

## KomSilva | Communication assistance and public relations in forestry



der KomSilva-Leitfaden

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

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### 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

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### SREDIŠTE

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### GOSPODARSKI UČINAK

More wood available

### POTREBNA POSEBNA ZNANJA

Middle

### POTENCIJAL ZA POVEĆANJE UPORABE DRVA

Estimated 1 - 3 m<sup>3</sup>/ha

### POTENCIJAL ODRŽIVOSTI - VRIJEDNOST

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### JEDNOSTAVNOST PROVEDBE

Easy

### JEDNOSTAVNOST PROVEDBE - EVALUACIJA

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### KLJUČNI PREDUVJETI

Depending on regional forest laws

### VRSTA DOGAĐAJA NA KOJEM JE PRIKAZAN OVAJ BPI

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### UČINAK NA ZAPOŠLJIVOST

More forest thinnings and harvesting

### TROŠKOVI PROVEDBE (EURO - €)

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## VIŠE DETALJA

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### 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

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### DIGITALNO RJEŠENJE

Ne

### INOVACIJA

Ne

### ZEMLJA PODRIJETLA

Njemačka

### PODRUČJE PRIMJENE

Nacionalna

### POČETAK I KRAJ GODINE

2017 - 2020

## KONTAKT PODATCI

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### VLASNIK ILI AUTOR

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### IZVJESTITELJ

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## REFERENCES AND RESOURCES

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### GLAVNA WEB STRANICA

<http://komsilva.de/>

### IZVORI

**KomSilva Guidebook (Leitfaden - in German)**

### WEB STRANICA PROJEKTA

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**KomSilva YouTube channel**

### REFERENCA PROJEKTA

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LOGO PRIMJERA DOBRE PRAKSE

LOGO GLAVNE ORGANIZACIJE



PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

DATUM UNOSA

Rosewood 4.0

18 stu 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

