WOODVETIA | Campaign for Swiss wood



Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland).

Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland). Point out the importance and the economic, ecological and social value of sustainable Swiss forest management. Presenting the diversity of forest-based industries, products and other services for society to the population. Demand enhancement for Swiss Wood and Swiss Wood products. Better impression of the different services provided by the Swiss forest management to the public. Raise awareness for the importance of a sustainable forest management and eligible silvicultural measures in Swiss forests. Making visible the different benefits for society (ex. climate change, CO2-mitigation, provision of drinkable water, protection against natural risks). Addressing the broad population and point out their importance in the context of the Swiss Wood mobilization with the link to the benefits of a sustainable forest management is an important issue to improve the wood mobilization in long-term and foresting the wood value-chain.

MáS DETALLES

RETO ABORDADO

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

DOMINIO

Industrias forestales, economía biocircular

Industria de la construcción con madera

Educación y formación

TIPO DE SOLUCIóN

Sensibilización, campañas educativas

PALABRAS CLAVE

Campaign

Swiss wood; Marketing

SOLUCIóN DIGITAL

Sí

INNOVACIóN

Si

PAíS DE ORIGEN

Suiza

ESCALA DE APLICACIóN

Nacional

AñO DE INICIO Y FIN

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REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL

https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia

SITIO WEB DEL PROYECTO

https://www.woodvetia.ch

REFERENCIA DEL PROYECTO

Woodvetia compaign

RECURSOS

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LOGO DE LA BUENA PRáCTICA

LOGOTIPO DE LA ORGANIZACIóN PRINCIPAL

SCHWEIZER HOLZ

PROYECTO BAJO EL QUE SE HA CREADO ESTA FICHA

Rosewood 4.0

FECHA DE MENSAJE

11 Ago 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

cesefor
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