KomSilva | Communication assistance and public relations in forestry



In KomSilva, tools for a goal-oriented and efficient discourse with forest owners are being developed. Target groups are stakeholders and organizations who activate and address forest owners. Mostly forestry associations should profit from the project, but also service providers and other stakeholders. Communication with forest owners is a key asset towards mobilization. Existing instruments are being adjusted and new tools like online-training, online-consulting concepts and social media strategies for consulting and communication are being created and already successfully tested.

Existing instruments for approaching forest owners and communicate with them are being investigated and evaluated according to their effectiveness. Thereby, a collaborative approach is being pursued. It comprises an advisory committee with experts from practice and an active involvement via interviews, a large-scale online-survey and workshops. Experiences in activating forest owners and in public relations are being collected and practicable factors of success are being identified. Arguments for the activation of forest owners are being developed to sensitize forestry associations also for the new task fields.

DETALJER

OPPRINNELSE FOR TRE

Skog

TYPE TRE

Tre fra rundtvirke

TYPE TRE INVOLVERT

All assortments

PåVIRKNING På MILJø OG BIOLOGISK MANGFOLD

Positive / Depending on management decisions

INNTEKTSEFFEKT

Positive

UTNYTTELSESPOTENSIAL

--

HUB

--

ØKONOMISK PåVIRKNING

More wood available

SPESIFIKKE KUNNSKAPSBEHOV

Middle

MOBILISERINGSPOTENSIAL

Estimated 1 - 3 m³/ha

BæREKRAFTPOTENSIAL - VERDI

--

ENKEL IMPLEMENTERING

Easy

ENKEL IMPLEMENTERING - EVALUERING

--

VIKTIGE FORUTSETNINGER

Depending on regional forest laws

TYPE BEGIVENHET DER DENNE BPI HAR BLITT OMTALT

--

EFFEKT På ARBEIDSPLASSER

More forest thinnings and harvesting

KOSTNADER MED IMPLEMENTERING (EURO - €)

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MER INFORMASJON

UTFORDRING ADRESSERT

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

DOMENE

Undervisning og kurs

Innovasjonsledelse, digitale knutepunkter, klynger

TYPE LØSNING

Kurs-, opplæringsaktivitet

NØKKELORD

--

DIGITAL LØSNING

Nei

INNOVASJON

Nei

OPPRINELSESLAND

Tyskland

POTENSIALE

Nasjonal

START OG SLUTT åR

2017 - 2020

KONTAKT INFORMASJON

EIER ELLER FORFATTER

Kuratorium für Waldarbeit und Forsttechnik e.V.

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www.komsilva.de

RAPPORTØR

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REFERENCES AND RESOURCES

HJEMMESIDE (HOVEDSIDE)

http://komsilva.de/

PROSJEKTETS HJEMMESIDE

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REFERANSE TIL PROSJEKT

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RESSURSER

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGO FOR BESTE PRAKSIS

LOGO FOR HOVEDORGANISASJON

PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood 4.0

INNLEGGSDATO

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Link to Rosewood 4.0

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY