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

IZVOR LESA

Gozd

TIP LESA

Okrogli les

VRSTA OBRAVNAVANEGA LESA

All assortments

VPLIV NA OKOLJE IN BIODIVERZITETO

Positive / Depending on management decisions

VPLIV NA PRIHODKE

Positive

POTENCIAL IZKORIŠČANJA

--

VOZLIŠČE

--

GOSPODARSKI VPLIV

More wood available

POTREBNO SPECIFIČNO ZNANJE

Middle

POTENCIAL ZA MOBILIZACIJO

Estimated 1 - 3 m³/ha

TRAJNOST - VREDNOST

--

ENOSTAVNOST IZVEDBE

Easy

ENOSTAVNOST IZVEDBE - OCENJEVANJE

--

KLJUČNI PREDPOGOJI

Depending on regional forest laws

VRSTA DOGODKA, NA KATEREM JE BIL PREDSTAVLJEN TA BPI

--

VPLIV NA DELOVNA MESTA

More forest thinnings and harvesting

STROŠKI IZVEDBE (EURO - €)

--

VEč PODROBNOSTI

IZZIV

7. Ozaveščanje javnosti, socialna sprejemljivost in politična podpora gozdarstvu

DOMENA

Izobraževanje

TIP REŠITVE

Usposabljanje, izobraževalne akcije

KLJUčNE BESEDE

--

DIGITALNE REŠITVE

No

INOVACIJA

Ne

IZVORNA DRŽAVA

Nemčija

OBSEG UPORABE

Nacionalni

ZAČETNO IN KONčNO LETO

2017 - 2020

KONTAKTN PODATKI

LASTNIK OZ. AVTOR

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REFERENCES AND RESOURCES

SPLETNA STRAN

http://komsilva.de/

SPLETNA STRAN PROJEKTA

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REFERENCA PROJEKTA

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VIRI

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGOTIP DOBRE PRAKSE

LOGOTIP GLAVNE ORGANIZACIJE

PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood 4.0

DATUM OBJAVE

18 Nov 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY