

## 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

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### 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 m<sup>3</sup>/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

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### 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

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### OWNER OR AUTHOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

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www.komsilva.de

### REPORTER

info@kwf-online.de

## REFERENCES AND RESOURCES

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### 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

