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

DéFI CONCERNé

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

DOMAINE

Industries basées sur la forêt, bioéconomie, économie circulaire

Industrie du bois de construction

Education et formation

TYPE DE SOLUTION

Campagnes de sensibilisation, d'éducation

MOTS-CLéS

Campaign

Swiss wood; Marketing

SOLUTION DIGITALE

Oui

INNOVATION

Oui

PAYS D'ORIGINE

Suisse

ECHELLE D'APPLICATION

Nationale

DéBUT ET FIN D'ANNéE

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INFORMATIONS DE CONTACT

PROPRIéTAIRE OU AUTEUR

Federal for the Environment (FOEN)

Claire-Lise Suter

claire-lise.suter@bafu.admin.ch

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

RAPPORTEUR

BFH Berne University of Applied Sciences

Moritz Dreher

moritzkaspar.dreher@bfh.ch

REFERENCES AND RESOURCES

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

LOGO DE L'ORGANISATION PRINCIPALE

SCHWEIZER HOLZ

PROJET SOUS LEQUEL CETTE FICHE D'INFORMATION A éTé CRééE

Rosewood 4.0

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Link to Rosewood 4.0

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

cesefor
Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León