

# 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

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IZVOR LEŠA	POTENCIJAL ZA MOBILIZACIJO
Gozd	Estimated 1 - 3 m <sup>3</sup> /ha
TIP LEŠA	TRAJNOST - VREDNOST
Okrogli les	--
VRSTA OBRAVNAVANEGA LEŠA	ENOSTAVNOST IZVEDBE
All assortments	Easy
VPLIV NA OKOLJE IN BIODIVERZITETO	ENOSTAVNOST IZVEDBE - OCENJEVANJE
Positive / Depending on management decisions	--
VPLIV NA PRIHODKE	KLJUČNI PREDPOGOJI
Positive	Depending on regional forest laws
POTENCIJAL IZKORIŠČANJA	VRSTA DOGODKA, NA KATEREM JE BIL PREDSTAVLJEN TA BPI
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VOZLIŠČE	VPLIV NA DELOVNA MESTA
--	More forest thinnings and harvesting
GOSPODARSKI VPLIV	STROŠKI IZVEDBE (EURO - €)
More wood available	--
POTREBNO SPECIFIČNO ZNANJE	
Middle	

**VEČ  
PODROBNOSTI**

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IZZIV	DOMENA	TIP REŠITVE
7. Ozaveščanje javnosti, socialna sprejemljivost in politična podpora gozdarstvu	Izobraževanje Inovativno upravljanje, digitalna vozlišča, grozdi	Usposabljanje, izobraževalne akcije
<b>KLJUČNE BESEDE</b>	<b>DIGITALNE REŠITVE</b>	<b>INOVACIJA</b>
--	No	Ne
<b>IZVORNA DRŽAVA</b>	<b>OBSEG UPORABE</b>	<b>ZAČETNO IN KONČNO LETO</b>
Nemčija	Nacionalni	2017 - 2020

**KONTAKTN  
PODATKI**

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**LASTNIK OZ. AVTOR** **POROČEVALEC**

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**REFERENCES  
AND RESOURCES**

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**SPLETNA STRAN**

<http://komsilva.de/>

**SPLETNA STRAN PROJEKTA**

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**REFERENCA PROJEKTA**

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**VIRI**

**KomSilva Guidebook (Leitfaden - in German)**

**KomSilva YouTube channel**

LOGOTIP DOBRE PRAKSE

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LOGOTIP GLAVNE  
ORGANIZACIJE

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PROJEKT, V OKVIRU KATEREGA SO BILI ZBRANI OSNOVNI PODATKI

Rosewood 4.0

DATUM OBJAVE

18 Nov 2019



[Link to Rosewood 4.0](#)



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



Centro de Servicios y Promoción Forestal  
y de su Industria de Castilla y León



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