

## 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

### NØKKEWORD

Campaign  
Swiss wood; Marketing

### DIGITAL LØSNING

Ja

### INNOVASJON

Ja

### OPPRINELSESLAND

Sveits

### POTENSIALE

Nasjonal

### START OG SLUTT ÅR

--

## KONTAKT INFORMASJON

---

### EIER ELLER FORFATTER

Federal for the Environment (FOEN)

Claire-Lise Suter

[claire-lise.suter@bafu.admin.ch](mailto:claire-lise.suter@bafu.admin.ch)

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

### RAPPORTØR

BFH Berne University of Applied Sciences

Moritz Dreher

[moritzkaspar.dreher@bfh.ch](mailto:moritzkaspar.dreher@bfh.ch)

## REFERENCES AND RESOURCES

---

### HJEMMESIDE (HOVEDSIDE)

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

### RESSURSER

--

### PROSJEKTETS HJEMMESIDE

<https://www.woodvetia.ch>

### REFERANSE TIL PROSJEKT

Woodvetia campaign



PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood 4.0

INNLEGGSDATO

11 aug 2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

