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.

DETALJI

PODRIJETLO DRVA

--

VRSTA DRVA

--

ODGOVARAJUĆA VRSTA DRVA

--

UTJECAJ NA OKOLIŠ I BIORAZNOLIKOST

--

UČINAK NA PRIHOD

--

POTENCIJAL ISKORISTIVOSTI

--

SREDIŠTE

Sjeverno središte

GOSPODARSKI UČINAK

--

POTREBNA POSEBNA ZNANJA

--

POTENCIJAL ZA POVEĆANJE UPORABE DRVA

--

POTENCIJAL ODRŽIVOSTI - VRIJEDNOST

Vrlo pozitivno

JEDNOSTAVNOST PROVEDBE

--

JEDNOSTAVNOST PROVEDBE - EVALUACIJA

--

KLJUČNI PREDUVJETI

--

VRSTA DOGAĐAJA NA KOJEM JE PRIKAZAN OVAJ BPI

--

UČINAK NA ZAPOŠLJIVOST

--

TROŠKOVI PROVEDBE (EURO - €)

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VIŠE DETALJA

IZAZOV

7. Jačanje svijesti javnosti, društvene prihvatljivosti i političke potpore šumarstvu

DOMENA

Edukacije i obučavanje

VRSTA RJEŠENJA

Svijest, promoviranje educiranja

KLJUČNE RIJEČI

--

DIGITALNO RJEŠENJE

Da

INOVACIJA

Da

ZEMLJA PODRIJETLA

Finska

PODRUČJE PRIMJENE

Nacionalna

POČETAK I KRAJ GODINE

2020 -

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REFERENCES AND RESOURCES

GLAVNA WEB STRANICA

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

WEB STRANICA PROJEKTA

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REFERENCA PROJEKTA

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IZVORI

--

LOGO PRIMJERA DOBRE PRAKSE

LOGO GLAVNE ORGANIZACIJE



PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

Rosewood 4.0

DATUM UNOSA

17 pro 2021





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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

