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.

VIŠE DETALJA

IZAZOV

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

DOMENA

Industrije utemeljene na šumama, bio / kružna ekonomija

Drvna građevinska industrija

Edukacije i obučavanje

VRSTA RJEŠENJA

Svijest, promoviranje educiranja

KLJUČNE RIJEČI

Campaign

Swiss wood; Marketing

DIGITALNO RJEŠENJE

Da

INOVACIJA

Da

ZEMLJA PODRIJETLA

Švicarska

PODRUČJE PRIMJENE

Nacionalna

POČETAK I KRAJ GODINE

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KONTAKT PODATCI

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

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REFERENCES AND RESOURCES

GLAVNA WEB STRANICA

https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia

WEB STRANICA PROJEKTA

https://www.woodvetia.ch

REFERENCA PROJEKTA

IZVORI

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LOGO PRIMJERA DOBRE PRAKSE

LOGO GLAVNE ORGANIZACIJE

PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

Rosewood 4.0

DATUM UNOSA

11 kol 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY