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.

MAI MULTE DETALII

PROVOCARE ABORDATă

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

DOMAIN

Industrii forestiere, economie bio / circulară

Industria construcțiilor din lemn

Educație și training

TIP DE SOLUțIE

Conștientizare, campanii educaționale

CUVINTE CHEIE

Campaign

Swiss wood; Marketing

SOLUțIE DIGITALă

Da

INOVAțIE

Da

ȚARA DE ORIGINE

Elveţia

SCARA DE APLICARE

Național

ANUL DE îNCEPUT șI DE SFâRșIT

--

DATE DE CONTACT

PROPRIETAR SAU AUTOR

Federal for the Environment (FOEN)

Claire-Lise Suter

claire-lise.suter@bafu.admin.ch

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

REPORTER

BFH Berne University of Applied Sciences

Moritz Dreher

moritzkaspar.dreher@bfh.ch

REFERENCES AND RESOURCES

PAGINă WEB

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

WEBSITE PROJECT

https://www.woodvetia.ch

REFERINță PROIECT

Woodvetia compaign

RESURSE

--

DESPRE EXEMPLUL DE BUNă PRACTICă

A PRINCIPALEI ORGANIZAțII

SCHWEIZER HOLZ

PROIECTUL îN CADRUL CăRUIA A FOST CREATă ACEASTă FIșă INFORMATIVă

Rosewood 4.0

DATA POSTăRII

11 Aug 2021

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681

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