

## KomSilva | Communication assistance and public relations in forestry



der KomSilva-Leitfaden

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.

## PODROBNOSTI

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### PÔVOD DREVA

Les

### DRUH DREVA

Kmeňové drevo

### UVAŽOVANÝ DRUH DREVA

All assortments

### VPLYV NA ŽIVOTNÉ PROSTREDIE A BIODIVERZITU

Positive / Depending on management decisions

### DOPAD NA PRÍJMY

Positive

### POTENCIÁL VYUŽITIA

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### ROZBOČOVAČ

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### EKONOMICKÝ VPLYV

More wood available

### POTREBA ŠPECIFICKÝCH ZNALOSTÍ

Middle

### MOBILIZAČNÝ POTENCIÁL

Estimated 1 - 3 m<sup>3</sup>/ha

### POTENCIÁL UDRŽATEĽNOSTI - HODNOTA

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### UĽAHČENIE IMPLMENTÁCIE

Easy

### UĽAHČENIE IMPLMENTÁCIE - HODNOTENIE

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### Kľúčové PREPOKLADY

Depending on regional forest laws

### TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANÝ

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### DOPAD NA ZAMESTNANOSŤ

More forest thinnings and harvesting

### NÁKLADY NA IMPLEMENTÁCIU (EURO - €)

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## VIAC INFORMÁCIÍ

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### RIEŠENÁ VÝZVA

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

### Kľúčové SLOVÁ

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### KRAJINA PôVODU

Nemecko

### DOMAIN

Vzdelávanie a odborná príprava  
Správa inovácií, digitálne uzly, klastre, využívanie (priebežné)

### DIGITALNE RIEŠENIE

Nie

### ROZSAH APLIKÁCIE

Národný

### TYP RIEŠENIA

Školenia, vzdelávacie akcie

### INOVÁCIE

Nie

### ZAČIATOK A KONIEC ROKA

2017 - 2020

## KONTAKTNÉ ÚDAJE

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### VLASTNÍK ALEBO AUTOR

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### REPORTÉR

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## REFERENCES AND RESOURCES

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### HLAVNÁ WEBSTRÁNKA

<http://komsilva.de/>

### PROJEKTOVÁ WEBSTRÁNKA

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### REFERENCIA PROJEKTU

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### ZDROJE

**KomSilva Guidebook (Leitfaden - in German)**

**KomSilva YouTube channel**



PROJEKT, V RÁMCI KTORÉHO BOL TENTO INFORMAČNÝ PREHĽAD VYTVORENÝ  
Rosewood 4.0

DÁTUM ODOSLANIA  
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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

