

## KomSilva | Communication assistance and public relations in forestry



der KomSilva-Leitfaden

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.

## DETALHES

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### ORIGEM DA MADEIRA

Floresta

### TIPO DE MADEIRA

Tronco

### TIPO DE MADEIRA EM CAUSA

All assortments

### IMPACTE NO AMBIENTE E BIODIVERSIDADE

Positive / Depending on management decisions

### IMPACTE NAS RECEITAS

Positive

### POTENCIAL DE EXPLORAÇÃO

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### HUB

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### IMPACTE ECONOMICO

More wood available

### CONHECIMENTOS ESPECIFICOS NECESSÁRIOS

Middle

### POTENCIAL DE MOBILIZAÇÃO

Estimated 1 - 3 m<sup>3</sup>/ha

### SUSTENTABILIDADE POTENCIAL - VALOR

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### FACILIDADE DE IMPLEMENTAÇÃO

Easy

### FACILIDADE DE IMPLEMENTAÇÃO

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### PRE-REQUISITOS CHAVE

Depending on regional forest laws

### TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO

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### IMPACTE NO EMPREGO

More forest thinnings and harvesting

### CUSTOS DE IMPLEMENTAÇÃO (EURO - EUR)

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## MAIS DETALHES

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### DESAFIO ABORDADO

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

### DOMÍNIO

Educação e formação  
Inovações na gestão , pólos digitais, agrupamentos, exploração (transversal)

### TIPO DE SOLUÇÃO

Acções de formação e educação

### PALAVRAS-CHAVE

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### SOLUÇÃO DIGITAL

Não

### INOVAÇÃO

Não

### PAÍS DE ORIGEM

Alemanha

### ESCALA DE APLICAÇÃO

Nacional

### ANO DE INÍCIO E FIM

2017 - 2020

## DADOS DE CONTACTO

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### PROPRIETÁRIO OU AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

### REPÓRTER

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info@komsilva.de

www.komsilva.de

## REFERENCES AND RESOURCES

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### WEBSITE PRINCIPAL

<http://komsilva.de/>

### RECURSOS

**KomSilva Guidebook (Leitfaden - in German)**

### WEBSITE DO PROJETO

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**KomSilva YouTube channel**

### REFERÊNCIA AO PROJETO

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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

18 Nov 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

