Wood is first



Promotion campaign for boosting the wood image as a material for improved life quality.

Wood is first is a promotion campaign initiated by Croatian Chamber of Commerce, implemented with Ministry of Agriculture, Directorate for forestry, hunting and wood processing industry and Croatian Forests Ltd. Campaign was initiated in 2007 with the aim to raise awareness about wood as renewable material, promote and increase use of wood and increase competitiveness of wood processing industry in Croatia. Activities included promotion on fairs and calls for designers and architects to submit their design of wood products (furniture and other equipment).

Campaign had good results and attitude towards wood in everyday use is positively changed through press conferences, database of wood products producers (furniture, woody biomass, wood for construction, other) establishment, catalogue of wood processing companies and their products, info booklet about socially responsible public procurement (emphasis is on using wood products, green public procurement, certification of wood products), info booklet about public procurement of wood products, info booklet about wood pellets

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 Sud-Est

IMPACT éCONOMIQUE

--

CONNAISSANCES SPéCIFIQUES REQUISES

--

POTENTIEL DE MOBILISATION

--

POTENTIEL DE DURABILITé - VALEUR

Très positif

FACILITé D'IMPLéMENTATION

--

FACILITé D'IMPLéMENTATION - ÉVALUATION

Very Easy

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

Produits, marchés, commerce

TYPE DE SOLUTION

Campagnes de sensibilisation, d'éducation

MOTS-CLéS

--

SOLUTION DIGITALE

--

INNOVATION

Non

PAYS D'ORIGINE

Croatie

ECHELLE D'APPLICATION

Nationale

DéBUT ET FIN D'ANNéE

2007 -

INFORMATIONS DE CONTACT

PROPRIéTAIRE OU AUTEUR

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REFERENCES AND RESOURCES

SITE WEB PRINCIPAL

https://www.hgk.hr/

SITE WEB DU PROJET

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RéFéRENCE DU PROJET

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RESSOURCES

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PROJET SOUS LEQUEL CETTE FICHE D'INFORMATION A éTé CRééE

Rosewood

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY