

## 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

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### 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

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## KONTAKTN PODATKI

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### LASTNIK OZ. AVTOR

Federal for the Environment (FOEN)

Claire-Lise Suter

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

### POROČEVALEC

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## REFERENCES AND RESOURCES

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### SPLETNA STRAN

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

### VIRI

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### SPLETNA STRAN PROJEKTA

<https://www.woodvetia.ch>

### REFERENCA PROJEKTA

Woodvetia campaign



PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood 4.0

DATUM OBJAVE

11 Aug 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

