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.

MAIS DETALHES

DESAFIO ABORDADO

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

DOMíNIO

Industrias do sector florestal, bioeconomia circular

Industria da madeira para construção

Educação e formação

TIPO DE SOLUçãO

Campanhas de consciencialização e educação

PALAVRAS-CHAVE

Campaign

Swiss wood; Marketing

SOLUçãO DIGITAL

Sim

INOVAçãO

Sim

PAíS DE ORIGEM

Suíça

ESCALA DE APLICAçãO

Nacional

ANO DE INíCIO E FIM

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

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REFERENCES AND RESOURCES

WEBSITE PRINCIPAL

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

WEBSITE DO PROJETO

https://www.woodvetia.ch

REFERêNCIA AO PROJETO

Woodvetia compaign

RECURSOS

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LOGOTIPO DA BOA PRáTICA

LOGOTIPO DA ORGANIZAçãO PRINCIPAL

SCHWEIZER HOLZ

PROJETO NO âMBITO DO QUAL A FOLHA DE DIVULGAçãO FOI CRIADA

Rosewood 4.0

DATA DE ENTRADA

11 Ago 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

cesefor
Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León