

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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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	Industries basées sur la forêt, bioéconomie, économie circulaire Industrie du bois de construction Education et formation	Campagnes de sensibilisation, d'éducation
MOTS-CLéS	SOLUTION DIGITALE	INNOVATION
Campaign Swiss wood; Marketing	Oui	Oui
PAYS D'ORIGINE	ECHELLE D'APPLICATION	DéBUT ET FIN D'ANNéE
Suisse	Nationale	--

INFORMATIONS DE CONTACT

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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

SITE WEB PRINCIPAL	RESSOURCES
https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia	--
SITE WEB DU PROJET	
https://www.woodvetia.ch	

RéFéRENCE DU PROJET

Woodvetia compaign

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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[Link to Rosewood 4.0](#)



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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