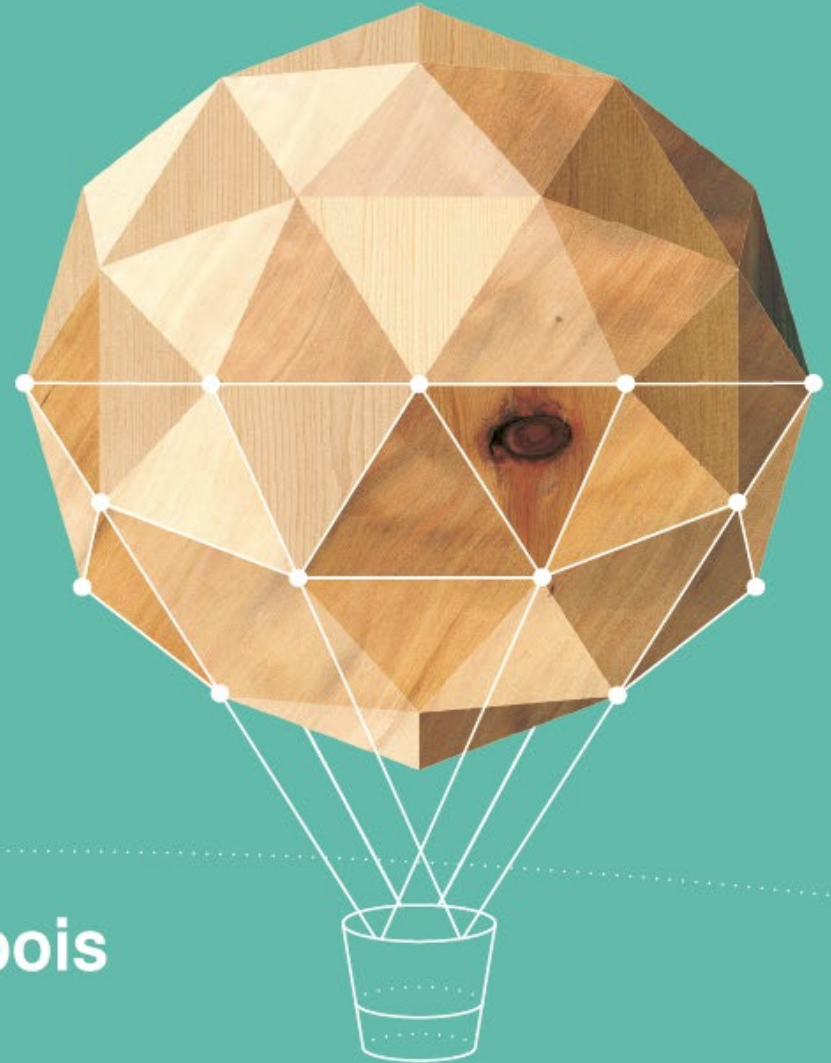




Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Bundesamt für Umwelt BAFU
Office fédéral de l'environnement OFEV



With Wood into the Future

Le retour en force du bois



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department of the Environment,
Transport, Energy and Communications DETEC

Federal Office for the Environment FOEN
Forest Division

Swiss Timber Campaign WOODVETIA



Claire-Lise Suter, Forest Communicators Network
Oslo, 20/05/2019



Introduction

Swiss Forests ...

1. ... cover 1/3 of the area
2. ... have a «soft» exploitation
 speeches / natural regeneration / no fertilizer / no clear-cut
3. ... ecosystem services: ½ of the area protects against natural hazards....
4. ... **could supply 1/3 more timber ...**
 to reach the sustainable potential of 8.2 Mio m³





Introduction

Swiss Timber ...

1. Timber is very requested
2. **Swiss Timber ? ? ? Till not in my mind**
3. Since 2008 we have a Label «Swiss Wood»
= certificate of the origin
4. Since 2017 we have a federal Law (Promotion)





First Campaign – Swiss Timber Initiative

#WOODVETIA – Action for more Swiss Wood.

Start: 2014/15 **financed by the FOEN (administration)**

1. Organisation and Network
2. Strategic Communication (brand core; Involvement; viral – **no classical communication**)
3. Getting synergies in projects with contribution of the Wood Action Plan f.e. 15./16.9.2017 «Day of Swiss Wood»

Campaign: from 12/01/2017-31/12/2018

3. 20 Personalities out of 20 species, 20 regions
4. CNC and wood-art





First Campaign – Swiss Timber Initiative

#WOODVETIA – Action for more Swiss Wood.

Alfred Escher in the train for several months – soon in the Panoramaexpress from Lucerne to Lugano





First Campaign – Swiss Timber Initiative

#WOODVETIA – Action for more Swiss Wood.

3 Confederates and la «Petite» Gilberte, Marie Tussaud, Johanna Spyri in the Parlament



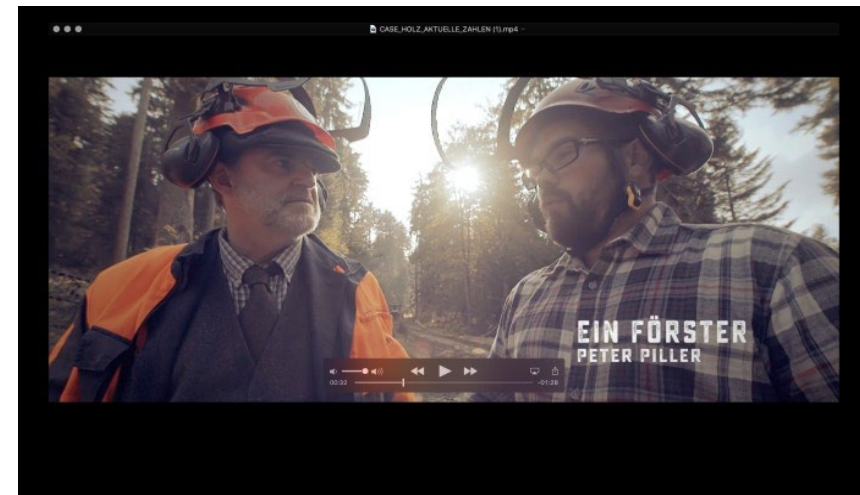


First Campaign – Swiss Timber Initiative

#WOODVETIA – Action for more Swiss Wood.

Results

3. > 320 articles Print/radio/TV:
Advertising Equivalence Value = 1.2 millions CHF (costs = 2.25 millions CHF)
PR-Value = 4.77 millions CHF
4. > 500'000 Webvisits
5. > 45'000 google searches
6. 4'600 FB friends.....
7. 23 Events, inc. Exhibitions
> 2 million visits
8. 34% know/knew #WOODVETIA...
9. > 4 films
10. Partners (Migros), Interest (Caran d'Ache)





Second Campaign – Swiss Timber Marketing

WOODVETIA – Nation of Wood Diversity.

Start: 2017/2018

**Under the guidance of Lignum
with substitutes**

1. Organisation and Partnership
2. Marketing from the branch with
 - . relaunched Label
 - . more classical (TV-Spons., Posters)
 - . with less funds ...

Campaign: from 01/06/2019-20..

3. Playing with the regions: species, people
4. Cooperation with companies (retailers, furniture, uso.)



Holz aus der Nähe
ist gut für die Schweiz.

Le bois local est bon
pour la Suisse.

claire-lise.suter@bafu.admin.ch



TAKK