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.

DETALHES

ORIGEM DA MADEIRA

--

TIPO DE MADEIRA

--

TIPO DE MADEIRA EM CAUSA

--

IMPACTE NO AMBIENTE E BIODIVERSIDADE

--

IMPACTE NAS RECEITAS

--

POTENCIAL DE EXPLORAçãO

--

HUB

Pólo Norte

IMPACTE ECONOMICO

--

CONHECIMENTOS ESPECIFICOS NECESSáRIOS

--

POTENCIAL DE MOBILIZAçãO

--

SUSTENTABILIDADE POTENCIAL - VALOR

Muito positivo

FACILIDADE DE IMPLEMENTAçãO

--

FACILIDADE DE IMPLEMENTAçãO

--

PRE-REQUISITOS CHAVE

--

TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO

--

IMPACTE NO EMPREGO

--

CUSTOS DE IMPLEMENTAçãO (EURO - EUR)

--

MAIS DETALHES

DESAFIO ABORDADO

7. Aumentar a consciência pública, a aceitação social e o apoio político à silvicultura

DOMíNIO

Educação e formação

TIPO DE SOLUçãO

Campanhas de consciencialização e educação

PALAVRAS-CHAVE

--

SOLUçãO DIGITAL

Sim

INOVAçãO

Sim

PAíS DE ORIGEM

Finlândia

ESCALA DE APLICAçãO

Nacional

ANO DE INíCIO E FIM

2020 -

DADOS DE CONTACTO

PROPRIETáRIO OU AUTOR

Finnish Forest Association

Kirsi Joensuu

kirsi.joensuu@smy.fi

https://smy.fi/en/

REPóRTER

Natural Resources Institute Finland (Luke)

Kari Mäkitalo

kari.makitalo@luke.fi

REFERENCES AND RESOURCES

WEBSITE PRINCIPAL

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

WEBSITE DO PROJETO

--

REFERêNCIA AO PROJETO

--

RECURSOS

--

LOGOTIPO DA BOA PRáTICA

LOGOTIPO DA ORGANIZAçãO PRINCIPAL

PROJETO NO âMBITO DO QUAL A FOLHA DE DIVULGAçãO FOI CRIADA

Rosewood 4.0

DATA DE ENTRADA

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY