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.

DéTAILS

ORIGINE DU BOIS

Forêt

TYPE DE BOIS

Grume

TYPE DE BOIS CONCERNé

All assortments

IMPACT SUR L'ENVIRONNEMENT ET LA BIODIVERSITé

Positive / Depending on management decisions

EFFET SUR LE REVENU

Positive

POTENTIEL D'EXPLOITATION

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HUB

--

IMPACT éCONOMIQUE

More wood available

CONNAISSANCES SPéCIFIQUES REQUISES

Middle

POTENTIEL DE MOBILISATION

Estimated 1 - 3 m³/ha

POTENTIEL DE DURABILITé - VALEUR

--

FACILITé D'IMPLéMENTATION

Easy

FACILITé D'IMPLéMENTATION - ÉVALUATION

--

PRéREQUIS CLéS

Depending on regional forest laws

TYPE D'éVéNEMENT Où CETTE ICPE A éTé PRéSENTéE

--

EFFET SUR L'EMPLOI

More forest thinnings and harvesting

COûTS D'IMPLéMENTATION (EURO - €)

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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

Gestion de l'innovation, hubs digitaux, clusters, exploitation (transversale)

TYPE DE SOLUTION

Formation, actions d'éducation

MOTS-CLéS

--

SOLUTION DIGITALE

Non

INNOVATION

Non

PAYS D'ORIGINE

Allemagne

ECHELLE D'APPLICATION

Nationale

DéBUT ET FIN D'ANNéE

2017 - 2020

INFORMATIONS DE CONTACT

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REFERENCES AND RESOURCES

SITE WEB PRINCIPAL

http://komsilva.de/

SITE WEB DU PROJET

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RéFéRENCE DU PROJET

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RESSOURCES

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

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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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

