

## 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.

## PIÙ DETTAGLI

---

| SFIDA RISOLTA  | DOMINIO  | TIPO DI SOLUZIONE                        |
|--|--|--|
| 7. Sensibilizzare il pubblico, l'accettazione sociale e il sostegno politico per la silvicoltura | industrie forestali, bio / economia circolare<br>industria delle costruzioni in legno<br>Istruzione e formazione | Di sensibilizzazione, campagne educative |
| PAROLE CHIAVE  | SOLUZIONE DIGITALE   | INNOVAZIONE                              |
| Campaign<br><br>Swiss wood; Marketing  | Sì   | Sì                                       |
| PAESE D'ORIGINE  | SCALA DI APPLICAZIONE  | INIZIO E FINE ANNO                       |
| Svizzera   | Nazionale  | --                                       |

## CONTATTI

---

| PROPRIETARIO O AUTORE   | REPORTER                                 |
|---|--|
| Federal for the Environment (FOEN)  | BFH Berne University of Applied Sciences |
| Claire-Lise Suter   | Moritz Dreher                            |
| claire-lise.suter@bafu.admin.ch   | moritzkaspar.dreher@bfh.ch               |
| <a href="https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html">https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html</a> |  |

## REFERENCES AND RESOURCES

---

| SITO PRINCIPALE   | RISORSE |
|---|---------|
| <a href="https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia">https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia</a> | --      |
| SITO WEB DEL PROGETTO   |         |
| <a href="https://www.woodvetia.ch">https://www.woodvetia.ch</a>   |         |

## PROGETTO DI RIFERIMENTO

Woodvetia compaign

LOGO DELLE MIGLIORI  
PRATICHE

---

LOGO DELLA PRINCIPALE  
ORGANIZZAZIONE

---



---

PROGETTO NELL'AMBITO DEL QUALE QUESTA SCHEDA è STATA CREATA

Rosewood 4.0

DATA DI INSERIMENTO

11 Ago 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



□