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

DETALHES

ORIGEM DA MADEIRA

--

TIPO DE MADEIRA

--

TIPO DE MADEIRA EM CAUSA

--

IMPACTE NO AMBIENTE E BIODIVERSIDADE

--

IMPACTE NAS RECEITAS

--

POTENCIAL DE EXPLORAçãO

--

HUB

Hub do Sudeste

IMPACTE ECONOMICO

--

CONHECIMENTOS ESPECIFICOS NECESSáRIOS

--

POTENCIAL DE MOBILIZAçãO

--

SUSTENTABILIDADE POTENCIAL - VALOR

Muito positivo

FACILIDADE DE IMPLEMENTAçãO

--

FACILIDADE DE IMPLEMENTAçãO

Very Easy

PRE-REQUISITOS CHAVE

--

TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO

--

IMPACTE NO EMPREGO

--

CUSTOS DE IMPLEMENTAçãO (EURO - EUR)

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MAIS DETALHES

DESAFIO ABORDADO

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

DOMíNIO

Produtos, mercados e comércio

TIPO DE SOLUçãO

Campanhas de consciencialização e educação

PALAVRAS-CHAVE

--

SOLUçãO DIGITAL

--

INOVAçãO

Não

PAíS DE ORIGEM

Croácia

ESCALA DE APLICAçãO

Nacional

ANO DE INíCIO E FIM

2007 -

DADOS DE CONTACTO

PROPRIETáRIO OU AUTOR

Croatian Chamber of Commerce

hgk@hgk.hr

REPóRTER

Competence Centre Ltd. for research and development

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REFERENCES AND RESOURCES

WEBSITE PRINCIPAL

https://www.hgk.hr/

WEBSITE DO PROJETO

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REFERêNCIA AO PROJETO

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RECURSOS

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PROJETO NO âMBITO DO QUAL A FOLHA DE DIVULGAçãO FOI CRIADA

Rosewood

DATA DE ENTRADA

1 Out 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY