

KomSilva | Communication assistance and public relations in forestry



Waldbesitzeransprache und
forstliche Öffentlichkeitsarbeit

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.

PODROBNOSTI

PÔVOD DREVA

Les

DRUH DREVA

Kmeňové drevo

MOBILZAČNÝ POTENCIÁL

Estimated 1 - 3 m³/ha

UVAŽOVANÝ DRUH DREVA

All assortments

UIĽAHČENIE IMPLEMENTÁCIE

Easy

VPLYV NA ŽIVOTNÉ PROSTREDIE A BIODIVERZITU

Positive / Depending on management decisions

UIĽAHČENIE IMPLEMENTÁCIE - HODNOTENIE

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DOPAD NA PRÍJMY

Positive

KľúčOVÉ PREPOKLADY

Depending on regional forest laws

POTENCIÁL VYUŽITIA

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TYP PODUJATIA, NA KTOROM BOL TENTO BPI PREZENTOVANÝ

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ROZBOČOVAČ

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DOPAD NA ZAMESTNANOSŤ

More forest thinnings and harvesting

EKONOMICKÝ VPLYV

More wood available

NÁKLADY NA IMPLEMENTÁCIU (EURO - €)

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POTREBA ŠPECIFICKÝCH ZNALOSTÍ

Middle

VIAC
INFORMáCí

RIEŠENá VÝZVA	DOMAIN	TYP RIEŠENIA
7. Zvyšovanie povedomia verejnosti, spoločenskej akceptácie a politickej podpory lesného hospodárstva	Vzdelávanie a odborná príprava Správa inovácií, digitálne uzly, klastre, využívanie (priebežné)	Školenia, vzdelávacie akcie
KlúčOVé SLOVá	DIGITALNE RIEŠENIE	INOVÁCIE
--	Nie	Nie
KRAJINA PÔVODU	ROZSAH APLIKÁCIE	ZAČIATOK A KONIEC ROKA
Nemecko	Národný	2017 - 2020

**KONTAKTNé
úDAJE**

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**REFERENCES
AND RESOURCES**

HLAVNá WEBSTRÁNKA	ZDROJE
http://komsilva.de/	KomSilva Guidebook (Leitfaden - in German)
PROJEKTOVá WEBSTRÁNKA	KomSilva YouTube channel
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REFERENCIA PROJEKTU	
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LOGO NAJLPEŠEJ PRAXE



LOGO HLAVNEJ ORGANIZÁCIE



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

DÁTUM ODOSLANIA
18 nov 2019



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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