KomSilva | Communication assistance and public relations in forestry



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

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

EFECTO SOBRE LOS INGRESOS

Positive

POTENCIAL DE EXPLOTACIóN

--

HUB

--

IMPACTO ECONóMICO

More wood available

CONOCIMIENTOS ESPECíFICOS NECESARIOS

Middle

POTENCIAL DE MOVILIZACIóN

Estimated 1 - 3 m³/ha

POTENCIAL DE SOSTENIBILIDAD - VALOR

--

FACILIDAD DE APLICACIóN

Easy

FACILIDAD DE IMPLEMENTACIóN - EVALUACIóN

--

PREREQUISITOS CLAVE

Depending on regional forest laws

TIPO DE EVENTO EN EL QUE SE HA PRESENTADO ESTA IFS

--

EFECTO SOBRE EL EMPLEO

More forest thinnings and harvesting

COSTES DE IMPLEMENTACIóN (EURO - €)

--

MáS DETALLES

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

--

SOLUCIóN DIGITAL

No

INNOVACIóN

No

PAíS DE ORIGEN

Alemania

ESCALA DE APLICACIóN

Nacional

AñO DE INICIO Y FIN

2017 - 2020

DATOS DE CONTACTO

PROPIETARIO O AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

info@komsilva.de

www.komsilva.de

REPORTADOR

info@kwf-online.de

REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL

http://komsilva.de/

SITIO WEB DEL PROYECTO

--

REFERENCIA DEL PROYECTO

--

RECURSOS

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY