

## KomSilva | Communication assistance and public relations in forestry



der KomSilva-Leitfaden

In KomSilva, tools for a goal-oriented and efficient discourse with forest owners are being developed. Target groups are stakeholders and organizations who activate and address forest owners. Mostly forestry associations should profit from the project, but also service providers and other stakeholders. Communication with forest owners is a key asset towards mobilization. Existing instruments are being adjusted and new tools like online-training, online-consulting concepts and social media strategies for consulting and communication are being created and already successfully tested.

Existing instruments for approaching forest owners and communicate with them are being investigated and evaluated according to their effectiveness. Thereby, a collaborative approach is being pursued. It comprises an advisory committee with experts from practice and an active involvement via interviews, a large-scale online-survey and workshops. Experiences in activating forest owners and in public relations are being collected and practicable factors of success are being identified. Arguments for the activation of forest owners are being developed to sensitize forestry associations also for the new task fields.

## DETALII

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### SURSA DE LEMN

Pădure

### TIPUL DE LEMN

Lemn masiv

### TIPUL DE LEMN ÎN CAUZĂ

All assortments

### IMPACTUL ASUPRA MEDIULUI ȘI BIODIVERSITĂȚII

Positive / Depending on management decisions

### EFACT ASUPRA VENITURILOR

Positive

### POTENȚIAL DE EXPLOATARE

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### HUB

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### IMPACT ECONOMIC

More wood available

### CUNOȘTINȚE SPECIFICE NECESARE

Middle

### POTENȚIALUL DE MOBILIZARE

Estimated 1 - 3 m<sup>3</sup>/ha

### POTENȚIAL DE SUSTENABILITATE - VALOARE

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### FACILITATEA DE IMPLEMENTARE

Easy

### FACILITATEA DE IMPLEMENTARE - EVALUARE

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### CONDIȚII CHEIE PRELABILE

Depending on regional forest laws

### TIPUL DE EVENIMENT LA CARE A FOST PREZENTAT ACEST IPB

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### EFACT ASUPRA LOCURILOR DE MUNCĂ

More forest thinnings and harvesting

### COSTURI PENTRU IMPLEMENTARE (EURO - €)

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## MAI MULTE DETALII

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### PROVOCARE ABORDATĂ

7. Creșterea gradului de conștientizare a publicului, a acceptării sociale și a sprijinului politic pentru silvicultură

### CUVINTE CHEIE

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### ȚARA DE ORIGINE

Germania

### DOMAIN

Educație și training  
Managementul inovației, hub-uri digitale, clustere, exploatare (transversală)

### SOLUȚIE DIGITALĂ

Nu

### SCARA DE APLICARE

Național

### TIP DE SOLUȚIE

Instruire, acțiuni educative

### INOVAȚIE

Nu

### ANUL DE ÎNCEPUT ȘI DE SFÂRȘIT

2017 - 2020

## DATE DE CONTACT

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### PROPRIETAR SAU AUTOR

Kuratorium für Waldarbeit und Forsttechnik e.V.

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### REPORTER

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## REFERENCES AND RESOURCES

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### PAGINĂ WEB

<http://komsilva.de/>

### WEBSITE PROJECT

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### REFERINȚĂ PROIECT

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### RESURSE

**KomSilva Guidebook (Leitfaden - in German)**

**KomSilva YouTube channel**



PROIECTUL ÎN CADRUL CĂRUI A FOST CREATă ACEASTă FIȘă INFORMATIVă

Rosewood 4.0

DATA POSTĂRII

18 Noi 2019



[Link to Rosewood 4.0](#)



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

