

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

SCHLÜSSELWÖRTER

Campaign
Swiss wood; Marketing

HERKUNFTSLAND

Schweiz

DOMÄNE

Forstbasierte Industrien, Bio-/ Kreislaufwirtschaft
Holzbau-Industrie
Bildung und Ausbildung

DIGITALE LÖSUNG

Ja

UMFANG DER ANWENDUNG

National

ART DER LÖSUNG

Bewusstseinsbildung, Aufklärungskampagnen

INNOVATION

Ja

ANFANGS- UND ENDJAHR

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KONTAKTDATEN

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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 campaign

RESSOURCEN

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LOGO DER BEST
PRACTICE

LOGO DER HAUPTORGANISATION



PROJEKT, IN DESSEN RAHMEN DIESES FACTSHEET ERSTELLT WURDE

BEITRAGSDATUM

Rosewood 4.0

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

