

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.

PIÙ DETTAGLI

SFIDA RISOLTA 7. Sensibilizzare il pubblico, l'accettazione sociale e il sostegno politico per la silvicoltura	DOMINIO industrie forestali, bio / economia circolare industria delle costruzioni in legno Istruzione e formazione	TIPO DI SOLUZIONE Di sensibilizzazione, campagne educative
PAROLE CHIAVE Campaign Swiss wood; Marketing	SOLUZIONE DIGITALE Sì	INNOVAZIONE Sì
PAESE D'ORIGINE Svizzera	SCALA DI APPLICAZIONE Nazionale	INIZIO E FINE ANNO --

CONTATTI

PROPRIETARIO O AUTORE

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>

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REFERENCES AND RESOURCES

SITO PRINCIPALE

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

SITO WEB DEL PROGETTO

<https://www.woodvetia.ch>

PROGETTO DI RIFERIMENTO

Woodvetia campaign

RISORSE

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LOGO DELLE MIGLIORI
PRATICHE

LOGO DELLA PRINCIPALE
ORGANIZZAZIONE



PROGETTO NELL'AMBITO DEL QUALE QUESTA SCHEDA è STATA CREATA

Rosewood 4.0

DATA DI INSERIMENTO

11 Ago 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

