

WOODVETIA | Campaign for Swiss wood



Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland).

Marketing campaign, demand promotion for Swiss Wood through targeted advertising measures (lifelike wooden figures of famous Swiss people, TV-Spots, billboards, documentary film, press releases and events throughout Switzerland). Point out the importance and the economic, ecological and social value of sustainable Swiss forest management. Presenting the diversity of forest-based industries, products and other services for society to the population. Demand enhancement for Swiss Wood and Swiss Wood products. Better impression of the different services provided by the Swiss forest management to the public. Raise awareness for the importance of a sustainable forest management and eligible silvicultural measures in Swiss forests. Making visible the different benefits for society (ex. climate change, CO2-mitigation, provision of drinkable water, protection against natural risks). Addressing the broad population and point out their importance in the context of the Swiss Wood mobilization with the link to the benefits of a sustainable forest management is an important issue to improve the wood mobilization in long-term and foresting the wood value-chain.

RIEŠENá VÝZVA

7. Zvyšovanie povedomia verejnosti, spoločenskej akceptácie a politickej podpory lesného hospodárstva

DOMAIN

Na lese založené priemyselné odvetvia, bio/obehová Povedomie, vzdelávacie kampane ekonomika

TYP RIEŠENIA

Odvetvie drevených konštrukcií

Vzdelávanie a odborná príprava

KľúčOVé SLOVá

Campaign

DIGITALNE RIEŠENIE

INOVáCIE

Swiss wood; Marketing

áno

Áno

KRAJINA PôVODU

Švajčiarsko

ROZSAH APLIKáCIE

ZAČIATOK A KONIEC ROKA

Národný

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**KONTAKTNé
úDAJE**

VLASTNÍK ALEBO AUTOR

Federal for the Environment (FOEN)

REPORTéR

BFH Berne University of Applied Sciences

Claire-Lise Suter

Moritz Dreher

claire-lise.suter@bafu.admin.ch

moritzkaspar.dreher@bfh.ch

<https://www.bafu.admin.ch/bafu/de/home/amt/abteilungen-sektionen/abteilung-wald/sektion-holzwirtschaft-und-waldwirtschaft.html>

**REFERENCES
AND RESOURCES**

HLAVNá WEBSTRáNKA

<https://www.holz-bois-legno.ch/de/leben-mit-holz/geschichten-woodvetia>

ZDROJE

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PROJEKTOVá WEBSTRáNKA

<https://www.woodvetia.ch>

REFERENCIA PROJEKTU

Woodvetia compaign

LOGO NAJLPEŠEJ PRAXE

LOGO HLAVNEJ ORGANIZÁCIE



PROJEKT, V RÁMCI KTÓRÉHO BOL TENTO INFORMAČNÝ PREHĽAD VYTVORENÝ

Rosewood 4.0

DÁTUM ODOSLANIA

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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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