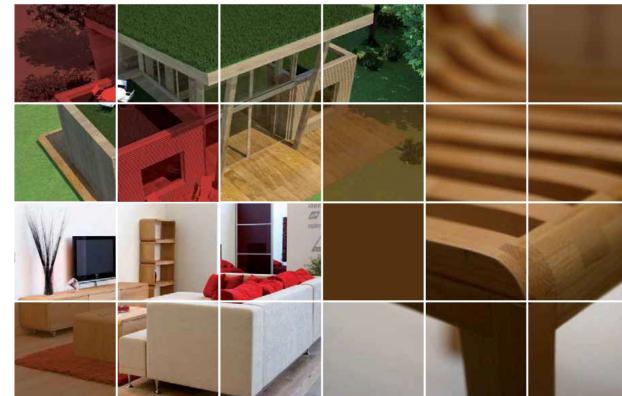


Wood is first



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

PODROBNOSTI

PÔVOD DREVA

--

DRUH DREVA

--

UVAŽOVANÝ DRUH DREVA

--

VPLYV NA ŽIVOTNÉ PROSTREDIE A BIODIVERZITU

--

DOPAD NA PRÍJMY

--

POTENCIÁL VYUŽITIA

--

ROZBOČOVAČ

Juhovýchodné centrum

EKONOMICKÝ VPLYV

--

POTREBA ŠPECIFICKÝCH ZNALOSTÍ

--

MOBILZAČNÝ POTENCIÁL

--

POTENCIÁL UDRŽATEĽNOSTI - HODNOTA

Veľmi pozitívne

UIŤAHČENIE IMPLEMENTÁCIE

--

UIŤAHČENIE IMPLEMENTÁCIE - HODNOTENIE

Very Easy

KľúčOVÉ PREPOKLADY

--

TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANÝ

--

DOPAD NA ZAMESTNANOSŤ

--

NÁKLADY NA IMPLEMENTÁCIU (EURO - €)

--

VIAC INFORMáCIí

RIEŠENá VÝZVA	DOMAIN	TYP RIEŠENIA
7. Zvyšovanie povedomia verejnosti, spoločenskej akceptácie a politickej podpory lesného hospodárstva	Produkty, trhy, obchod	Povedomie, vzdelávacie kampane
KľúčOVé SLOVá	DIGITALNE RIEŠENIE	INOVáCIE
--	--	Nie
KRAJINA PôVODU	ROZSAH APLIKÁCIE	ZAČIATOK A KONIEC ROKA
Chorvátsko	Národný	2007 -

KONTAKTNé úDAJE

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REFERENCES AND RESOURCES

HLAVNá WEBSTRÁNKA	ZDROJE
https://www.hgk.hr/	--
PROJEKTOVá WEBSTRÁNKA	
--	
REFERENCIA PROJEKTU	
--	

PROJEKT, V RÁMCI KTÓREHO BOL TENTO INFORMAČNÝ PREHĽAD VYTVORENÝ

Rosewood

DÁTUM ODOSLANIA

1 okt 2019



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862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



□