

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).

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MÁS DETALLES

RETO ABORDADO	DOMINIO	TIPO DE SOLUCIÓN
7. Aumentar la conciencia pública, la aceptación social y el apoyo político a la silvicultura	Industrias forestales, economía biocircular Industria de la construcción con madera Educación y formación	Sensibilización, campañas educativas
PALABRAS CLAVE	SOLUCIÓN DIGITAL	INNOVACIÓN
Campaign Swiss wood; Marketing	Sí	Si
PAÍS DE ORIGEN	ESCALA DE APLICACIÓN	AÑO DE INICIO Y FIN
Suiza	Nacional	--

DATOS DE CONTACTO

PROPIETARIO O AUTOR	REPORTADOR
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https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html	

REFERENCES AND RESOURCES

SITIO WEB PRINCIPAL	RECURSOS
https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia	--
SITIO WEB DEL PROYECTO	
https://www.woodvetia.ch	

LOGO DE LA BUENA
PRÁCTICA

LOGOTIPO DE LA ORGANIZACIÓN
PRINCIPAL



PROYECTO BAJO EL QUE SE HA CREADO ESTA FICHA

Rosewood 4.0

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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