

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.

DÉTAILS

ORIGINE DU BOIS

Forêt

TYPE DE BOIS

Grume

POTENTIEL DE MOBILISATION

Estimated 1 - 3 m³/ha

TYPE DE BOIS CONCERNÉ

All assortments

FACILITÉ D'IMPLÉMENTATION

Easy

IMPACT SUR L'ENVIRONNEMENT ET LA BIODIVERSITÉ

Positive / Depending on management decisions

FACILITÉ D'IMPLÉMENTATION - ÉVALUATION

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EFFET SUR LE REVENU

Positive

PRÉREQUIS CLÉS

Depending on regional forest laws

POTENTIEL D'EXPLOITATION

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TYPE D'éVÉNEMENT OÙ CETTE ICPE A ÉTÉ PRÉSENTÉE

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HUB

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EFFET SUR L'EMPLOI

More forest thinnings and harvesting

IMPACT ÉCONOMIQUE

More wood available

COÛTS D'IMPLÉMENTATION (EURO - €)

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CONNAISSANCES SPÉCIFIQUES REQUISES

Middle

PLUS DE DÉTAILS

DéFI CONCERNé	DOMAINE	TYPE DE SOLUTION
7. Augmenter la sensibilisation du public, l'acceptation sociale et le soutien politique pour la foresterie	Education et formation Gestion de l'innovation, hubs digitaux, clusters, exploitation (transversale)	Formation, actions d'éducation
MOTS-CLéS	SOLUTION DIGITALE	INNOVATION
--	Non	Non
PAYS D'ORIGINE	ECHELLE D'APPLICATION	DÉBUT ET FIN D'ANNéE
Allemagne	Nationale	2017 - 2020

INFORMATIONS DE CONTACT

PROPRIéTAIRE OU AUTEUR RAPPORTEUR

Kuratorium für Waldarbeit und Forsttechnik e.V.

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www.komsilva.de

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REFERENCES AND RESOURCES

SITE WEB PRINCIPAL

<http://komsilva.de/>

SITE WEB DU PROJET

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RéFéRENCE DU PROJET

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RESSOURCES

KomSilva Guidebook (Leitfaden - in German)

KomSilva YouTube channel

LOGO DE LA BONNE
PRATIQUE



LOGO DE L'ORGANISATION
PRINCIPALE

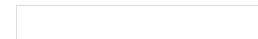


PROJET SOUS LEQUEL CETTE FICHE D'INFORMATION A ÉTÉ CRÉÉE

Rosewood 4.0

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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