

## WWW.FLORESTAS.PT: A REFERENCE FOR THE PORTUGUESE FOREST

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### ABSTRACT

RAIZ - Instituto de Investigação da Floresta e Papel and The Navigator Company have developed a **digital platform dedicated to the Portuguese forest**. Available at [www.florestas.pt](http://www.florestas.pt), it is a reference source, facilitating knowledge and stimulating the sector and society. It targets a wide audience, especially urban, and niches with affinity for the forest, such as researchers, teachers and nature activities promoters.

**www.florestas.pt is a clear, reliable and contextualized source of information, with transversal and state of the art knowledge on forest ecosystems, to clarify essential themes and bring Portuguese people closer to the forest.** The information is based on the best available knowledge and official, relevant and credible sources (cited). When possible, it presents the national, European and global context. The writing is the responsibility of a multidisciplinary team, subject to technical-scientific review by specialists. The contents are shared free of charge, making dispersed and complex information accessible, and helping to combat "fake-news". More than a static portrait of the forest, it is a starting point for reflecting on cross-cutting and current themes in the sector, in constant update and with contributions from the community.

### The platform is structured into five main sections:

„**Conhecer**“ – the forest and its challenges; what we know and what we need to know about topics such as climate change, fires, forest management, pests and diseases and bioeconomy, among others.

„**Valorizar**“ – the socio-economic indicators of the forest, its sectors and subsectors, its products and services that are usually not accounted for.

„**Descobrir**“ – the discovery and experience of the forest, in itineraries, curiosities, gastronomy and culture.

„**Academia**“ and „**Comentário**“ – the contributions of researchers, technicians and other invited specialists, in videos and opinion articles.

„**Notícias**“ and **Agenda** - news and events.

The contents are complemented by images, infographics and support sections, such as „**Saiba Mais**“ (complementary questions), „**Glossário**“, „**Recursos de Conhecimento**“, „**Equipas e Projetos de I&D**“, among others.

**Florestas.pt mirrors a look at the past, present and future of Portuguese forests.** From the past, the aspiration to help preserve the historical memory of the sector and its personalities. At present, sharing of transversal, accurate and accessible information on the value, challenges and opportunities of the forest. For the future, the conviction that it is necessary to know the forest in order to preserve and value it. The future of the Florestas.pt platform, like the future of the Forest, depends on all of us. **Learn, treasure and care about it!**

**Keywords:** Discover, Forest, Learn, Share, Value.