Think Wood | Info campaign of the Norwegian forest sector



Think Woods purpose is to show how forests and trees can contribute in the fight against climate changes.

Never has the world had greater need for sustainable solutions. Think wood is an industry initiative from several companies and organizations within the Norwegian forest and wood industry. Together, we want to show how forests and trees can contribute in the fight against climate changes. Since its inception in 2019, the project has developed a number of articles and films, which easily and engagingly show what kind of products can be made of wood. Everything that is currently made of oil can in principle also be made of wood – and that with far lower emissions. The overall goal of the initiative is to show people why forests and wood are an important part of the climate solution. If we are going to achieve the UN's sustainable climate goals, consumers, businesses, and politicians must actively choose renewable resources, such as wood, over non-renewable resources like petroleum and coal. Wood is the future. Not only as a resource, but as a green job creator all over Norway.

DETAILS

ORIGIN OF WOOD

--

TYPE OF WOOD

--

KIND OF WOOD CONCERNED

--

IMPACT ON ENVIRONMENT & BIODIVERSITY

--

INCOME EFFECT

--

EXPLOITATION POTENTIAL

--

HUB

Northern Hub

ECONOMIC IMPACT

--

SPECIFIC KNOWLEDGE NEEDED

--

MOBILIZATION POTENTIAL

--

SUSTAINABILITY POTENTIAL - VALUE

Positive

EASE OF IMPLEMENTATION

--

EASE OF IMPLEMENTATION - EVALUATION

Medium

KEY PREREQUISITES

--

TYPE OF EVENT WHERE THIS BPI HAS BEEN FEATURED

--

JOB EFFECT

--

COSTS OF IMPLEMENTATION (EURO - €)

--

MORE DETAILS

CHALLENGE ADDRESSED

1.- Improve forest resilience and adaption to climate change

DOMAIN

Education and training

TYPE OF SOLUTION

Awareness, educational campaigns

KEYWORDS

Information

Education

climat change

DIGITAL SOLUTION

No

INNOVATION

No

COUNTRY OF ORIGIN

Norway

SCALE OF APPLICATION

National

START AND END YEAR

2019 -

CONTACT DATA

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REFERENCES AND RESOURCES

MAIN WEBSITE

https://www.tenktre.no/

PROJECT WEBSITE

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PROJECT REFERENCE

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RESOURCES

Video

LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION

PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood 4.0

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY