

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

CUVINTE CHEIE

Campaign
Swiss wood; Marketing

ȚARA DE ORIGINE

Elveția

DOMAIN

Industria forestiere, economie bio / circulară
Industria construcțiilor din lemn
Educație și training

SOLUȚIE DIGITALĂ

Da

SCARA DE APLICARE

Național

TIP DE SOLUȚIE

Conștientizare, campanii educaționale

INOVAȚIE

Da

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 campaign

RESURSE

--



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

