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.

DETALJER

VEDENS URSPRUNG

Skog

TRäTYP

Rundvirke

TYP AV TRä

All assortments

PåVERKAN På MILJö & BIOLOGISK MåNGFALD

Positive / Depending on management decisions

EKONOMISK EFFEKT

Positive

KOMMERSIELL POTENTIAL

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NAV

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EKONOMISK PåVERKAN

More wood available

SPECIFIKA KUNSKAPSBEHOV

Middle

MOBILISERINGSPOTENTIAL

Estimated 1 - 3 m³/ha

HåLLBARHETS POTENTIAL - VäRDE

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ENKEL IMPLEMENTERING

Easy

ENKEL IMPLEMENTERING - UTVäRDERING

--

NYCKEL FöRUTSäTTNINGAR

Depending on regional forest laws

TYP AV EVENEMANG DäR DENNA BPI HAR PRESENTERATS

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EFFEKT ANTAL ANSTäLLDA

More forest thinnings and harvesting

KOSTNADER FöR IMPLEMENTERING (EURO - €)

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MER INFORMATION

UTMANING SOM ADRESSERAS

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

NYCKELORD

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UPPHOVSLAND

Tyskland

DOMäN

Undervisning och träning

Innovasions ledning, digitala hubbar, kluster

DIGITAL LöSNING

Nej

POTENTIAL

Nationell

TYPE AV LöSNING

Tränings-, utbildningsaktivitet

INNOVASION

Nej

START OCH SLUTåR

2017 - 2020

KONTAKT INFORMASION

ÄGARE ELLER FöRFATTARE

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www.komsilva.de

RAPPORTöR

info@kwf-online.de

REFERENCES AND RESOURCES

HEMSIDA (HUVUDSIDA)

http://komsilva.de/

PROJEKTETS HEMSIDA

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PROJEKTREFERENS

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RESURSER

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGO FöR BEST PRACTICE

LOGO, HUVUDORGANISATION

PROJEKT SOM DETTA FACTSHEET SKAPATS INOM

Rosewood 4.0

DATUM FöR INLäGG

18 nov 2019

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY