

## 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

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### IZAZOV

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

### DOMENA

Industrije utemeljene na šumama, bio / kružna ekonomija  
Drvena 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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### VLASNIK ILI AUTOR

Federal for the Environment (FOEN)

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

### IZVJESTITELJ

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## REFERENCES AND RESOURCES

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### 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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PROJEKT U OKVIRU KOJEG JE INFORMATIVNI LIST KREIRAN

Rosewood 4.0

DATUM UNOSA

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

