Wood is first



Promotion campaign for boosting the wood image as a material for improved life quality.

Wood is first is a promotion campaign initiated by Croatian Chamber of Commerce, implemented with Ministry of Agriculture, Directorate for forestry, hunting and wood processing industry and Croatian Forests Ltd. Campaign was initiated in 2007 with the aim to raise awareness about wood as renewable material, promote and increase use of wood and increase competitiveness of wood processing industry in Croatia. Activities included promotion on fairs and calls for designers and architects to submit their design of wood products (furniture and other equipment).

Campaign had good results and attitude towards wood in everyday use is positively changed through press conferences, database of wood products producers (furniture, woody biomass, wood for construction, other) establishment, catalogue of wood processing companies and their products, info booklet about socially responsible public procurement (emphasis is on using wood products, green public procurement, certification of wood products), info booklet about public procurement of wood products, info booklet about wood pellets

DETALJER

OPPRINNELSE FOR TRE

--

TYPE TRE

--

TYPE TRE INVOLVERT

--

PåVIRKNING På MILJø OG BIOLOGISK MANGFOLD

--

INNTEKTSEFFEKT

--

UTNYTTELSESPOTENSIAL

--

HUB

Sørøst-knutepunkt

ØKONOMISK PåVIRKNING

--

SPESIFIKKE KUNNSKAPSBEHOV

--

MOBILISERINGSPOTENSIAL

--

BæREKRAFTPOTENSIAL - VERDI

Veldig positivt

ENKEL IMPLEMENTERING

--

ENKEL IMPLEMENTERING - EVALUERING

Very Easy

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

Produkter, marked, handel

TYPE LØSNING

Bevissthet, pedagogiske kampanjer

NØKKELORD

--

DIGITAL LØSNING

--

INNOVASJON

Nei

OPPRINELSESLAND

Kroatia

POTENSIALE

Nasjonal

START OG SLUTT åR

2007 -

KONTAKT INFORMASJON

EIER ELLER FORFATTER

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RAPPORTØR

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REFERENCES AND RESOURCES

HJEMMESIDE (HOVEDSIDE)

https://www.hgk.hr/

PROSJEKTETS HJEMMESIDE

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REFERANSE TIL PROSJEKT

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RESSURSER

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PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood

INNLEGGSDATO

1 okt 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY