

## 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

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### DESAFIO ABORDADO

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

### DOMÍNIO

Indústrias do sector florestal, bioeconomia circular  
Indústria 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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## DADOS DE CONTACTO

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### PROPRIETÁRIO OU AUTOR

Federal for the Environment (FOEN)

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

### REPÓRTER

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## REFERENCES AND RESOURCES

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### WEBSITE PRINCIPAL

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

### RECURSOS

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### WEBSITE DO PROJETO

<https://www.woodvetia.ch>

### REFERÊNCIA AO PROJETO

Woodvetia campaign



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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

