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.

VEč PODROBNOSTI

IZZIV

7. Ozaveščanje javnosti, socialna sprejemljivost in politična podpora gozdarstvu

DOMENA

Gozdno-lesna industrija, krožno gospodarstvo

Lesena gradnja

Izobraževanje

TIP REŠITVE

Ozaveščanje, izobraževalne kampanje

KLJUčNE BESEDE

Campaign

Swiss wood; Marketing

DIGITALNE REŠITVE

Da

INOVACIJA

Da

IZVORNA DRŽAVA

Švica

OBSEG UPORABE

Nacionalni

ZAčETNO IN KONčNO LETO

--

KONTAKTN PODATKI

LASTNIK OZ. AVTOR

Federal for the Environment (FOEN)

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https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html

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REFERENCES AND RESOURCES

SPLETNA STRAN

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

SPLETNA STRAN PROJEKTA

https://www.woodvetia.ch

REFERENCA PROJEKTA

Woodvetia compaign

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

11 Aug 2021





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

