

Forest Finland | Communication platform of the Finnish forest sector



Forest Finland talks about the sustainability of the use of the northern forests. Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland.

Forest Finland - participating in combating climate change

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' role in everything in Finland. Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media. Forest Finland aims to surprise, awaken interest in the forest and encourage us to discuss sustainable use of the forest. Forest Finland updates our perception of modern forestry. It presents products one could not imagine being made using wood.

The concept is based on the observation that almost everything Finns do is always accompanied by a forest. At christenings, student parties, graduations, weddings and funerals; or on holidays, events and on spare time, forest is always there - at least in the pictures. In fact, we don't even realize that almost all of our photographs, and with it our memories, always have - at least in the background - a forest. Finns have a special relationship with the forest because it is involved in everything. Everyone can participate. One can share the information in your own organization or on social media, e.g. by sharing pictures you have taken of the forest or by highlighting solutions that the forest produces for all of us.

DETALJER

VEDENS URSPRUNG	MOBILISERINGSPOENTIAL
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TRÄTYP	HÅLLBARHETS POTENTIAL - VÄRDE Mycket positiv
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TYP AV TRÄ	ENKEL IMPLEMENTERING
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PÅVERKAN PÅ MILJÖ & BIOLOGISK MÅNGFALD	ENKEL IMPLEMENTERING - UTVÄRDERING
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EKONOMISK EFFEKT	NYCKEL FÖRUTSÄTTNINGAR
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KOMMERSIELL POTENTIAL	TYP AV EVENEMANG DÄR DENNA BPI HAR PRESENTERATS
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NAV	EFFEKT ANTAL ANSTÄLLDA
Norra navet	--
EKONOMISK PÅVERKAN	KOSTNADER FÖR IMPLEMENTERING (EURO - €)
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SPECIFIKA KUNSKAPSBEHOV	
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MER INFORMATION

UTMANING SOM ADRESSERAS	DOMÄN	TYPE AV LÖSNING
7. Öka allmänhetens medvetenhet, sociala acceptans och politiska stöd för skogsbruket.	Undervisning och träning	Medvetenhet, utbildnings kampanjer
NYCKELORD	DIGITAL LÖSNING	INNOVATION
--	Ja	Ja
UPPHOVSLAND	POTENTIAL	START OCH SLUTÅR
Finland	Nationell	2020 -

KONTAKT INFORMASION

ÄGARE ELLER FÖRFATTARE	RAPPORTÖR
Finnish Forest Association	Natural Resources Institute Finland (Luke)
Kirsi Joensuu	Kari Mäkitalo
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https://smy.fi/en/	

REFERENCES AND RESOURCES

HEMSIDA (HUVUDSIDA)	RESURSER
https://metsiensuomi.fi/in-english/	--
PROJEKTETS HEMSIDA	
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PROJEKTREFERENS	
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LOGO FÖR BEST PRACTICE



LOGO, HUVUDORGANISATION

PROJEKT SOM DETTA FACTSHEET SKAPATS INOM
Rosewood 4.0

DATUM FÖR INLÄGG
17 dec 2021



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A TOOL FROM ROSEWOOD 4.0, DESIGNED AND DEVELOPED BY



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