Wood is first



Promotion campaign for boosting the wood image as a material for improved life quality.

Wood is first is a promotion campaign initiated by Croatian Chamber of Commerce, implemented with Ministry of Agriculture, Directorate for forestry, hunting and wood processing industry and Croatian Forests Ltd. Campaign was initiated in 2007 with the aim to raise awareness about wood as renewable material, promote and increase use of wood and increase competitiveness of wood processing industry in Croatia. Activities included promotion on fairs and calls for designers and architects to submit their design of wood products (furniture and other equipment).

Campaign had good results and attitude towards wood in everyday use is positively changed through press conferences, database of wood products producers (furniture, woody biomass, wood for construction, other) establishment, catalogue of wood processing companies and their products, info booklet about socially responsible public procurement (emphasis is on using wood products, green public procurement, certification of wood products), info booklet about public procurement of wood products, info booklet about wood pellets

PODROBNOSTI

IZVOR LESA

--

TIP LESA

--

VRSTA OBRAVNAVANEGA LESA

--

VPLIV NA OKOLJE IN BIODIVERZITETO

--

VPLIV NA PRIHODKE

--

POTENCIAL IZKORIŠČANJA

--

VOZLIŠČE

Jugovzhodno vozlišče

GOSPODARSKI VPLIV

--

POTREBNO SPECIFIČNO ZNANJE

--

POTENCIAL ZA MOBILIZACIJO

--

TRAJNOST - VREDNOST

Zelo pozitivno

ENOSTAVNOST IZVEDBE

--

ENOSTAVNOST IZVEDBE - OCENJEVANJE

Very Easy

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

Izdelki, trg, prodaja

TIP REŠITVE

Ozaveščanje, izobraževalne kampanje

KLJUČNE BESEDE

--

DIGITALNE REŠITVE

--

INOVACIJA

Ne

IZVORNA DRŽAVA

Hrvaška

OBSEG UPORABE

Nacionalni

ZAČETNO IN KONČNO LETO

2007 -

KONTAKTN PODATKI

LASTNIK OZ. AVTOR

Croatian Chamber of Commerce

hgk@hgk.hr

POROČEVALEC

Competence Centre Ltd. for research and development

Phd Ivan Ambroš

ambros@cekom.hr

REFERENCES AND RESOURCES

SPLETNA STRAN

https://www.hgk.hr/

SPLETNA STRAN PROJEKTA

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REFERENCA PROJEKTA

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VIRI

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PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood

DATUM OBJAVE

1 Okt 2019

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