

WOODVETIA | Campaign for Swiss wood



Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland).

Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland). Point out the importance and the economic, ecological and social value of sustainable Swiss forest management. Presenting the diversity of forest-based industries, products and other services for society to the population. Demand enhancement for Swiss Wood and Swiss Wood products. Better impression of the different services provided by the Swiss forest management to the public. Raise awareness for the importance of a sustainable forest management and eligible silvicultural measures in Swiss forests. Making visible the different benefits for society (ex. climate change, CO2-mitigation, provision of drinkable water, protection against natural risks). Addressing the broad population and point out their importance in the context of the Swiss Wood mobilization with the link to the benefits of a sustainable forest management is an important issue to improve the wood mobilization in long-term and foresting the wood value-chain.

MORE DETAILS

CHALLENGE ADDRESSED	DOMAIN	TYPE OF SOLUTION
7.- Raise public awareness, social acceptance and political support for forestry	Forest-based bio/circular economy Wood construction industry Education and training	Awareness, educational campaigns
KEYWORDS	DIGITAL SOLUTION	INNOVATION
Campaign Swiss wood; Marketing	Yes	Yes
COUNTRY OF ORIGIN	SCALE OF APPLICATION	START AND END YEAR
Switzerland	National	--

CONTACT DATA

OWNER OR AUTHOR

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REFERENCES AND RESOURCES

MAIN WEBSITE

<https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia>

PROJECT WEBSITE

<https://www.woodvetia.ch>

PROJECT REFERENCE

Woodvetia campaign

RESOURCES

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LOGO OF BEST PRACTICE

LOGO OF MAIN ORGANIZATION



PROJECT UNDER WHICH THIS FACTSHEET HAS BEEN CREATED

Rosewood 4.0

POST DATE

11 Aug 2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862681



A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

