

# Forest Finland | Communication platform of the Finnish forest sector



*Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.*

## Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything. Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.



## DETALJER

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OPPRINNELSE FOR TRE

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TYPE TRE

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MOBILISERINGSPOENSIAL

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BæREKRAFTPOTENSIAL - VERDI

Veldig positivt

TYPE TRE INVOLVERT

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ENKEL IMPLEMENTERING

--

PåVIRKNING På MILJØ OG BIOLOGISK MANGFOLD

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ENKEL IMPLEMENTERING - EVALUERING

--

INNTEKTSEFFEKT

--

VIKTIGE FORUTSETNINGER

--

UTNYTTELSESPOTENSIAL

--

TYPE BEGIVENHET DER DENNE BPI HAR BLITT OMTALT

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HUB

Northern Hub

EFFEKT På ARBEIDSPLASSER

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ØKONOMISK PåVIRKNING

--

KOSTNADER MED IMPLEMENTERING (EURO - €)

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SPESIFIKKE KUNNSKAPSBEHOV

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## MER INFORMASJON

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UTFORDRING ADRESSERT	DOMENE	TYPE LØSNING
7. Øke offentlig bevissthet, sosial aksept og politisk støtte til skogbruket	Undervisning og kurs	Bevissthet, pedagogiske kampanjer
NØKKELORD	DIGITAL LØSNING	INNOVASJON
--	Ja	Ja
OPPRINELSESLAND	POTENSIALE	START OG SLUTT ÅR
Finland	Nasjonal	2020 -

## KONTAKT INFORMASJON

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EIER ELLER FORFATTER	RAPPORTØR
Finnish Forest Association	Natural Resources Institute Finland (Luke)
Kirsi Joensuu	Kari Mäkitalo
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<a href="https://smy.fi/en/">https://smy.fi/en/</a>	

## REFERENCES AND RESOURCES

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HJEMMESIDE (HOVEDSIDE)	RESSURSER
<a href="https://metsiensuomi.fi/in-english/">https://metsiensuomi.fi/in-english/</a>	--
PROSJEKTETS HJEMMESIDE	
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REFERANSE TIL PROSJEKT	
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LOGO FOR BESTE  
PRAKSIS

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LOGO FOR HOVEDORGANISASJON

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PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER  
Rosewood 4.0

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INNLEGGSDATO  
17 des 2021

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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