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.

DETALJER

OPPRINNELSE FOR TRE

--

TYPE TRE

--

TYPE TRE INVOLVERT

--

PåVIRKNING På MILJø OG BIOLOGISK MANGFOLD

--

INNTEKTSEFFEKT

--

UTNYTTELSESPOTENSIAL

--

HUB

Northern Hub

ØKONOMISK PåVIRKNING

--

SPESIFIKKE KUNNSKAPSBEHOV

--

MOBILISERINGSPOTENSIAL

--

BæREKRAFTPOTENSIAL - VERDI

Veldig positivt

ENKEL IMPLEMENTERING

--

ENKEL IMPLEMENTERING - EVALUERING

--

VIKTIGE FORUTSETNINGER

--

TYPE BEGIVENHET DER DENNE BPI HAR BLITT OMTALT

--

EFFEKT På ARBEIDSPLASSER

--

KOSTNADER MED IMPLEMENTERING (EURO - €)

--

MER INFORMASJON

UTFORDRING ADRESSERT

7. Øke offentlig bevissthet, sosial aksept og politisk støtte til skogbruket

DOMENE

Undervisning og kurs

TYPE LØSNING

Bevissthet, pedagogiske kampanjer

NØKKELORD

--

DIGITAL LØSNING

Ja

INNOVASJON

Ja

OPPRINELSESLAND

Finland

POTENSIALE

Nasjonal

START OG SLUTT åR

2020 -

KONTAKT INFORMASJON

EIER ELLER FORFATTER

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REFERENCES AND RESOURCES

HJEMMESIDE (HOVEDSIDE)

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

PROSJEKTETS HJEMMESIDE

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REFERANSE TIL PROSJEKT

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RESSURSER

--

LOGO FOR BESTE PRAKSIS

LOGO FOR HOVEDORGANISASJON



PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood 4.0

INNLEGGSDATO

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

