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.

PODROBNOSTI

PôVOD DREVA

--

DRUH DREVA

--

UVAžOVANý DRUH DREVA

--

VPLYV NA ŽIVOTNé PROSTREDIE A BIODIVERZITU

--

DOPAD NA PRíJMY

--

POTENCIáL VYUžITIA

--

ROZBOčOVAč

Severný uzol

EKONOMICKý VPLYV

--

POTREBA šPECIFICKýCH ZNALOSTí

--

MOBILZAčNý POTENCIáL

--

POTENCIáL UDRžATEľNOSTI - HODNOTA

Veľmi pozitívne

UľAHčENIE IMPLMENTáCIE

--

UľAHčENIE IMPLMENTáCIE - HODNOTENIE

--

KľúčOVé PREPOKLADY

--

TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANý

--

DOPAD NA ZAMESTNANOSť

--

NáKLADY NA IMPLEMENTáCIU (EURO - €)

--

VIAC INFORMáCIí

RIEšENá VýZVA

7. Zvyšovanie povedomia verejnosti, spoločenskej akceptácie a politickej podpory lesného hospodárstva

DOMAIN

Vzdelávanie a odborná príprava

TYP RIEšENIA

Povedomie, vzdelávacie kampane

KľúčOVé SLOVá

--

DIGITALNE RIEšENIE

áno

INOVáCIE

Áno

KRAJINA PôVODU

Fínsko

ROZSAH APLIKáCIE

Národný

ZAČIATOK A KONIEC ROKA

2020 -

KONTAKTNé úDAJE

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REFERENCES AND RESOURCES

HLAVNá WEBSTRáNKA

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

PROJEKTOVá WEBSTRáNKA

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REFERENCIA PROJEKTU

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ZDROJE

--

LOGO NAJLPEŠEJ PRAXE

LOGO HLAVNEJ ORGANIZáCIE

PROJEKT, V RáMCI KTORéHO BOL TENTO INFORMAčNý PREHľAD VYTVORENý

Rosewood 4.0

DáTUM ODOSLANIA

17 dec 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY