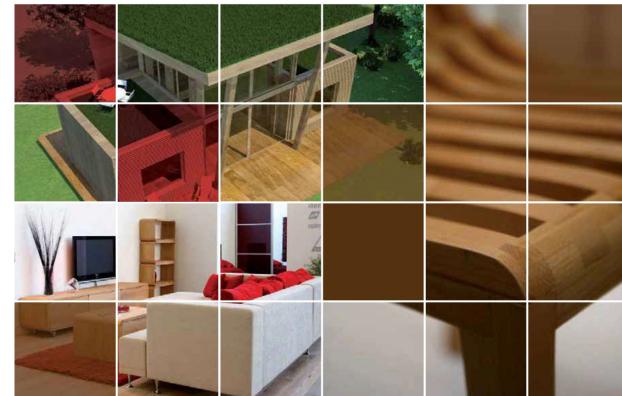


Wood is first



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

DETALHES

ORIGEM DA MADEIRA	POTENCIAL DE MOBILIZAÇÃO
--	--
TIPO DE MADEIRA	SUSTENTABILIDADE POTENCIAL - VALOR
--	Muito positivo
TIPO DE MADEIRA EM CAUSA	FACILIDADE DE IMPLEMENTAÇÃO
--	--
IMPACTE NO AMBIENTE E BIODIVERSIDADE	FACILIDADE DE IMPLEMENTAÇÃO
--	Very Easy
IMPACTE NAS RECEITAS	PRE-REQUISITOS CHAVE
--	--
POTENCIAL DE EXPLORAÇÃO	TIPO DE EVENTO EM QUE ESTE BPI TEM SIDO APRESENTADO
--	--
HUB	IMPACTE NO EMPREGO
Hub do Sudeste	--
IMPACTE ECONOMICO	CUSTOS DE IMPLEMENTAÇÃO (EURO - EUR)
--	--
CONHECIMENTOS ESPECÍFICOS NECESSÁRIOS	
--	

MAIS DETALHES

DESAFIO ABORDADO	DOMÍNIO	TIPO DE SOLUçãO
7. Aumentar a consciência pública, a aceitação social e o apoio político à silvicultura	Produtos, mercados e comércio	Campanhas de consciencialização e educação
PALAVRAS-CHAVE	SOLUçãO DIGITAL	INOVAçãO
--	--	Não
PAÍS DE ORIGEM	ESCALA DE APLICAçãO	ANO DE INÍCIO E FIM
Croácia	Nacional	2007 -

DADOS DE CONTACTO

PROPRIETÁRIO OU AUTOR	REPÓRTER
Croatian Chamber of Commerce	Competence Centre Ltd. for research and development
hgk@hgk.hr	Phd Ivan Ambroš ambros@cekom.hr

REFERENCES AND RESOURCES

WEBSITE PRINCIPAL	RECURSOS
https://www.hgk.hr/	--
WEBSITE DO PROJETO	
--	
REFERêNCIA AO PROJETO	
--	

PROJETO NO âMBITO DO QUAL A FOLHA DE DIVULGAÇÃO FOI CRIADA

Rosewood

DATA DE ENTRADA

1 Out 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



Centro de Servicios y Promoción Forestal
y de su Industria de Castilla y León



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