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

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 Sureste

IMPACTO ECONóMICO

--

CONOCIMIENTOS ESPECíFICOS NECESARIOS

--

POTENCIAL DE MOVILIZACIóN

--

POTENCIAL DE SOSTENIBILIDAD - VALOR

Muy positivo

FACILIDAD DE APLICACIóN

--

FACILIDAD DE IMPLEMENTACIóN - EVALUACIóN

Very Easy

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

Productos, mercados, comercio

TIPO DE SOLUCIóN

Sensibilización, campañas educativas

PALABRAS CLAVE

--

SOLUCIóN DIGITAL

--

INNOVACIóN

No

PAíS DE ORIGEN

Croacia

ESCALA DE APLICACIóN

Nacional

AñO DE INICIO Y FIN

2007 -

DATOS DE CONTACTO

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REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL

https://www.hgk.hr/

SITIO WEB DEL PROYECTO

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REFERENCIA DEL PROYECTO

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RECURSOS

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PROYECTO BAJO EL QUE SE HA CREADO ESTA FICHA

Rosewood

FECHA DE MENSAJE

1 Oct 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY