KomSilva | Communication assistance and public relations in forestry



In KomSilva, tools for a goal-oriented and efficient discourse with forest owners are being developed. Target groups are stakeholders and organizations who activate and address forest owners. Mostly forestry associations should profit from the project, but also service providers and other stakeholders. Communication with forest owners is a key asset towards mobilization. Existing instruments are being adjusted and new tools like online-training, online-consulting concepts and social media strategies for consulting and communication are being created and already successfully tested.

Existing instruments for approaching forest owners and communicate with them are being investigated and evaluated according to their effectiveness. Thereby, a collaborative approach is being pursued. It comprises an advisory committee with experts from practice and an active involvement via interviews, a large-scale online-survey and workshops. Experiences in activating forest owners and in public relations are being collected and practicable factors of success are being identified. Arguments for the activation of forest owners are being developed to sensitize forestry associations also for the new task fields.

DETAILS

HERKUNFT DES HOLZES

Wald

ART DES HOLZES

Stammholz

ART DES BETROFFENEN HOLZES

All assortments

AUSWIRKUNGEN AUF UMWELT UND BIODIVERSITäT

Positive / Depending on management decisions

EINKOMMENSEFFEKT

Positive

VERWERTUNGSPOTENZIAL

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NABE

--

WIRTSCHAFTLICHE AUSWIRKUNGEN

More wood available

SPEZIFISCHES WISSEN ERFORDERLICH

Middle

MOBILISIERUNGSPOTENZIAL

Estimated 1 - 3 m³/ha

POTENZIAL FüR NACHHALTIGKEIT - WERT

--

LEICHTE IMPLEMENTIERUNG

Easy

LEICHTE IMPLEMENTIERUNG - BEWERTUNG

--

WICHTIGE VORAUSSETZUNGEN

Depending on regional forest laws

ART DER VERANSTALTUNG, AUF DER DIESE BPI VORGESTELLT WURDE

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ARBEITSPLATZEFFEKT

More forest thinnings and harvesting

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

Innovationsmanagement, digitale Hubs, Cluster, Verwertung (bereichsübergreifendl)

ART DER LöSUNG

Ausbildung, Bildungsmaßnahmen

SCHLüSSELWöRTER

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DIGITALE LöSUNG

Nein

INNOVATION

Nein

HERKUNFTSLAND

Deutschland

UMFANG DER ANWENDUNG

National

ANFANGS- UND ENDJAHR

2017 - 2020

KONTAKTDATEN

EIGENTüMER ODER AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

info@komsilva.de

www.komsilva.de

REPORTER

info@kwf-online.de

REFERENCES AND RESOURCES

HAUPT-WEBSITE

http://komsilva.de/

PROJEKT-WEBSITE

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PROJEKT-REFERENZ

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RESSOURCEN

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

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