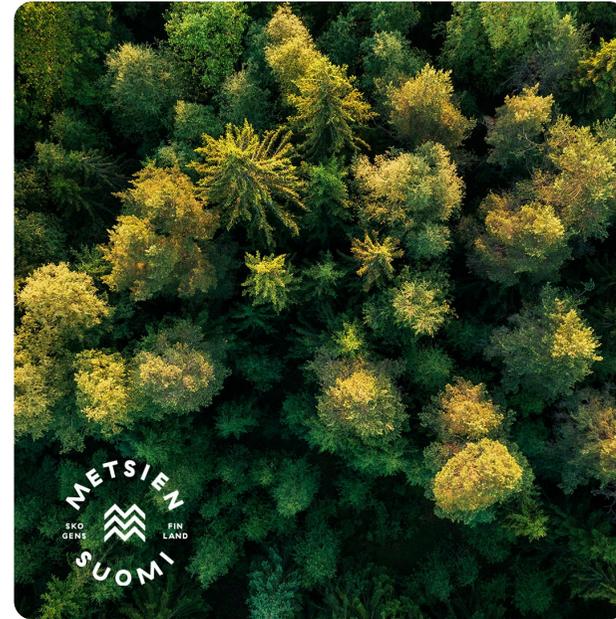


# Forest Finland | Communication platform of the Finnish forest sector



*Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.*

## Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything. Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.



## DETTAGLI

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### ORIGINE DEL LEGNO

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### TIPO DI LEGNO

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### TIPO DI LEGNO IN QUESTIONE

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### IMPATTO SULL'AMBIENTE E LA BIODIVERSITÀ

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### EFFETTO SUL REDDITO

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### POTENZIALE DI SFRUTTAMENTO

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### HUB

Polo Nord

### IMPATTO ECONOMICO

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### CONOSCENZE SPECIFICHE NECESSARIE

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### POTENZIALE DI MOBILITAZIONE

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### POTENZIALE SOSTENIBILITÀ - VALORE

Molto positivo

### FACILITÀ DI IMPLEMENTAZIONE

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### FACILITÀ DI IMPLEMENTAZIONE - VALUTAZIONE

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### PREREQUISITI CHIAVE

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### TIPO DI EVENTO IN CUI QUESTO BPI È STATO PRESENTATO

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### EFFETTO SUL LAVORO

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### I COSTI DI ATTUAZIONE (EURO - €)

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## PIÙ DETTAGLI

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### SFIDA RISOLTA

7. Sensibilizzare il pubblico, l'accettazione sociale e il sostegno politico per la silvicoltura

### DOMINIO

Istruzione e formazione

### TIPO DI SOLUZIONE

Di sensibilizzazione, campagne educative

### PAROLE CHIAVE

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### SOLUZIONE DIGITALE

Sì

### INNOVAZIONE

Sì

### PAESE D'ORIGINE

Finlandia

### SCALA DI APPLICAZIONE

Nazionale

### INIZIO E FINE ANNO

2020 -

## CONTATTI

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### PROPRIETARIO O AUTORE

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## REFERENCES AND RESOURCES

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### SITO PRINCIPALE

<https://metsiensuomi.fi/in-english/>

### SITO WEB DEL PROGETTO

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### PROGETTO DI RIFERIMENTO

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### RISORSE

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LOGO DELLE MIGLIORI PRATICHE

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LOGO DELLA PRINCIPALE ORGANIZZAZIONE

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PROGETTO NELL'AMBITO DEL QUALE QUESTA SCHEDA è STATA CREATA

Rosewood 4.0

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17 Dic 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

