Wood is first



Promotion campaign for boosting the wood image as a material for improved life quality.

Wood is first is a promotion campaign initiated by Croatian Chamber of Commerce, implemented with Ministry of Agriculture, Directorate for forestry, hunting and wood processing industry and Croatian Forests Ltd. Campaign was initiated in 2007 with the aim to raise awareness about wood as renewable material, promote and increase use of wood and increase competitiveness of wood processing industry in Croatia. Activities included promotion on fairs and calls for designers and architects to submit their design of wood products (furniture and other equipment).

Campaign had good results and attitude towards wood in everyday use is positively changed through press conferences, database of wood products producers (furniture, woody biomass, wood for construction, other) establishment, catalogue of wood processing companies and their products, info booklet about socially responsible public procurement (emphasis is on using wood products, green public procurement, certification of wood products), info booklet about public procurement of wood products, info booklet about wood pellets

DETAILS

ORIGIN OF WOOD

--

TYPE OF WOOD

--

KIND OF WOOD CONCERNED

--

IMPACT ON ENVIRONMENT & BIODIVERSITY

--

INCOME EFFECT

--

EXPLOITATION POTENTIAL

--

HUB

South-East Hub

ECONOMIC IMPACT

--

SPECIFIC KNOWLEDGE NEEDED

--

MOBILIZATION POTENTIAL

--

SUSTAINABILITY POTENTIAL - VALUE

Very Positive

EASE OF IMPLEMENTATION

--

EASE OF IMPLEMENTATION - EVALUATION

Very Easy

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

Products, markets, trade

TYPE OF SOLUTION

Awareness, educational campaigns

KEYWORDS

--

DIGITAL SOLUTION

--

INNOVATION

No

COUNTRY OF ORIGIN

Croatia

SCALE OF APPLICATION

National

START AND END YEAR

2007 -

CONTACT DATA

OWNER OR AUTHOR

Croatian Chamber of Commerce

hgk@hgk.hr

REPORTER

Competence Centre Ltd. for research and development

Phd Ivan Ambroš

ambros@cekom.hr

REFERENCES AND RESOURCES

MAIN WEBSITE

https://www.hgk.hr/

PROJECT WEBSITE

--

PROJECT REFERENCE

--

RESOURCES

--

PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood

POST DATE

1 Oct 2019

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY