


Description of best practice

| Best practice | |
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| Title | Wood is first- (Drvo je prvo) |
| Picture |  |
| Domain | National promotional campaign |
| Source of wood | Forest, all types |
| Location | Croatia |
| Implementers | Croatian Chamber of Commerce, Ministry of Agriculture and Croatian Forests Ltd., Croatia |
| Actual status | Running |
| Approach | 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. in the period 2007-2011. Campaign was initiated 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) and kindergarten wood buildings. |
| Main results | <ul style="list-style-type: none"> • press conferences, • database of wood products producers (furniture, woody biomass, wood for construction, other), • 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 |

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| Lessons learned | Campaign had good results and it is still running but new approach is needed to stay in focus of the audience. The attitude towards wood in everyday use is positively changed. |
| Contact information | Croatian Chamber of Commerce Rooseveltov trg 2, 10000, Zagreb +3851 4606 708 hgk@hgk.hr |
| Link to website | http://www.drvojeprvo.hr/ ; https://www.hgk.hr/drvo-je-prvo-najava |
| Code | BP_CRO_02 |

Best practice assessment

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| Region | Croatia |
| Time scale | 2007 – 2011, but still running |
| Mobilization Potential | Difficult to assess, it is awareness campaign |
| Kind of wood concerned | All types |
| Sustainability Potential | Positive |
| Impact on environment & biodiversity | Positive / Depending on management decisions |
| Ease of implementation | Easy |
| Economic impact | Difficult to assess, it is awareness campaign |
| Job effect | Difficult to assess, it is awareness campaign; Improved recognition from society |
| Income effect | Positive |
| Specific knowledge needed | Medium |
| Costs of implementation | High |
| Technical readiness level | Applicable |
| Key information for adoption | Increase of use of wood and wood products |