Forest Finland | Communication platform of the Finnish forest sector



Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.

Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything.Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.

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

Very Positive

EASE OF IMPLEMENTATION

--

EASE OF IMPLEMENTATION - EVALUATION

--

KEY PREREQUISITES

--

TYPE OF EVENT WHERE THIS BPI HAS BEEN FEATURED

--

JOB EFFECT

--

COSTS OF IMPLEMENTATION (EURO - €)

--

MORE DETAILS

CHALLENGE ADDRESSED

7.- Raise public awareness, social acceptance and political support for forestry

DOMAIN

Education and training

TYPE OF SOLUTION

Awareness, educational campaigns

KEYWORDS

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DIGITAL SOLUTION

Yes

INNOVATION

Yes

COUNTRY OF ORIGIN

Finland

SCALE OF APPLICATION

National

START AND END YEAR

2020 -

CONTACT DATA

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REFERENCES AND RESOURCES

MAIN WEBSITE

https://metsiensuomi.fi/in-english/

PROJECT WEBSITE

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PROJECT REFERENCE

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RESOURCES

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LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION

PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood 4.0

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