

## KomSilva | Communication assistance and public relations in forestry



der KomSilva-Leitfaden

In KomSilva, tools for a goal-oriented and efficient discourse with forest owners are being developed. Target groups are stakeholders and organizations who activate and address forest owners. Mostly forestry associations should profit from the project, but also service providers and other stakeholders. Communication with forest owners is a key asset towards mobilization. Existing instruments are being adjusted and new tools like online-training, online-consulting concepts and social media strategies for consulting and communication are being created and already successfully tested.

Existing instruments for approaching forest owners and communicate with them are being investigated and evaluated according to their effectiveness. Thereby, a collaborative approach is being pursued. It comprises an advisory committee with experts from practice and an active involvement via interviews, a large-scale online-survey and workshops. Experiences in activating forest owners and in public relations are being collected and practicable factors of success are being identified. Arguments for the activation of forest owners are being developed to sensitize forestry associations also for the new task fields.

## DETALLES

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### ORIGEN DE LA MADERA

Bosque

### TIPO DE MADERA

Madera en rollo

### TIPO DE MADERA AFECTADA

All assortments

### IMPACTO EN EL MEDIO AMBIENTE Y LA BIODIVERSIDAD

Positive / Depending on management decisions

### EFFECTO SOBRE LOS INGRESOS

Positive

### POTENCIAL DE EXPLOTACIÓN

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### HUB

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### IMPACTO ECONÓMICO

More wood available

### CONOCIMIENTOS ESPECÍFICOS NECESARIOS

Middle

### POTENCIAL DE MOVILIZACIÓN

Estimated 1 - 3 m<sup>3</sup>/ha

### POTENCIAL DE SOSTENIBILIDAD - VALOR

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### FACILIDAD DE APLICACIÓN

Easy

### FACILIDAD DE IMPLEMENTACIÓN - EVALUACIÓN

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### PREREQUISITOS CLAVE

Depending on regional forest laws

### TIPO DE EVENTO EN EL QUE SE HA PRESENTADO ESTA IFS

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### EFFECTO SOBRE EL EMPLEO

More forest thinnings and harvesting

### COSTES DE IMPLEMENTACIÓN (EURO - €)

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## MÁS DETALLES

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### RETO ABORDADO

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

### DOMINIO

Educación y formación  
Gestión de la innovación, hubs digitales, clusters, explotación (transversal)

### TIPO DE SOLUCIÓN

Formación, acciones educativas

### PALABRAS CLAVE

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### SOLUCIÓN DIGITAL

No

### INNOVACIÓN

No

### PAÍS DE ORIGEN

Alemania

### ESCALA DE APLICACIÓN

Nacional

### AÑO DE INICIO Y FIN

2017 - 2020

## DATOS DE CONTACTO

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### PROPIETARIO O AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

### REPORTADOR

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## REFERENCES AND RESOURCES

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### SITIO WEB PRINCIPAL

<http://komsilva.de/>

### RECURSOS

**KomSilva Guidebook (Leitfaden - in German)**

### SITIO WEB DEL PROYECTO

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**KomSilva YouTube channel**

### REFERENCIA DEL PROYECTO

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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

18 Nov 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

