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.

MER INFORMASJON

UTFORDRING ADRESSERT

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

DOMENE

Skogindustri, bio/sirkulær økonomi

Industri for bygg i tre

Undervisning og kurs

TYPE LØSNING

Bevissthet, pedagogiske kampanjer

NØKKELORD

Campaign

Swiss wood; Marketing

DIGITAL LØSNING

Ja

INNOVASJON

Ja

OPPRINELSESLAND

Sveits

POTENSIALE

Nasjonal

START OG SLUTT åR

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KONTAKT INFORMASJON

EIER ELLER FORFATTER

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

RAPPORTØR

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REFERENCES AND RESOURCES

HJEMMESIDE (HOVEDSIDE)

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

RESSURSER

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PROSJEKTETS HJEMMESIDE

https://www.woodvetia.ch

REFERANSE TIL PROSJEKT

Woodvetia compaign

LOGO FOR BESTE PRAKSIS

LOGO FOR HOVEDORGANISASJON

SCHWEIZER HOLZ

PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood 4.0

INNLEGGSDATO

11 aug 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