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.

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

Muy positivo

FACILIDAD DE APLICACIóN

--

FACILIDAD DE IMPLEMENTACIóN - EVALUACIóN

--

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

7. Aumentar la conciencia pública, la aceptación social y el apoyo político a la silvicultura

DOMINIO

Educación y formación

TIPO DE SOLUCIóN

Sensibilización, campañas educativas

PALABRAS CLAVE

--

SOLUCIóN DIGITAL

Sí

INNOVACIóN

Si

PAíS DE ORIGEN

Finlandia

ESCALA DE APLICACIóN

Nacional

AñO DE INICIO Y FIN

2020 -

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REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL

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

SITIO WEB DEL PROYECTO

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REFERENCIA DEL PROYECTO

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RECURSOS

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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