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.

MER INFORMATION

UTMANING SOM ADRESSERAS

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

DOMäN

Skogindustri, bio/cirkulär ekonomi

Industri for träbyggnation

Undervisning och träning

TYPE AV LöSNING

Medvetenhet, utbildnings kampanjer

NYCKELORD

Campaign

Swiss wood; Marketing

DIGITAL LöSNING

Ja

INNOVASION

Ja

UPPHOVSLAND

Schweiz

POTENTIAL

Nationell

START OCH SLUTåR

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KONTAKT INFORMASION

ÄGARE ELLER FöRFATTARE

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

RAPPORTöR

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REFERENCES AND RESOURCES

HEMSIDA (HUVUDSIDA)

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

PROJEKTETS HEMSIDA

https://www.woodvetia.ch

PROJEKTREFERENS

Woodvetia compaign

RESURSER

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LOGO FöR BEST PRACTICE

LOGO, HUVUDORGANISATION



PROJEKT SOM DETTA FACTSHEET SKAPATS INOM

Rosewood 4.0

DATUM FöR INLäGG

11 aug 2021





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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

