

Unit 9. Educations and communication

Program Three Little Pigs



Source: Fearmaga

Description

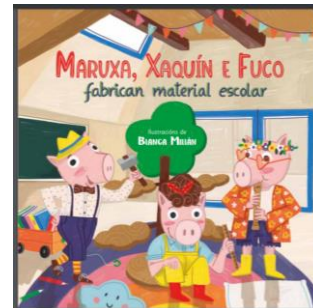
The Business Federation of Sawyers and Wood loggers of Galicia (Fearmaga) and the Galician Agency for the Forest Industry designed a project that consisted of an awareness campaign whose objective is to show the reality of the forests, the galician forestry industry and the importance of wood consumption to new generations.

Fearmaga is a non-profit sectoral organization that represents, promotes and defends the professional interests of Galician sawmills and loggers. It brings together some 350 associated companies through provincial organizations, which represent the vast majority of the finishing industries and wood sawmills in Galicia. It is one of the oldest sectoral organizations in Galicia, established in 1979.

Galician Agency for the Forestry Industry has a purpose to act as an efficient management instrument, to exercise functions related to the promotion of economic activity associated with the forestry industry, to improve the competitiveness and innovation of companies in the sector and to coordinate two research centers and technological related to the forest industry.

The Adventures in the Forest of Maruxa, Xaquín e Fuco is a story illustrated by Blanca Millán who designed and gave life to the characters. Xaquín is the free-spirited little pig who likes to live in harmony with nature and participate in outdoor festivals. He was the first to make his house, with branches and leaves from the forest. Fuco is the elegant little pig, always with his wooden bow tie. He decided to make his house out of paper that he made from trees. Maruxa is the empowered and determined little pig who, applying the “We can do it” philosophy, decided to build her wooden house from different trees. A wise decision because it was the one that managed to resist all the tricks of the wolf.

Other stories were created that students understand that trees produce wood with which houses, furniture and other products are made that are recyclable and replace plastic, cement, steel and oil based products.



Source: Fearmaga

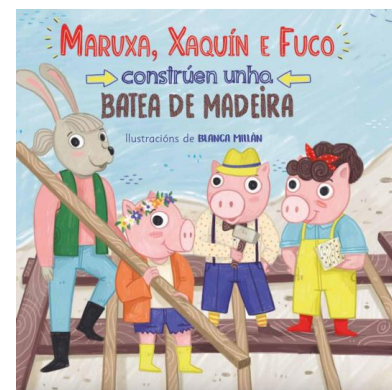


Goals

The objective was create new versions of The Three Little Pigs with the aim of working in the classroom on concepts as important as sustainability and the bioeconomy, that is, the replacement of materials of fossil origin by others of a vegetable nature to fight against climate change.

Activities

- Learning activities. Different didactic materials have been created for use by schools in their different activities.
- Workshops in schools



Source: Fearmaga

Impact

- Recognition of the importance of the forest
- Change of mentality to students about the use of wood

Social Media

<http://maderasdegalicia.com/>