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

ORIGEN DE LA MADERA

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TIPO DE MADERA

--

TIPO DE MADERA AFECTADA

--

IMPACTO EN EL MEDIO AMBIENTE Y LA BIODIVERSIDAD

--

EFECTO SOBRE LOS INGRESOS

--

POTENCIAL DE EXPLOTACIóN

--

HUB

Eje Norte

IMPACTO ECONóMICO

--

CONOCIMIENTOS ESPECíFICOS NECESARIOS

--

POTENCIAL DE MOVILIZACIóN

--

POTENCIAL DE SOSTENIBILIDAD - VALOR

Positivo

FACILIDAD DE APLICACIóN

--

FACILIDAD DE IMPLEMENTACIóN - EVALUACIóN

Medio

PREREQUISITOS CLAVE

--

TIPO DE EVENTO EN EL QUE SE HA PRESENTADO ESTA IFS

--

EFECTO SOBRE EL EMPLEO

--

COSTES DE IMPLEMENTACIóN (EURO - €)

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MáS DETALLES

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

PROPIETARIO O AUTOR

www.tenktre.no/

Øyvind Wang

oyvind.wang@skog.no

https://www.tenktre.no/

REPORTADOR

Tretorget Ltd

Ola Rostad

ola@tretorget.no

REFERENCES AND RESOURCES

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

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY