

Break-out session 3a. The image of tropical timber

Key insights

3.18 What do you see as the most promising strategy to improve the image of sustainably sourced tropical timber in your country?

- Stop defending. Be proud of sustainable Forest.
- Public/children primary school information
- Media
- 'Use it or lose it' message.
- Advantage of forests regarding climate (AFG 100):
 - > carbon footprint for companies
 - > governments
- It's an awareness issue – target NGO's (GP, WWF) to tell the positive story 'if you don't use it, you lose it!'
- The message:
 - > Put commercial value on the forest.
 - > Put environmental and social (FSC impact on social issues, make social NGO's pick that story up) value on the forest.
 - > Protect from agriculture.
- Long partnerships.
- Analyse fair trade success of connecting social issues to trade and commercial value.
- Awareness in the industry: sell quality benefits of TT wood.
- IKEA: train staff to tell the right story.

3.19 What can you do yourself to improve the image of tropical timber?

- Educate on timbers good properties.
- Confidence in our own work:
 - > Education
 - > Testimonies
 - > LCA
 - > Ranking good players
 - > Social issues
 - > Qualities of products:
 - Durability
 - Natural
 - Esthetics
 - No chemical products.

3.20 Who are the most important actors to take action on the improvement of the image of tropical timber?

- No such thing as an unimportant actor in changing perception – all can contribute (for tropical timber now?).
- Who has economic power and if NGOs are a big part of changing the image, where best should they put their resources....
- Tackling image at the producer country too – it has an important starting point for changing perception.

3.21 How can we get the outcomes of impact studies and LCAs (with positive results for tropical timber) at the decision makers? And who are these decision makers?

- LCA has to be reviewed.
- You need acceptance of LCA by NGOs.
- Material performance indicators are necessary for houses and have to be obliged.
- Reduce number of acronyms globally (LCA/MPC/C2C etc).
- Materials improve with good system and good data in it (for example in Holland).