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.

DETALJER

VEDENS URSPRUNG

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TRäTYP

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TYP AV TRä

--

PåVERKAN På MILJö & BIOLOGISK MåNGFALD

--

EKONOMISK EFFEKT

--

KOMMERSIELL POTENTIAL

--

NAV

Norra navet

EKONOMISK PåVERKAN

--

SPECIFIKA KUNSKAPSBEHOV

--

MOBILISERINGSPOTENTIAL

--

HåLLBARHETS POTENTIAL - VäRDE

Mycket positiv

ENKEL IMPLEMENTERING

--

ENKEL IMPLEMENTERING - UTVäRDERING

--

NYCKEL FöRUTSäTTNINGAR

--

TYP AV EVENEMANG DäR DENNA BPI HAR PRESENTERATS

--

EFFEKT ANTAL ANSTäLLDA

--

KOSTNADER FöR IMPLEMENTERING (EURO - €)

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MER INFORMATION

UTMANING SOM ADRESSERAS

7. Öka allmänhetens medvetenhet, sociala acceptans och politiskta stöd för skogsbruket.

DOMäN

Undervisning och träning

TYPE AV LöSNING

Medvetenhet, utbildnings kampanjer

NYCKELORD

--

DIGITAL LöSNING

Ja

INNOVASION

Ja

UPPHOVSLAND

Finland

POTENTIAL

Nationell

START OCH SLUTåR

2020 -

KONTAKT INFORMASION

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REFERENCES AND RESOURCES

HEMSIDA (HUVUDSIDA)

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

PROJEKTETS HEMSIDA

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PROJEKTREFERENS

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RESURSER

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LOGO FöR BEST PRACTICE



LOGO, HUVUDORGANISATION

PROJEKT SOM DETTA FACTSHEET SKAPATS INOM

Rosewood 4.0

DATUM FöR INLäGG

17 dec 2021





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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

