

GENERIC PROMOTION FOR FORESTS, FORESTRY AND FOREST-BASED SECTOR IN SLOVENIA

Communication activities in the year 2019

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FORESTRY, HUNTING AND FISHERIES DIRECTORATE
Forestry Division



FOREST
DIALOGUE



FOREST
FUND



ZAVOD za GOZDOVE
SLOVENIJE
Slovenia Forest Service

Short background of Forest fund

- Act for managing the state forests (2016)
- Creation of state enterprise for managing state forests → SiDG d.o.o.
- 20% from sold m³ of wood goes to
- Forest fund → stable system of the government investments for forests
- One of its purposes:
Promotion of wood use, wooden materials and forest-based sector



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SiDG

Slovenski Državni Gozdovi



**FOREST
FUND**



ZAVOD za GOZDOVE
SLOVENIJE
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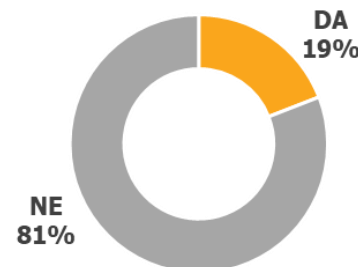
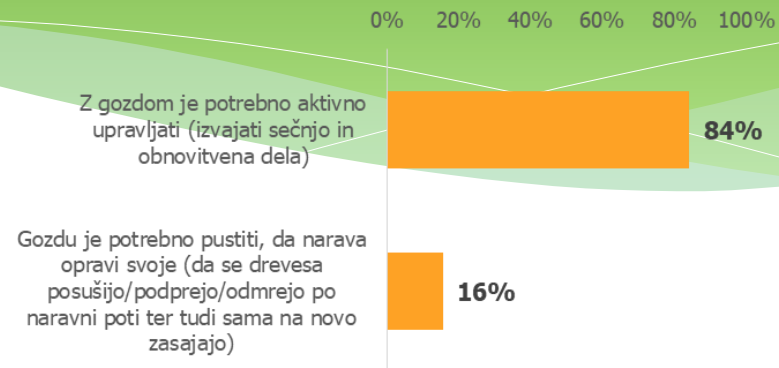
GENERIC PROMOTION FOR FORESTS, FORESTRY AND FOREST-BASED SECTOR for year 2019

The main topics for generic promotion based on:

1. Prioritets of Operation plan on implementation of the National Forest Program in 2017-2021
2. Communication strategies for implementation of forest policy
3. Results of the public opinion research

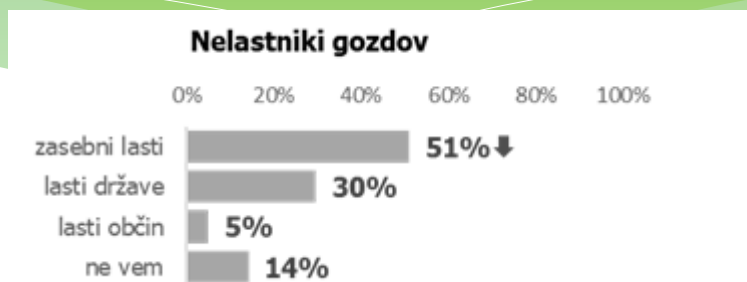
Results of public opinion research about forest and forest policy:

- Attitude to forest management is positive
- Public wants to be included in reforestation activities
- Recognition of past promotion activities is 19%



Results of public opinion research about forest and forest policy:

- Awareness about the forest ownership (forest owner must allow free press)



- 30 % of forest owners has opinion that they are not enough involved in forests management planning



Communication activities in the year 2019

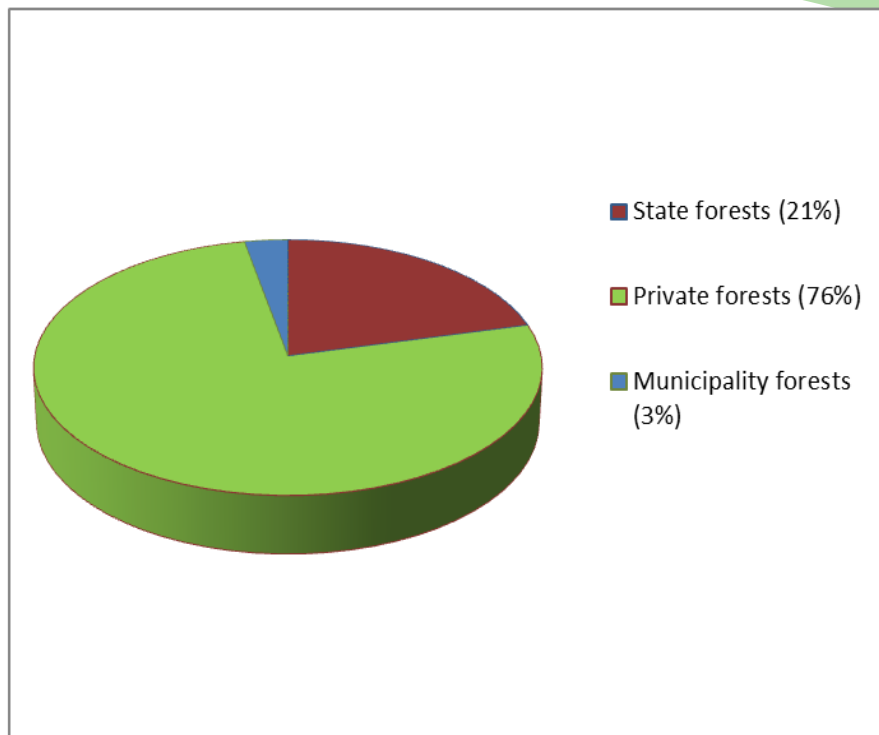
25 years of Public forest service

Presenting the best practice examples
during the **Forest week**
(different activities all over
the country)

27.may-2.june 2019



Actions for rising the awarress:



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Problems between forest owners, forest and visitors:

- Off - road driving with motor vehicles
- Pollution, excessive harvesting of forest fruits
- Lithing fires in forests,...

Forest bonton

- * Target audience:
- * All forest visitors (recreation, tourism,...)
- * Education system
- * Forest owners



Be careful in the forest!



POZOR! 

SEČNJA - SPRAVILO
Nevarnost padajočega drevja



Previdno v gozdu!

REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KMETIŠTVO,
GOZDARSTVO IN PISHRANO

INŠTITUT ZA GOZDARSTVO
SLOVENIJE

In the last years
(since 2013) the
sanitary logging
arised due to:

Sleet
Bark beatle
Windstorms

Forest dialog



FOREST
DIALOGUE



FOREST
FUND

- * The creation of a permanent formal Forest dialogue as a process of the National Forest Program is a goal in which all stakeholders in the field of forests and forestry participate and represent their interests in the creation and implementation of forest policy
- * Improve the lack of communication among stakeholders and to achieve coordinated action in finding solutions for efficient sustainable and multifunctional forest management

Examples of activities:



Vabilo na Osrednji dogodek
ob Mednarodnem dnevu gozdov 2019
Učimo se z gozdovi – gozd je modrost!

21. marec 2019, Mestni gozd Celje



International forest day 2019,
City forest Celje

Be active: Reforestation of the forests



Planting 10.000 trees, 5 locations,
more than 600 volunteers



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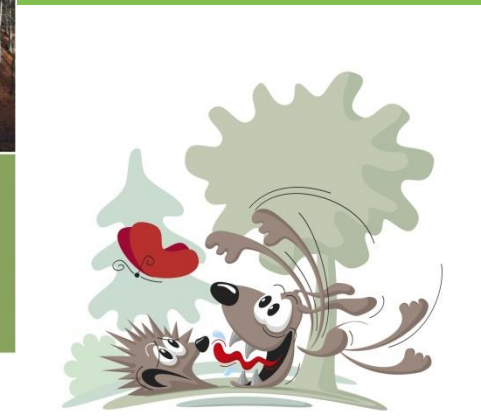




Skrbno z gozdom



Direct communication:



- Urban people
- 20.000 visitors

GR 50th Nature-Health Fair

23–26 October 2019
GR-Ljubljana Exhibition and Convention Centre

Promoting forest-based sector FOREST THROUGH THE ART AND CULTURE



- Promoting the use of wood
- Educational system



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AND TECHNOLOGY



Kulturni
bazar
2019

Upcoming activities

- * **AGRA 2019** (International Fair for food and agriculture; 120.000 visitors, mainly forest owners)
- * **Cooperation with Triglav national Park** (Forest bonton in foreign language, reaching the tourists)
- * **Forest dialog** (internal and external communication)
- * **Media plan** (animation, GIFs, publications, promo material)
- * **Cooperating with educational systems**
- * ...

Feel the forest!

