

# 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.



## DETAILS

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HERKUNFT DES HOLZES

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ART DES HOLZES

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MOBILISIERUNGSPOTENZIAL

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POTENZIAL FÜR NACHHALTIGKEIT - WERT

Sehr positiv

ART DES BETROFFENEN HOLZES

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LEICHTE IMPLEMENTIERUNG

--

AUSWIRKUNGEN AUF UMWELT UND BIODIVERSITÄT

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LEICHTE IMPLEMENTIERUNG - BEWERTUNG

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EINKOMMENSEFFEKT

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WICHTIGE VORAUSSETZUNGEN

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VERWERTUNGSPOTENZIAL

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ART DER VERANSTALTUNG, AUF DER DIESE BPI VORGESTELLT WURDE

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NABE

Nördliches Drehkreuz

ARBEITSPLATZEFFEKT

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WIRTSCHAFTLICHE AUSWIRKUNGEN

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KOSTEN DER IMPLEMENTIERUNG (EURO - €)

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SPEZIFISCHES WISSEN ERFORDERLICH

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## MEHR DETAILS

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ANGESPROCHENE HERAUSFORDERUNG	DOMÄNE	ART DER LÖSUNG
7. Erhöhung des öffentlichen Bewusstseins, der sozialen Akzeptanz und der politischen Unterstützung für die Forstwirtschaft	Bildung und Ausbildung	Bewusstseinsbildung, Aufklärungskampagnen
SCHLÜSSELWÖRTER	DIGITALE LÖSUNG	INNOVATION
--	Ja	Ja
HERKUNFTSLAND	UMFANG DER ANWENDUNG	ANFANGS- UND ENDJAHR
Finnland	National	2020 -

## KONTAKTDATEN

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<a href="https://smy.fi/en/">https://smy.fi/en/</a>	

## REFERENCES AND RESOURCES

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HAUPT-WEBSITE	RESSOURCEN
<a href="https://metsienuomi.fi/in-english/">https://metsienuomi.fi/in-english/</a>	--
PROJEKT-WEBSITE	
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PROJEKT-REFERENZ	
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LOGO DER BEST PRACTICE

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LOGO DER HAUPTORGANISATION

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PROJEKT, IN DESSEN RAHMEN DIESES FACTSHEET ERSTELLT WURDE

Rosewood 4.0

BEITRAGSDATUM

17 Dez. 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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