Forest Finland | Communication platform of the Finnish forest sector



Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.

Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything.Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.

DéTAILS

ORIGINE DU BOIS

--

TYPE DE BOIS

--

TYPE DE BOIS CONCERNé

--

IMPACT SUR L'ENVIRONNEMENT ET LA BIODIVERSITé

--

EFFET SUR LE REVENU

--

POTENTIEL D'EXPLOITATION

--

HUB

Pôle Nord

IMPACT éCONOMIQUE

--

CONNAISSANCES SPéCIFIQUES REQUISES

--

POTENTIEL DE MOBILISATION

--

POTENTIEL DE DURABILITé - VALEUR

Très positif

FACILITé D'IMPLéMENTATION

--

FACILITé D'IMPLéMENTATION - ÉVALUATION

--

PRéREQUIS CLéS

--

TYPE D'éVéNEMENT Où CETTE ICPE A éTé PRéSENTéE

--

EFFET SUR L'EMPLOI

--

COûTS D'IMPLéMENTATION (EURO - €)

--

PLUS DE DéTAILS

DéFI CONCERNé

7. Augmenter la sensibilisation du public, l'acceptation sociale et le soutien politique pour la foresterie

DOMAINE

Education et formation

TYPE DE SOLUTION

Campagnes de sensibilisation, d'éducation

MOTS-CLéS

--

SOLUTION DIGITALE

Oui

INNOVATION

Oui

PAYS D'ORIGINE

Finlande

ECHELLE D'APPLICATION

Nationale

DéBUT ET FIN D'ANNéE

2020 -

INFORMATIONS DE CONTACT

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REFERENCES AND RESOURCES

SITE WEB PRINCIPAL

https://metsiensuomi.fi/in-english/

SITE WEB DU PROJET

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RéFéRENCE DU PROJET

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RESSOURCES

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LOGO DE LA BONNE PRATIQUE

LOGO DE L'ORGANISATION PRINCIPALE

PROJET SOUS LEQUEL CETTE FICHE D'INFORMATION A éTé CRééE

Rosewood 4.0

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