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

IZVOR LESA

--

TIP LESA

--

VRSTA OBRAVNAVANEGA LESA

--

VPLIV NA OKOLJE IN BIODIVERZITETO

--

VPLIV NA PRIHODKE

--

POTENCIAL IZKORIŠČANJA

--

VOZLIŠČE

Severno vozlišče

GOSPODARSKI VPLIV

--

POTREBNO SPECIFIČNO ZNANJE

--

POTENCIAL ZA MOBILIZACIJO

--

TRAJNOST - VREDNOST

Zelo pozitivno

ENOSTAVNOST IZVEDBE

--

ENOSTAVNOST IZVEDBE - OCENJEVANJE

--

KLJUČNI PREDPOGOJI

--

VRSTA DOGODKA, NA KATEREM JE BIL PREDSTAVLJEN TA BPI

--

VPLIV NA DELOVNA MESTA

--

STROŠKI IZVEDBE (EURO - €)

--

VEČ PODROBNOSTI

IZZIV

7. Ozaveščanje javnosti, socialna sprejemljivost in politična podpora gozdarstvu

DOMENA

Izobraževanje

TIP REŠITVE

Ozaveščanje, izobraževalne kampanje

KLJUČNE BESEDE

--

DIGITALNE REŠITVE

Da

INOVACIJA

Da

IZVORNA DRŽAVA

Finska

OBSEG UPORABE

Nacionalni

ZAČETNO IN KONČNO LETO

2020 -

KONTAKTN PODATKI

LASTNIK OZ. AVTOR

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REFERENCES AND RESOURCES

SPLETNA STRAN

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

SPLETNA STRAN PROJEKTA

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REFERENCA PROJEKTA

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VIRI

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LOGOTIP DOBRE PRAKSE

LOGOTIP GLAVNE ORGANIZACIJE

PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood 4.0

DATUM OBJAVE

17 Dec 2021

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