Forest Finland | Communication platform of the Finnish forest sector



Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.

Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything.Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.

DETALII

SURSA DE LEMN

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TIPUL DE LEMN

--

TIPUL DE LEMN îN CAUZă

--

IMPACTUL ASUPRA MEDIULUI șI BIODIVERSITățII

--

EFECT ASUPRA VENITURILOR

--

POTENțIAL DE EXPLOATARE

--

HUB

Hub-ul de Nord

IMPACT ECONOMIC

--

CUNOșTINțE SPECIFICE NECESARE

--

POTENțIALUL DE MOBILIZARE

--

POTENțIAL DE SUSTENABILITATE - VALOARE

Foarte pozitiv

FACILITATEA DE IMPLEMENTARE

--

FACILITATEA DE IMPLEMENTARE - EVALUARE

--

CONDIțII CHEIE PREALABILE

--

TIPUL DE EVENIMENT LA CARE A FOST PREZENTAT ACEST IPB

--

EFECT ASUPRA LOCURILOR DE MUNCă

--

COSTURI PENTRU IMPLEMENTARE (EURO - €)

--

MAI MULTE DETALII

PROVOCARE ABORDATă

7. Creșterea gradului de conștientizare a publicului, a acceptării sociale și a sprijinului politic pentru silvicultură

DOMAIN

Educație și training

TIP DE SOLUțIE

Conștientizare, campanii educaționale

CUVINTE CHEIE

--

SOLUțIE DIGITALă

Da

INOVAțIE

Da

ȚARA DE ORIGINE

Finlanda

SCARA DE APLICARE

Național

ANUL DE îNCEPUT șI DE SFâRșIT

2020 -

DATE DE CONTACT

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REFERENCES AND RESOURCES

PAGINă WEB

https://metsiensuomi.fi/in-english/

RESURSE

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WEBSITE PROJECT

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REFERINță PROIECT

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DESPRE EXEMPLUL DE BUNă PRACTICă

A PRINCIPALEI ORGANIZAțII

PROIECTUL îN CADRUL CăRUIA A FOST CREATă ACEASTă FIșă INFORMATIVă

Rosewood 4.0

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