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.

PODROBNOSTI

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

--

ROZBOčOVAč

--

EKONOMICKý VPLYV

More wood available

POTREBA šPECIFICKýCH ZNALOSTí

Middle

MOBILZAčNý POTENCIáL

Estimated 1 - 3 m³/ha

POTENCIáL UDRžATEľNOSTI - HODNOTA

--

UľAHčENIE IMPLMENTáCIE

Easy

UľAHčENIE IMPLMENTáCIE - HODNOTENIE

--

KľúčOVé PREPOKLADY

Depending on regional forest laws

TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANý

--

DOPAD NA ZAMESTNANOSť

More forest thinnings and harvesting

NáKLADY NA IMPLEMENTáCIU (EURO - €)

--

VIAC INFORMáCIí

RIEšENá VýZVA

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

DOMAIN

Vzdelávanie a odborná príprava

Správa inovácií, digitálne uzly, klastre, využívanie (priebežné)

TYP RIEšENIA

Školenia, vzdelávacie akcie

KľúčOVé SLOVá

--

DIGITALNE RIEšENIE

Nie

INOVáCIE

Nie

KRAJINA PôVODU

Nemecko

ROZSAH APLIKáCIE

Národný

ZAČIATOK A KONIEC ROKA

2017 - 2020

KONTAKTNé úDAJE

VLASTNíK ALEBO AUTOR

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REFERENCES AND RESOURCES

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

LOGO NAJLPEŠEJ PRAXE

LOGO HLAVNEJ ORGANIZáCIE

PROJEKT, V RáMCI KTORéHO BOL TENTO INFORMAčNý PREHľAD VYTVORENý

Rosewood 4.0

DáTUM ODOSLANIA

18 nov 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY