

## Think Wood | Info campaign of the Norwegian forest sector



*Think Woods purpose is to show how forests and trees can contribute in the fight against climate changes.*

Never has the world had greater need for sustainable solutions. Think wood is an industry initiative from several companies and organizations within the Norwegian forest and wood industry. Together, we want to show how forests and trees can contribute in the fight against climate changes. Since its inception in 2019, the project has developed a number of articles and films, which easily and engagingly show what kind of products can be made of wood. Everything that is currently made of oil can in principle also be made of wood – and that with far lower emissions. The overall goal of the initiative is to show people why forests and wood are an important part of the climate solution. If we are going to achieve the UN's sustainable climate goals, consumers, businesses, and politicians must actively choose renewable resources, such as wood, over non-renewable resources like petroleum and coal. Wood is the future. Not only as a resource, but as a green job creator all over Norway.

## DETAILS

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### ORIGIN OF WOOD

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### TYPE OF WOOD

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### KIND OF WOOD CONCERNED

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### IMPACT ON ENVIRONMENT & BIODIVERSITY

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### INCOME EFFECT

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### EXPLOITATION POTENTIAL

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### HUB

Northern Hub

### ECONOMIC IMPACT

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### SPECIFIC KNOWLEDGE NEEDED

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### MOBILIZATION POTENTIAL

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### SUSTAINABILITY POTENTIAL - VALUE

Positive

### EASE OF IMPLEMENTATION

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### EASE OF IMPLEMENTATION - EVALUATION

Medium

### KEY PREREQUISITES

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### TYPE OF EVENT WHERE THIS BPI HAS BEEN FEATURED

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### JOB EFFECT

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### COSTS OF IMPLEMENTATION ( EURO - € )

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## MORE DETAILS

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| CHALLENGE ADDRESSED  | DOMAIN                 | TYPE OF SOLUTION                 |
|--|------------------------|----------------------------------|
| 1.- Improve forest resilience and adaption to climate change | Education and training | Awareness, educational campaigns |
| KEYWORDS   | DIGITAL SOLUTION       | INNOVATION                       |
| Information<br>Education<br>climat change                    | No                     | No                               |
| COUNTRY OF ORIGIN  | SCALE OF APPLICATION   | START AND END YEAR               |
| Norway   | National               | 2019 -                           |

## CONTACT DATA

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### OWNER OR AUTHOR

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### REPORTER

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## REFERENCES AND RESOURCES

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### MAIN WEBSITE

<https://www.tenktre.no/>

### PROJECT WEBSITE

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### PROJECT REFERENCE

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### RESOURCES

**Video**

LOGO OF BEST PRACTICE

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LOGO OF MAIN ORGANIZATION

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PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

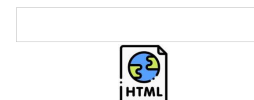
Rosewood 4.0

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

