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

DETALJI

PODRIJETLO DRVA

--

VRSTA DRVA

--

ODGOVARAJUĆA VRSTA DRVA

--

UTJECAJ NA OKOLIŠ I BIORAZNOLIKOST

--

UČINAK NA PRIHOD

--

POTENCIJAL ISKORISTIVOSTI

--

SREDIŠTE

Jugoistočno čvorište

GOSPODARSKI UČINAK

--

POTREBNA POSEBNA ZNANJA

--

POTENCIJAL ZA POVEĆANJE UPORABE DRVA

--

POTENCIJAL ODRŽIVOSTI - VRIJEDNOST

Vrlo pozitivno

JEDNOSTAVNOST PROVEDBE

--

JEDNOSTAVNOST PROVEDBE - EVALUACIJA

Very Easy

KLJUČNI PREDUVJETI

--

VRSTA DOGAĐAJA NA KOJEM JE PRIKAZAN OVAJ BPI

--

UČINAK NA ZAPOŠLJIVOST

--

TROŠKOVI PROVEDBE (EURO - €)

--

VIŠE DETALJA

IZAZOV

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

DOMENA

Proizvodi, tržišta, razmjena

VRSTA RJEŠENJA

Svijest, promoviranje educiranja

KLJUČNE RIJEČI

--

DIGITALNO RJEŠENJE

--

INOVACIJA

Ne

ZEMLJA PODRIJETLA

Hrvatska

PODRUČJE PRIMJENE

Nacionalna

POČETAK I KRAJ GODINE

2007 -

KONTAKT PODATCI

VLASNIK ILI AUTOR

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IZVJESTITELJ

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REFERENCES AND RESOURCES

GLAVNA WEB STRANICA

https://www.hgk.hr/

WEB STRANICA PROJEKTA

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REFERENCA PROJEKTA

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IZVORI

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PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

Rosewood

DATUM UNOSA

1 lis 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY