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

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

Sydöstra centrumet

EKONOMISK PåVERKAN

--

SPECIFIKA KUNSKAPSBEHOV

--

MOBILISERINGSPOTENTIAL

--

HåLLBARHETS POTENTIAL - VäRDE

Mycket positiv

ENKEL IMPLEMENTERING

--

ENKEL IMPLEMENTERING - UTVäRDERING

Very Easy

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

Produkter, marknad, handel

TYPE AV LöSNING

Medvetenhet, utbildnings kampanjer

NYCKELORD

--

DIGITAL LöSNING

--

INNOVASION

Nej

UPPHOVSLAND

Kroatien

POTENTIAL

Nationell

START OCH SLUTåR

2007 -

KONTAKT INFORMASION

ÄGARE ELLER FöRFATTARE

Croatian Chamber of Commerce

hgk@hgk.hr

RAPPORTöR

Competence Centre Ltd. for research and development

Phd Ivan Ambroš

ambros@cekom.hr

REFERENCES AND RESOURCES

HEMSIDA (HUVUDSIDA)

https://www.hgk.hr/

PROJEKTETS HEMSIDA

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PROJEKTREFERENS

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RESURSER

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PROJEKT SOM DETTA FACTSHEET SKAPATS INOM

Rosewood

DATUM FöR INLäGG

1 okt 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY