	14	15
Zone of residence:		
important Mountain Communities	18	33
less important Mountain Communities	13	26
areas outside Mountain Communities	69	41
Profession:		
self-employed	10	18
white-collar worker	21	14
blue-collar worker	12	10
student/unemployed	8	1
housewife/househusband	18	16
pensioner	31	41



& The following analysis is based on the statements of interviewees complying with the following prerequisite: ownership of land directly (possessed personally by the respondents or their spouses/partners) or indirectly (the property belongs to their parents or grandparents); people whose ownership is based on other kinship ties were not included. These interviewees account for 24% of the total sample. For ease of reference this group of respondents are referred to using the term "owners".

✍

Private Woodlands/Rural Plots

Broadly speaking, the statements of the interviewees reveal a lack of information regarding the characteristics of their own (or their families') plots and the findings suggest that they are only superficially involved in the upkeep and maintenance of their private land.

SIZE

The interviewees are basically unable to estimate the size of their own private plots: 36% of the respondents provide no answer at all, while the other owners tend to greatly overestimate the number of hectares they possess (the reported average size of plots exceeds 5 hectares, which would be impossible considering the amount of privately owned land in Liguria and the total size of the region).

The lack of information is more marked among indirect landowners, though it is also substantial among direct owners. The most well-informed segment consists of direct owners who personally supervise the care and maintenance of their land, contracting the task to third parties (54% of the respondents in this category report that they own less than a hectare of land).

WOODED AREA

The interviewees have less difficulty quantifying the wooded area of their land (in this case the level of non-respondents drops to 19%) and providing a credible estimate: 58% of the total surface area. There is no significant correlation between the average percentage supplied and the area of residence of the interviewees.

MAINTENANCE

The findings regarding upkeep and maintenance of private plots show that this task is often carried out personally: in half the cases the land is looked after directly by the owner, while another 12% of landowners have the task carried out under their supervision by third parties. Nevertheless, the fact that there is widespread ignorance of the total size of the plots would suggest that in many cases the holding that is maintained is only a part of the land actually owned.

In almost 30% of cases the private woodlands/rural plots are not looked after at all; predictably, this lack of upkeep is considerably less common for smaller holdings (less than a hectare).

ACTIVITIES PERFORMED

Some three out of four interviewees report that their (or their families') private woodlands/rural plots are not used for any commercial purpose. This failure to work the land appears to be evenly widespread, irrespective of the size of the holding and its geographical location in the region.

The most common activity (16%) is agro-industrial production. The proportion of land set aside for the production of biomass or timber and wood is extremely low.

Can you tell me the size in hectares of your/your family's plot?



	Average of Owners (1 and 2)
less than 1	18
between 1 and 5	22
between 6 and 10	11
more than 10	13
don't know/non-response	36

And what percentage of the plot is wooded?:

	Average of Owners (1 and 2)
more than 80%	29
between 60% and 80%	16
between 40% and 60%	11
between 20% and 40%	8
less than 20%	17
don't know/non-response	19

Think about the rural area and woodlands that you or your family own. You or your family:

	Average of Owners (1 and 2)
look after the land regularly and take care of its upkeep personally	50
look after it regularly but by means of the supervised work of third parties	12
contract the upkeep to third parties without supervising the state of the area	5
don't look after it	29
don't know where it is located/don't have any information	3
non-response	1

Are the rural area and woodlands that you or your family own used for environmental, commercial or productive purposes? If so, in what way?

	Average of Owners (1 and 2)
agro-industrial production (berries, chestnuts, mushrooms)	16
production of biomass	2
production of medicinal plants	1
production of timber for the building industry	1
production of wood for manufactured goods	1
production of wood for the paper industry	-
nature reserves/parks and protected areas	-
services for the tourist industry	-
other	5
they aren't used for commercial purposes	75
don't know/non-response	2

sum of permitted answers – 9 possible choices

Forest Resources as Perceived by Private Owners of Woodlands and Rural Plots

AGENDA-SETTING IN RURAL AREAS: PRIORITIES AND LIMITING FACTORS

Agro-industrial production (48%), nature reserves & protected areas (40%), and tourism (34%): this is the vision of the future of rural Liguria shared by the region's private owners of woodlands and country plots.

The heightened awareness of the inherent potential of forest resources shown by this segment of the population throughout the survey emerges in this vision uniting these resources and calling for a more integrated approach between agriculture and the tourist industry, with the enhancement of the region's natural heritage.

It should be noted that these three points are mentioned by a statistically significant number of interviewees who are relatively young (25 to 34-year-olds) and who have a medium or high educational level.

Some way behind, among the solutions stated for Liguria's rural future, comes the wood energy chain process with a total of 22% of mentions, although support here is split between activities related to the building industry (11%), arts & crafts (7%), and the paper industry (4%). Support for the production of biomass is more compact, with 16% of the respondents seeing it as a viable solution for the future.

Among the factors currently inhibiting the development of the rural area and forests, the most common answers are the lack of care and maintenance of the woods, which was already apparent in the concerns expressed by owners, and the lack of cooperation between the public and private sectors (41%), the latter factor being mentioned more often by respondents resident in the Province of La Spezia, and less by those in the Province of Savona.

Secondly, owners accuse a factor that is more specifically economic and linked to maintenance of the woodlands: 25% of the respondents believe that the economic and social advancement of the region's rural areas is hindered by the excessive cost of maintaining the woods and forests.

The two next most commonly mentioned limiting factors are both correlated to the age and educational level of the interviewee. Poor infrastructure (21%) and the lack of entrepreneurial initiative on the part of local residents (20%) are deemed crucial factors in the failure to develop the woodlands and rural areas above all in the opinion of young people (aged up to 34) and owners with higher levels of education.

More in general, now think about the rural areas of Liguria and in particular the woods and forests. In your view, which of the following activities should be further developed and/or stimulated?

	Average of Owners (1 and 2)
agro-industrial production (berries, chestnuts, mushrooms, etc)	48
nature reserves/parks and protected areas	40
services for the tourist industry	34
production of biomass	16
production of medicinal plants	13
production of timber for the building industry	11
production of wood for manufactured goods	7
production of wood for the paper industry	4
other	2
don't know/non-response	7

sum of permitted answers – 3 choices possible

Which of the following are the main factors limiting the economic and social development of the woodlands and rural areas in your region?

	Average of Owners (1 and 2)
lack of care and maintenance of the woods	42
lack of cooperation between the public sector (local administrations and the Mountain Communities) and the private sector	41
lack of entrepreneurial initiative of local residents	21
poor infrastructure (in relation to mobility, transport and logistics)	20
lack of cooperation between the different commercial sectors operating locally	9
excessive presence of protected areas	4
excessive cost of maintaining the woods and forests	23
price of wood too low	7
regulations and inspections too strict	10
other	3
don't know/non-response	4
depopulation/little generational turnover	2

sum of permitted answers – 3 choices possible

PERCEIVED WILLINGNESS OF OWNERS TO HELP REVITALISE WOODLANDS AND RURAL AREAS

Following on from the main factors limiting development of woodlands and rural areas, more than a quarter of those interviewed would be willing to accept as a solution the setting up and membership of consortiums for the maintenance of the woods. This solution finds more favour with young people (up to 34 years old) as well as among the self-employed and employees.

Slightly less popular solutions among the respondents are state intervention to thin & prune forests and a personal commitment to look after their own private plots.

There is a certain degree of consensus concerning the possibility of replacing the woods with fast-growing plants (16%) or of creating areas and facilities for families and sport (18%), whereas the least acceptable measure among those proposed is the building of infrastructure on the interviewee's land (14%).

Within the context of a strategy of revitalisation of woodlands and rural areas, which of the following do you think owners of woodlands/rural plots would be most willing to accept:

	Average of Owners (1 and 2)
setting up and membership of forest consortiums (to look after the woods)	28
regular state intervention to thin & prune forests	25
a personal commitment to look after my own plot	21
the creation of areas and facilities for families and sport	18
replacement of the woods with fast-growing plants	16
building of infrastructure (roads, car parks, etc) on my land	14
none of the above, I would leave the woods as they are (<i>not included among the possible answers</i>)	5
other	3
don't know/non-response	18

sum of permitted answers – 3 choices possible

PARTICIPATION IN FORESTRY CREATION AND MANAGEMENT SCHEMES

Up until now there has been very little participation by owners in forestry creation and management schemes, with such ventures involving only 5% of the rural landowning families sampled and no significant patterns emerging in relation to the area of residence.

Concerning the possibility of some future consultation, more than four out of ten respondents welcome the idea. In this case the age and province of residence have a significant bearing:

- considering the total subsample of landowners, those most attracted by the use of the consultation process are people aged from 25 to 34 and from 45 to 54 as well as residents of Imperia;
- considering solely the segment of direct owners, it emerges that 45 to 54-year-olds and residents in the Province of Imperia show significantly more interest than the average.

Just over one interviewee in five feels that s/he can actually influence the decision-making process involving the local woodlands. This pattern does not change significantly within the segment of direct

owners as only inhabitants of the Province of Imperia feel that they have a greater say in the decision-making process.

Finally, there is considerable support for the idea of planting new woodlands to help reduce flooding: almost 80% of the interviewees approve of this measure. As regards the analysis solely of the segment of direct owners, those resident in the less important Mountain Communities are more receptive to this flood prevention proposal.

Have you or your family ever been consulted about plans to set up local forestry creation and management schemes?

	Average of Owners (1 and 2)
yes	5
no	94
non-response	1

And would you like to be consulted (again) about plans to set up local forestry creation and management schemes?

	Average of Owners (1 and 2)
yes	43
no	52
non-response	5

Would you say that you have influenced (or could have a say in) decisions about local forestry creation and management schemes?

	Average of Owners (1 and 2)
yes	21
no	74
non-response	5

Would you consider supporting the idea of planting new woodlands if it were proven that this reduces the frequency or intensity of flooding?

	Average of Owners (1 and 2)
yes	79
no	11
perhaps	5
don't know/non-response	5

Methodology

The quantitative survey was conducted by means of CATI (Computer Assisted Telephone Interview) on a sample of 2000 adults resident in Liguria, which was representative of the working universe allowing for variables of sex, age and zone of residence.

The sample was selected using a frame initially stratified with a division of the region into 12 zones:

- 10 zones corresponding to the Mountain Communities considered the most important by the Client (Valle Arroscia (Province of Imperia); Ingauna, Pollupice, Del Giovo, Val Bormida (Province of Savona); Valle Stura, Val Trebbia, Fontanabuona, Valli Aveto Graveglia Sturla (Province of Genoa); Alta Val di Vara (Province of La Spezia));
- one zone comprising the other MCs;
- one zone comprising the principal cities and the other Municipalities outside the MCs.

Within each zone the sample was selected from among the Municipalities in proportion to the number of inhabitants. The final selection was made from the Municipalities and accounted for sex (at Municipal level) and age (at regional level).

The final units were selected at random from the regional telephone directories until the set number was reached.

For the purposes of measurement the data was weighted so as to ensure that the sample reflected the actual geographical and sociological breakdown of the working universe according to the variables considered (sex, age, zone of residence) and in line with the most recent information supplied by ISTAT (Italian Central Statistics Institute).

The analysis of the data for the individual *important Mountain Communities* was carried out on figures not weighted by zone of residence, so as to ensure a sufficiently large number of respondents, though still representative in relation to the other sociological variables.

The interviews were conducted between 25 July and 2 August 2005.

Breakdown of the Sample

The total sample of 2000 interviewees was composed as follows:

Sex:

male	47.0
female	53.0

Age:

18-24 years old	7.0
25-34 years old	15.0
35-44 years old	17.0
45-54 years old	15.0
55-64 years old	16.0
over 64 years old	30.0

Profession:

entrepreneur	1.0
self-employed	5.0
freelance	3.0
executive	1.0
teacher/academic	2.0
middle manager/director/engineer	2.0
White collar	14.0
Farmer	1.0
other employee	2.0
blue-collar worker	12.0
Student	6.0
Housewife	18.0
Pensioner	31.0
Unemployed	2.0

Province of residence:

Imperia	13.0
Savona	18.0
Genoa	55.0
La Spezia	14.0