KomSilva | Communication assistance and public relations in forestry



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

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

--

HUB

--

IMPACTE ECONOMICO

More wood available

CONHECIMENTOS ESPECIFICOS NECESSáRIOS

Middle

POTENCIAL DE MOBILIZAçãO

Estimated 1 - 3 m³/ha

SUSTENTABILIDADE POTENCIAL - VALOR

--

FACILIDADE DE IMPLEMENTAçãO

Easy

FACILIDADE DE IMPLEMENTAçãO

--

PRE-REQUISITOS CHAVE

Depending on regional forest laws

TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO

--

IMPACTE NO EMPREGO

More forest thinnings and harvesting

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

Inovações na gestão , pólos digitais, agrupamentos, exploração (transversal)

TIPO DE SOLUçãO

Acções de formação e educação

PALAVRAS-CHAVE

--

SOLUçãO DIGITAL

Não

INOVAçãO

Não

PAíS DE ORIGEM

Alemanha

ESCALA DE APLICAçãO

Nacional

ANO DE INíCIO E FIM

2017 - 2020

DADOS DE CONTACTO

PROPRIETáRIO OU AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

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REPóRTER

info@kwf-online.de

REFERENCES AND RESOURCES

WEBSITE PRINCIPAL

http://komsilva.de/

WEBSITE DO PROJETO

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REFERêNCIA AO PROJETO

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RECURSOS

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

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