

## 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.

## PLUS DE DÉTAILS

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<b>DÉFI CONCERNÉ</b>	<b>DOMAINE</b>	<b>TYPE DE SOLUTION</b>
7. Augmenter la sensibilisation du public, l'acceptation sociale et le soutien politique pour la foresterie	Industries basées sur la forêt, bioéconomie, économie circulaire Industrie du bois de construction Education et formation	Campagnes de sensibilisation, d'éducation
<b>MOTS-CLÉS</b>	<b>SOLUTION DIGITALE</b>	<b>INNOVATION</b>
Campaign Swiss wood; Marketing	Oui	Oui
<b>PAYS D'ORIGINE</b>	<b>ECHELLE D'APPLICATION</b>	<b>DÉBUT ET FIN D'ANNÉE</b>
Suisse	Nationale	--

## INFORMATIONS DE CONTACT

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### PROPRIÉTAIRE OU AUTEUR

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>

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## REFERENCES AND RESOURCES

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### SITE WEB PRINCIPAL

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

### SITE WEB DU PROJET

<https://www.woodvetia.ch>

### RÉFÉRENCE DU PROJET

### RESSOURCES

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LOGO DE LA BONNE PRATIQUE

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LOGO DE L'ORGANISATION PRINCIPALE

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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

