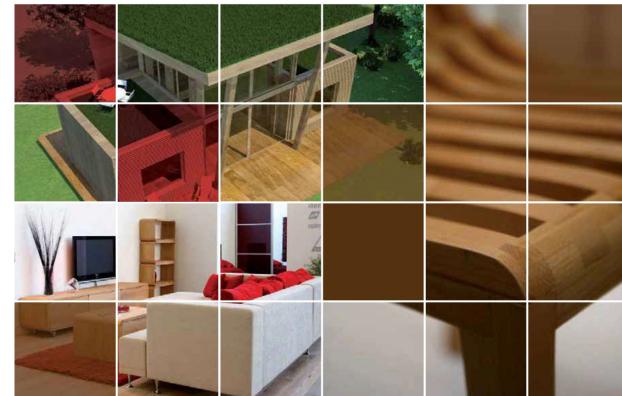


Wood is first



KATALOG



Promotion campaign for boosting the wood image as a material for improved life quality.

Wood is first is a promotion campaign initiated by Croatian Chamber of Commerce, implemented with Ministry of Agriculture, Directorate for forestry, hunting and wood processing industry and Croatian Forests Ltd. Campaign was initiated in 2007 with the aim to raise awareness about wood as renewable material, promote and increase use of wood and increase competitiveness of wood processing industry in Croatia. Activities included promotion on fairs and calls for designers and architects to submit their design of wood products (furniture and other equipment).

Campaign had good results and attitude towards wood in everyday use is positively changed through press conferences, database of wood products producers (furniture, woody biomass, wood for construction, other) establishment, catalogue of wood processing companies and their products, info booklet about socially responsible public procurement (emphasis is on using wood products, green public procurement, certification of wood products), info booklet about public procurement of wood products, info booklet about wood pellets

DETALJER

OPPRINNELSE FOR TRE

--

TYPE TRE

--

MOBILISERINGSPOTENSIAL

--

BæREKRAFTPOTENSIAL - VERDI

Veldig positivt

TYPE TRE INVOLVERT

--

ENKEL IMPLEMENTERING

--

PåVIRKNING På MILJØ OG BIOLOGISK MANGFOLD

--

ENKEL IMPLEMENTERING - EVALUERING

Very Easy

INNTEKTSEFFEKT

--

VIKTIGE FORUTSETNINGER

--

UTNYTTELSESPOTENSIAL

--

TYPE BEGIVENHET DER DENNE BPI HAR BLITT OMTALT

--

HUB

Sørøst-knutepunkt

EFFEKT På ARBEIDSPLASSER

--

ØKONOMISK PåVIRKNING

--

KOSTNADER MED IMPLEMENTERING (EURO - €)

--

SPESIFIKKE KUNNSKAPSBEHOV

--

MER INFORMASJON

UTFORDRING ADRESSERT	DOMENE	TYPE LØSNING
7. Øke offentlig bevissthet, sosial aksept og politisk støtte til skogbruket	Produkter, marked, handel	Bevissthet, pedagogiske kampanjer
NØKKELORD	DIGITAL LØSNING	INNOVASJON
--	--	Nei
OPPRINELSESLAND	POTENSIALE	START OG SLUTT ÅR
Kroatia	Nasjonal	2007 -

KONTAKT INFORMASJON

EIER ELLER FORFATTER	RAPPORTEØR
Croatian Chamber of Commerce	Competence Centre Ltd. for research and development
hgk@hgk.hr	Phd Ivan Ambroš ambros@cekom.hr

REFERENCES AND RESOURCES

HJEMMESIDE (HOVEDSIDE)	RESSURSER
https://www.hgk.hr/	--
PROSJEKTETS HJEMMESIDE	--
REFERANSE TIL PROSJEKT	--

PROSJEKT SOM DETTE FAKTAARKET ER OPPRETTET UNDER

Rosewood

INNLEGGSDATO

1 okt 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



□