

## LAURUS NETWORK CELEBRATES THE GREAT SUCCESS OF ITS FIRST WEBINAR ON VOLUNTARY CARBON MARKET AND LAND USE CARBON PROJECTS IN EUROPE

- The high participation in the webinar, with 151 attendees, demonstrates the great interest in this topic.
- The webinar provided an overview on how forest owners and land managers can benefit from carbon markets.
- Four months after its launch, Laurus network has already attracted 317 members from 259 organizations in 59 countries.
- Laurus network is a dedicated initiative of the EU-funded SMURF Project designed to support and strengthen European Forest Owners' Organisations.

(Soria (Spain), 18 of September 2025) – A new European initiative to **strengthen forest owners' organizations** was launched through the **Laurus Network**, with its first webinar taking place on 17 September 2025 (11:00–13:00 CET).

The session, titled "**The Voluntary Carbon Market and Land Use Carbon Projects in Europe**", with a total of 151 attendees—with 124 attending simultaneously—provided an overview of **how forest owners and land managers can take advantage of carbon markets**.

Pablo Rodríguez-Noriega, expert from **Preferred by Nature** led the webinar, developed within the framework of **SMURF Project**, with the participation of **Cesefor**, both of which are members of the consortium.

Rodríguez-Noriega provided a comprehensive overview of the foundations of the **Voluntary Carbon Market (VCM)**, from an international perspective down to the EU and national levels. He outlined the key principles, standards, and project types within the Land Use sector. In addition, he shared valuable insights into **market trends and data**, including its evolution since the 1990s, key figures, and average credit prices, with a particular focus on the differences between **forest-based credits** and those from other sectors.

He emphasized that carbon credits from the Land Use sector "not only represent the **largest share of the global VCM (35%)** but also consistently **achieve the highest market prices**, outperforming credits from renewable energy and other energy-related initiatives".

The webinar featured **real-world examples of carbon projects**, aiming to inspire European small forest owners who are currently awaiting practical methodologies tailored to their **smaller-scale properties** and looking to unlock value through improved forest management.

"I'm very pleased to see the growing interest of the forestry sector in Climate Change Mitigation. It was exciting to witness such active participation in the webinar. Forests and other ecosystems are not only our present, but also our future," said Pablo.

Participation in the webinar was **free to attend for registered members of the Laurus Network**, who can also join for free. Registrations are available at: [www.laurusnetwork.eu/registration](http://www.laurusnetwork.eu/registration)

The key topics covered in the webinar included: opportunities for forest owners and land managers in voluntary carbon markets, essential requirements for developing carbon projects and revenue potential, risks, and real-world examples from Europe.

#### About the Laurus Network

The Laurus Network, launched during the 1<sup>st</sup> European Conference on Small Forest Holdings in Rome (May 20-22), is a dedicated initiative of the **EU-funded SMURF Project** specifically designed to **support and strengthen European Forest Owners' Organisations**. It focuses on **equipping the technical staff of these organizations with innovation, training, and connection** to improve both **profitability** and **sustainability** in small-scale forestry.

Elena Moreno, manager of the Laurus network, commented that the rapid growth of the Laurus Network—now connecting over 300 members from nearly 260 organizations across 59 countries—highlights the strong interest in small-scale forestry. She added that with the dedicated digital platform and new social media channels, “the Laurus Network is building a vibrant community to share project results, foster collaboration, and scale profitability and innovation across Europe and beyond”.

The network offers exclusive access to resources and a private members' area through the registration portal, as the webinar.

Its services include practical, specialised training and webinars designed to improve the decision-making skills of technical staff in forest owners' organisations. It also provides access to new business models ideas, and opportunities that enhance both the profitability and sustainability of the forest holdings as well as connections through networking and community-driven support with managers who are already successfully implementing innovative approaches that combine profitability with sustainability.

For further information about the webinar and this initiative, visit: [www.laurusnetwork.eu](http://www.laurusnetwork.eu)

**About SMURF:** The SMURF project, aligned with the EU's Forest Strategy, promotes sustainable forest management through innovative Closer to Nature Sylviculture practices (CNS) and a harmonized European Payment for Ecosystem Services (PES) system. By tailoring solutions for small forest properties, SMURF enhances carbon farming, biodiversity, and forest product valorization. With a multidisciplinary approach and diverse stakeholder engagement, SMURF provides holistic sustainability solutions across the forest-based value chain. Ten organizations from Spain, Belgium, Italy, France, Portugal, and Denmark collaborate with a translational, multidisciplinary, and multi-actor approach. This project is granted by the European Research Executive Agency (REA) under the Horizon Europe program.

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