WOODVETIA | Campaign for Swiss wood



Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland).

Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland). Point out the importance and the economic, ecological and social value of sustainable Swiss forest management. Presenting the diversity of forest-based industries, products and other services for society to the population. Demand enhancement for Swiss Wood and Swiss Wood products. Better impression of the different services provided by the Swiss forest management to the public. Raise awareness for the importance of a sustainable forest management and eligible silvicultural measures in Swiss forests. Making visible the different benefits for society (ex. climate change, CO2-mitigation, provision of drinkable water, protection against natural risks). Addressing the broad population and point out their importance in the context of the Swiss Wood mobilization with the link to the benefits of a sustainable forest management is an important issue to improve the wood mobilization in long-term and foresting the wood value-chain.

MEHR DETAILS

ANGESPROCHENE HERAUSFORDERUNG

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

DOMäNE

Forstbasierte Industrien, Bio-/ Kreislaufwirtschaft

Holzbau-Industrie

Bildung und Ausbildung

ART DER LöSUNG

Bewusstseinsbildung, Aufklärungskampagnen

SCHLüSSELWöRTER

Campaign

Swiss wood; Marketing

DIGITALE LöSUNG

Ja

INNOVATION

Ja

HERKUNFTSLAND

Schweiz

UMFANG DER ANWENDUNG

National

ANFANGS- UND ENDJAHR

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KONTAKTDATEN

EIGENTüMER ODER AUTOR

Federal for the Environment (FOEN)

Claire-Lise Suter

claire-lise.suter@bafu.admin.ch

https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html

REPORTER

BFH Berne University of Applied Sciences

Moritz Dreher

moritzkaspar.dreher@bfh.ch

REFERENCES AND RESOURCES

HAUPT-WEBSITE

https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia

PROJEKT-WEBSITE

https://www.woodvetia.ch

PROJEKT-REFERENZ

Woodvetia compaign

RESSOURCEN

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LOGO DER BEST PRACTICE

LOGO DER HAUPTORGANISATION



PROJEKT, IN DESSEN RAHMEN DIESES FACTSHEET ERSTELLT WURDE

Rosewood 4.0

BEITRAGSDATUM

11 Aug. 2021





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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

