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.

VIAC INFORMáCIí

RIEšENá VýZVA

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

DOMAIN

Na lese založené priemyselné odvetvia, bio/obehová ekonomika

Odvetvie drevených konštrukcií

Vzdelávanie a odborná príprava

TYP RIEšENIA

Povedomie, vzdelávacie kampane

Kľúčové slová

Campaign

Swiss wood; Marketing

DIGITALNE RIEšENIE

áno

INOVáCIE

Áno

KRAJINA PôVODU

Švajčiarsko

ROZSAH APLIKáCIE

Národný

ZAČIATOK A KONIEC ROKA

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REFERENCES AND RESOURCES

HLAVNá WEBSTRáNKA

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

PROJEKTOVá WEBSTRáNKA

https://www.woodvetia.ch

REFERENCIA PROJEKTU

ZDROJE

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LOGO NAJLPEŠEJ PRAXE

LOGO HLAVNEJ ORGANIZáCIE

SCHWEIZER HOLZ

PROJEKT, V RáMCI KTORéHO BOL TENTO INFORMAčNý PREHľAD VYTVORENý

Rosewood 4.0

DáTUM ODOSLANIA

11 aug 2021

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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