

# 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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### 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

Very Positive

### EASE OF IMPLEMENTATION

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### EASE OF IMPLEMENTATION - EVALUATION

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### 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

7.- Raise public awareness, social acceptance and political support for forestry

### DOMAIN

Education and training

### TYPE OF SOLUTION

Awareness, educational campaigns

### KEYWORDS

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### DIGITAL SOLUTION

Yes

### INNOVATION

Yes

### COUNTRY OF ORIGIN

Finland

### SCALE OF APPLICATION

National

### START AND END YEAR

2020 -

## CONTACT DATA

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### OWNER OR AUTHOR

**Finnish Forest Association**

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### REPORTER

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## REFERENCES AND RESOURCES

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### MAIN WEBSITE

<https://metsiensuomi.fi/in-english/>

### PROJECT WEBSITE

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### PROJECT REFERENCE

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### RESOURCES

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LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION

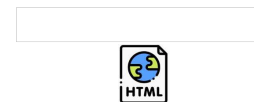


PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

POST DATE

Rosewood 4.0

17 Dec 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

