

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	DOMÄNE	ART DER LÖSUNG
7. Erhöhung des öffentlichen Bewusstseins, der sozialen Akzeptanz und der politischen Unterstützung für die Forstwirtschaft	Forstbasierte Industrien, Bio-/ Kreislaufwirtschaft Holzbau-Industrie Bildung und Ausbildung	Bewusstseinsbildung, Aufklärungskampagnen
SCHLÜSSELWÖRTER	DIGITALE LÖSUNG	INNOVATION
Campaign Swiss wood; Marketing	Ja	Ja
HERKUNFTSLAND	UMFANG DER ANWENDUNG	ANFANGS- UND ENDJAHR
Schweiz	National	--

KONTAKTDATEN

EIGENTÜMER ODER AUTOR

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

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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

