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

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CONTATTI

PROPRIETARIO O AUTORE

Federal for the Environment (FOEN)

Claire-Lise Suter

claire-lise.suter@bafu.admin.ch

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

REPORTER

BFH Berne University of Applied Sciences

Moritz Dreher

moritzkaspar.dreher@bfh.ch

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 compaign

RISORSE

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LOGO DELLE MIGLIORI PRATICHE

LOGO DELLA PRINCIPALE ORGANIZZAZIONE

SCHWEIZER HOLZ

PROGETTO NELL'AMBITO DEL QUALE QUESTA SCHEDA è STATA CREATA

Rosewood 4.0

DATA DI INSERIMENTO

11 Ago 2021

ROSEWOOD 4.0 Sustainable Wood for Europe

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

cesefor
Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León