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.

DETALJI

PODRIJETLO DRVA

Šuma

VRSTA DRVA

Deblo

ODGOVARAJUĆA VRSTA DRVA

All assortments

UTJECAJ NA OKOLIŠ I BIORAZNOLIKOST

Positive / Depending on management decisions

UČINAK NA PRIHOD

Positive

POTENCIJAL ISKORISTIVOSTI

--

SREDIŠTE

--

GOSPODARSKI UČINAK

More wood available

POTREBNA POSEBNA ZNANJA

Middle

POTENCIJAL ZA POVEĆANJE UPORABE DRVA

Estimated 1 - 3 m³/ha

POTENCIJAL ODRŽIVOSTI - VRIJEDNOST

--

JEDNOSTAVNOST PROVEDBE

Easy

JEDNOSTAVNOST PROVEDBE - EVALUACIJA

--

KLJUČNI PREDUVJETI

Depending on regional forest laws

VRSTA DOGAĐAJA NA KOJEM JE PRIKAZAN OVAJ BPI

--

UČINAK NA ZAPOŠLJIVOST

More forest thinnings and harvesting

TROŠKOVI PROVEDBE (EURO - €)

--

VIŠE DETALJA

IZAZOV

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

DOMENA

Edukacije i obučavanje

Upravljanje inovacijama, digitalni centri, klasteri, eksploatacija (transverzalno)

VRSTA RJEŠENJA

Trening, edukativne akcije

KLJUČNE RIJEČI

--

DIGITALNO RJEŠENJE

Ne

INOVACIJA

Ne

ZEMLJA PODRIJETLA

Njemačka

PODRUČJE PRIMJENE

Nacionalna

POČETAK I KRAJ GODINE

2017 - 2020

KONTAKT PODATCI

VLASNIK ILI AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

info@komsilva.de

www.komsilva.de

IZVJESTITELJ

info@kwf-online.de

REFERENCES AND RESOURCES

GLAVNA WEB STRANICA

http://komsilva.de/

WEB STRANICA PROJEKTA

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REFERENCA PROJEKTA

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IZVORI

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGO PRIMJERA DOBRE PRAKSE

LOGO GLAVNE ORGANIZACIJE

PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

Rosewood 4.0

DATUM UNOSA

18 stu 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY