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.

DETALII

SURSA DE LEMN

Pădure

TIPUL DE LEMN

Lemn masiv

TIPUL DE LEMN îN CAUZă

All assortments

IMPACTUL ASUPRA MEDIULUI șI BIODIVERSITățII

Positive / Depending on management decisions

EFECT ASUPRA VENITURILOR

Positive

POTENțIAL DE EXPLOATARE

--

HUB

--

IMPACT ECONOMIC

More wood available

CUNOșTINțE SPECIFICE NECESARE

Middle

POTENțIALUL DE MOBILIZARE

Estimated 1 - 3 m³/ha

POTENțIAL DE SUSTENABILITATE - VALOARE

--

FACILITATEA DE IMPLEMENTARE

Easy

FACILITATEA DE IMPLEMENTARE - EVALUARE

--

CONDIțII CHEIE PREALABILE

Depending on regional forest laws

TIPUL DE EVENIMENT LA CARE A FOST PREZENTAT ACEST IPB

--

EFECT ASUPRA LOCURILOR DE MUNCă

More forest thinnings and harvesting

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

Managementul inovației, hub-uri digitale, clustere, exploatare (transversală)

TIP DE SOLUțIE

Instruire, acțiuni educative

CUVINTE CHEIE

--

SOLUțIE DIGITALă

Nu

INOVAțIE

Nu

ȚARA DE ORIGINE

Germania

SCARA DE APLICARE

Național

ANUL DE îNCEPUT șI DE SFâRșIT

2017 - 2020

DATE DE CONTACT

PROPRIETAR SAU AUTOR

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www.komsilva.de

REPORTER

info@kwf-online.de

REFERENCES AND RESOURCES

PAGINă WEB

http://komsilva.de/

WEBSITE PROJECT

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REFERINță PROIECT

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RESURSE

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

DESPRE EXEMPLUL DE BUNă PRACTICă

A PRINCIPALEI ORGANIZAțII

komsilva

Kuratorium für Waldarbeit und Forsttechnik e.V.

PROIECTUL îN CADRUL CăRUIA A FOST CREATă ACEASTă FIșă INFORMATIVă

Rosewood 4.0

DATA POSTăRII

18 Noi 2019

ROSEWOOD 4.0 Sustainable Wood for Europe

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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