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.

MORE DETAILS

CHALLENGE ADDRESSED

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

DOMAIN

Forest-based bio/circular economy

Wood construction industry

Education and training

TYPE OF SOLUTION

Awareness, educational campaigns

KEYWORDS

Campaign

Swiss wood; Marketing

DIGITAL SOLUTION

Yes

INNOVATION

Yes

COUNTRY OF ORIGIN

Switzerland

SCALE OF APPLICATION

National

START AND END YEAR

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CONTACT DATA

OWNER OR AUTHOR

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REFERENCES AND RESOURCES

MAIN WEBSITE

https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia

PROJECT WEBSITE

https://www.woodvetia.ch

PROJECT REFERENCE

Woodvetia compaign

RESOURCES

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LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION

SCHWEIZER HOLZ

PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood 4.0

POST DATE

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

cesefor
Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León