

## 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

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### 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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## DATOS DE CONTACTO

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### PROPIETARIO O AUTOR

Federal for the Environment (FOEN)

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<https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html>

### REPORTADOR

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## REFERENCES AND RESOURCES

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### SITIO WEB PRINCIPAL

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

### RECURSOS

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### SITIO WEB DEL PROYECTO

<https://www.woodvetia.ch>

### REFERENCIA DEL PROYECTO

Woodvetia campaign

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

