Forest Finland | Communication platform of the Finnish forest sector



Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.

Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything.Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.

DETAILS

HERKUNFT DES HOLZES

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ART DES HOLZES

--

ART DES BETROFFENEN HOLZES

--

AUSWIRKUNGEN AUF UMWELT UND BIODIVERSITäT

--

EINKOMMENSEFFEKT

--

VERWERTUNGSPOTENZIAL

--

NABE

Nördliches Drehkreuz

WIRTSCHAFTLICHE AUSWIRKUNGEN

--

SPEZIFISCHES WISSEN ERFORDERLICH

--

MOBILISIERUNGSPOTENZIAL

--

POTENZIAL FüR NACHHALTIGKEIT - WERT

Sehr positiv

LEICHTE IMPLEMENTIERUNG

--

LEICHTE IMPLEMENTIERUNG - BEWERTUNG

--

WICHTIGE VORAUSSETZUNGEN

--

ART DER VERANSTALTUNG, AUF DER DIESE BPI VORGESTELLT WURDE

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ARBEITSPLATZEFFEKT

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KOSTEN DER IMPLEMENTIERUNG (EURO - €)

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MEHR DETAILS

ANGESPROCHENE HERAUSFORDERUNG

7. Erhöhung des öffentlichen Bewusstseins, der sozialen Akzeptanz und der politischen Unterstützung für die Forstwirtschaft

DOMäNE

Bildung und Ausbildung

ART DER LöSUNG

Bewusstseinsbildung, Aufklärungskampagnen

SCHLüSSELWöRTER

--

DIGITALE LöSUNG

Ja

INNOVATION

Ja

HERKUNFTSLAND

Finnland

UMFANG DER ANWENDUNG

National

ANFANGS- UND ENDJAHR

2020 -

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REFERENCES AND RESOURCES

HAUPT-WEBSITE

https://metsiensuomi.fi/in-english/

PROJEKT-WEBSITE

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PROJEKT-REFERENZ

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RESSOURCEN

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LOGO DER BEST PRACTICE

LOGO DER HAUPTORGANISATION

PROJEKT, IN DESSEN RAHMEN DIESES FACTSHEET ERSTELLT WURDE

Rosewood 4.0

BEITRAGSDATUM

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY