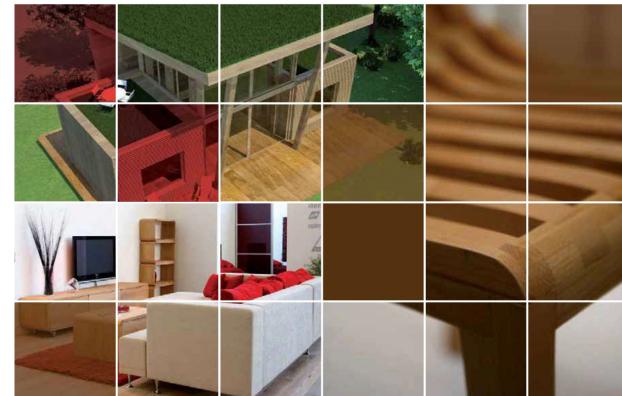


Wood is first



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

IZVOR LESA

--

TIP LESA

--

VRSTA OBRAVNAVANEGA LESA

--

VPLIV NA OKOLJE IN BIODIVERZITETO

--

VPLIV NA PRIHODKE

--

POTENCIAL IZKORIŠČANJA

--

VOZLISČE

Jugovzhodno vozlišče

GOSPODARSKI VPLIV

--

POTREBNO SPECIFIČNO ZNANJE

--

POTENCIJAL ZA MOBILIZACIJO

--

TRAJNOST - VREDNOST

Zelo pozitivno

ENOSTAVNOST IZVEDBE

--

ENOSTAVNOST IZVEDBE - OCENJEVANJE

Very Easy

KLJUČNI PREDPOGOJI

--

VRSTA DOGODKA, NA KATEREM JE BIL PREDSTAVLJEN TA BPI

--

VPLIV NA DELOVNA MESTA

--

STROŠKI IZVEDBE (EURO - €)

--

**VEČ
PODROBNOSTI**

IZZIV	DOMENA	TIP REŠITVE
7. Ozaveščanje javnosti, socialna sprejemljivost in politična podpora gozdarstvu	Izdelki, trg, prodaja	Ozaveščanje, izobraževalne kampanje
KLJUČNE BESEDE	DIGITALNE REŠITVE	INOVACIJA
--	--	Ne
IZVORNA DRŽAVA	OBSEG UPORABE	ZAČETNO IN KONČNO LETO
Hrvaška	Nacionalni	2007 -

**KONTAKTN
PODATKI**

LASTNIK OZ. AVTOR	POROČEVALEC
Croatian Chamber of Commerce	Competence Centre Ltd. for research and development
hgk@hgk.hr	Phd Ivan Ambroš ambros@cekom.hr

**REFERENCES
AND RESOURCES**

SPLETNA STRAN	VIRI
https://www.hgk.hr/	--
SPLETNA STRAN PROJEKTA	
--	
REFERENCA PROJEKTA	
--	

PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood

DATUM OBJAVE

1 Okt 2019



This project has received funding from the European Union's Horizon
2020 research and innovation programme under grant agreement No.

862681

A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY

