

KomSilva | Communication assistance and public relations in forestry



Waldbesitzeransprache und
forstliche Öffentlichkeitsarbeit

der KomSilva-Leitfaden

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.

DETAILS

ORIGIN OF WOOD

Forest

TYPE OF WOOD

Stemwood

KIND OF WOOD CONCERNED

All assortments

IMPACT ON ENVIRONMENT & BIODIVERSITY

Positive / Depending on management decisions

INCOME EFFECT

Positive

EXPLOITATION POTENTIAL

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HUB

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ECONOMIC IMPACT

More wood available

SPECIFIC KNOWLEDGE NEEDED

Middle

MOBILIZATION POTENTIAL

Estimated 1 - 3 m³/ha

SUSTAINABILITY POTENTIAL - VALUE

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EASE OF IMPLEMENTATION

Easy

EASE OF IMPLEMENTATION - EVALUATION

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KEY PREREQUISITES

Depending on regional forest laws

TYPE OF EVENT WHERE THIS BPI HAS BEEN FEATURED

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JOB EFFECT

More forest thinnings and harvesting

COSTS OF IMPLEMENTATION (EURO - €)

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MORE DETAILS

CHALLENGE ADDRESSED

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

KEYWORDS

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COUNTRY OF ORIGIN

Germany

DOMAIN

Education and training
Innovation management, hubs, clusters

DIGITAL SOLUTION

No

SCALE OF APPLICATION

National

TYPE OF SOLUTION

Training, educational actions

INNOVATION

No

START AND END YEAR

2017 - 2020

CONTACT DATA

OWNER OR AUTHOR

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REFERENCES AND RESOURCES

MAIN WEBSITE

<http://komsilva.de/>

PROJECT WEBSITE

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PROJECT REFERENCE

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RESOURCES

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGO OF BEST PRACTICE



LOGO OF MAIN ORGANIZATION



PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood 4.0

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18 Nov 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

