

# 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.



## PODROBNOSTI

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PÔVOD DREVA

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DRUH DREVA

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UVAŽOVANÝ DRUH DREVA

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VPLYV NA ŽIVOTNÉ PROSTREDIE A BIODIVERZITU

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DOPAD NA PRÍJMY

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POTENCIÁL VYUŽITIA

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ROZBOČOVAČ

Severný uzol

EKONOMICKÝ VPLYV

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POTREBA ŠPECIFICKÝCH ZNALOSTÍ

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MOBILZAČNÝ POTENCIÁL

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POTENCIÁL UDRŽATEĽNOSTI - HODNOTA

Veľmi pozitívne

UIŤAHČENIE IMPLEMENTÁCIE

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UIŤAHČENIE IMPLEMENTÁCIE - HODNOTENIE

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KľúčOVÉ PREPOKLADY

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TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANÝ

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DOPAD NA ZAMESTNANOSŤ

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NÁKLADY NA IMPLEMENTÁCIU (EURO - €)

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## VIAC INFORMáCIí

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RIEŠENá VÝZVA	DOMAIN	TYP RIEŠENIA
7. Zvyšovanie povedomia verejnosti, spoločenskej akceptácie a politickej podpory lesného hospodárstva	Vzdelávanie a odborná príprava	Povedomie, vzdelávacie kampane
KľúčOVé SLOVá	DIGITALNE RIEŠENIE	INOVáCIE
--	áno	Áno
KRAJINA PÔVODU	ROZSAH APLIKÁCIE	ZAČIATOK A KONIEC ROKA
Fínsko	Národný	2020 -

## KONTAKTNé úDAJE

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VLASTNÍK ALEBO AUTOR	REPORTér
Finnish Forest Association	Natural Resources Institute Finland (Luke)
Kirsi Joensuu	Kari Mäkitalo
<a href="mailto:kirsi.joensuu@smy.fi">kirsi.joensuu@smy.fi</a>	<a href="mailto:kari.makitalo@luke.fi">kari.makitalo@luke.fi</a>
<a href="https://smy.fi/en/">https://smy.fi/en/</a>	

## REFERENCES AND RESOURCES

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HLAVNá WEBSTRáNKA	ZDROJE
<a href="https://metsiensiomi.fi/in-english/">https://metsiensiomi.fi/in-english/</a>	--
PROJEKTOVá WEBSTRÁNKA	
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REFERENCIA PROJEKTU	
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LOGO NAJLPEŠEJ PRAXE

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LOGO HLAVNEJ ORGANIZáCIE

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PROJEKT, V RÁMCI KTÓRÉHO BOL TENTO INFORMAČNÝ PREHĽAD VYTVORENÝ  
Rosewood 4.0

DÁTUM ODOSLANIA  
17 dec 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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