

## 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.

## DETALLES

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ORIGEN DE LA MADERA

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TIPO DE MADERA

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TIPO DE MADERA AFECTADA

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IMPACTO EN EL MEDIO AMBIENTE Y LA BIODIVERSIDAD

--

EFFECTO SOBRE LOS INGRESOS

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POTENCIAL DE EXPLOTACIÓN

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HUB

Eje Norte

IMPACTO ECONÓMICO

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CONOCIMIENTOS ESPECÍFICOS NECESARIOS

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POTENCIAL DE MOVILIZACIÓN

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POTENCIAL DE SOSTENIBILIDAD - VALOR

Positivo

FACILIDAD DE APLICACIÓN

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FACILIDAD DE IMPLEMENTACIÓN - EVALUACIÓN

Medio

PREREQUISITOS CLAVE

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TIPO DE EVENTO EN EL QUE SE HA PRESENTADO ESTA IFS

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EFFECTO SOBRE EL EMPLEO

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COSTES DE IMPLEMENTACIÓN (EURO - €)

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## MÁS DETALLES

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### RETO ABORDADO

1. Mejorar la resistencia y la adaptación de los bosques al cambio climático

### DOMINIO

Educación y formación

### TIPO DE SOLUCIÓN

Sensibilización, campañas educativas

### PALABRAS CLAVE

Information

Education

climat change

### SOLUCIÓN DIGITAL

No

### INNOVACIÓN

No

### PAÍS DE ORIGEN

Noruega

### ESCALA DE APLICACIÓN

Nacional

### AÑO DE INICIO Y FIN

2019 -

## DATOS DE CONTACTO

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### PROPIETARIO O AUTOR

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### REPORTADOR

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## REFERENCES AND RESOURCES

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### SITIO WEB PRINCIPAL

<https://www.tenktre.no/>

### SITIO WEB DEL PROYECTO

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### REFERENCIA DEL PROYECTO

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### RECURSOS

**Video**

LOGO DE LA BUENA PRÁCTICA

LOGOTIPO DE LA ORGANIZACIÓN PRINCIPAL



PROYECTO BAJO EL QUE SE HA CREADO ESTA FICHA

Rosewood 4.0

FECHA DE MENSAJE

16 Dic 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

