



GD HOLZ



STTC

EUROPEAN SUSTAINABLE TROPICAL TIMBER COALITION

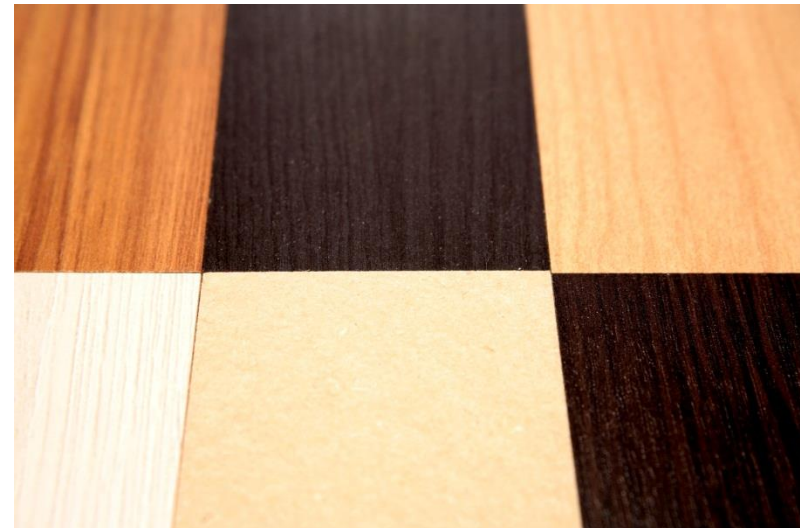
Image of Tropical Timber

# Image of Tropical Timber

---



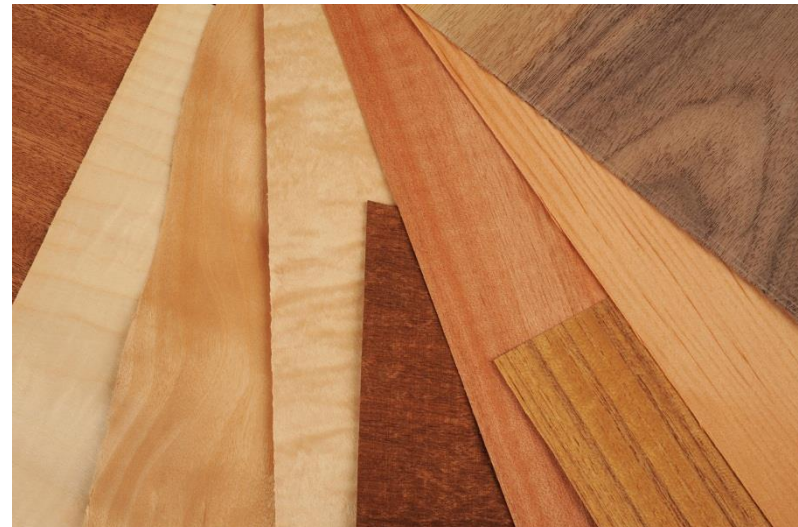
- Where did the image that we have now, originally come from?
- What happened in the past?
  - Fight against illegal logging in the late eighties / early nineties
  - Was correct, at that time?!



# Image of Tropical Timber

---

- In many regions illegal logging still present
  - but dimension has reduced, luckily!
- TT is not bad at all, but it must be save and sustainable.

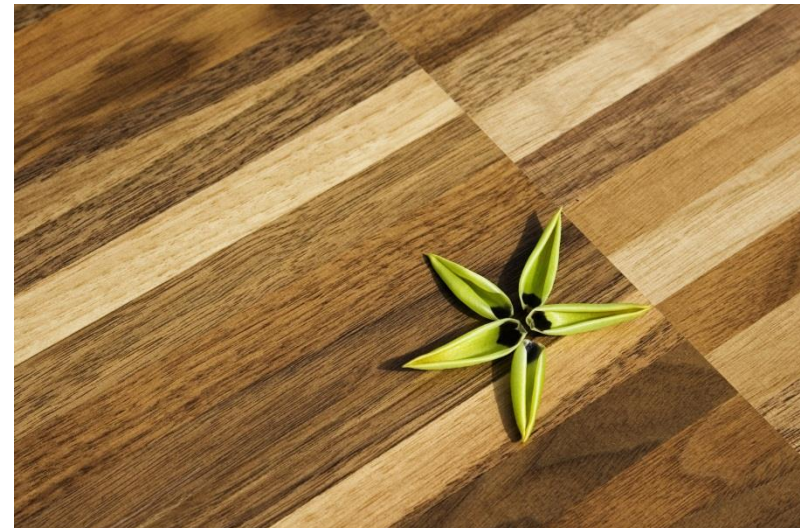


# Image of Tropical Timber

---



- Nowadays: Image, that TT is bad, persists!
  - Among consumers, but also in the timber trade!
  - Positive: A lot more awareness!

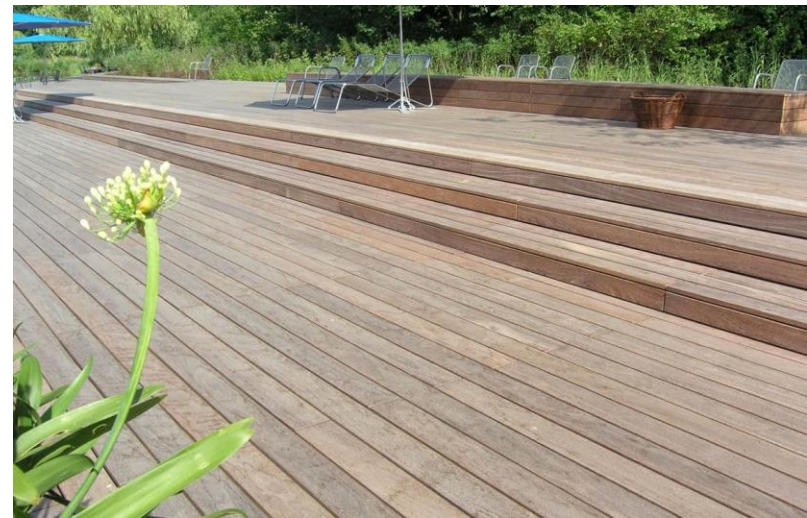


# Image of Tropical Timber

---



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



# Image of Tropical Timber



## Import Tropical Roundwood to Germany

[m<sup>3</sup>]

	1993	2015	% Change
Africa	158.211	7.478	-95,3
South America	409	766	87,3
Asia	1.867	1.027	-45,0

# Image of Tropical Timber



## Import Tropical Timber to Germany

[m<sup>3</sup>]

	1993	2015	% Change
Africa	89.090	21.107	-76,3
South America	6.251	8.264	32,2
Asia	145.011	19.295	-86,7



**GD HOLZ**



**STTC**

EUROPEAN SUSTAINABLE TROPICAL TIMBER COALITION

# Image of Tropical Timber



# Table discussion:



1. What do you see as the most promising strategy to improve the image of sustainably sourced tropical timber in your country?
2. What can you do yourself to improve the image of tropical timber?
3. Who are the most important actors to take action on the improvement of the image of tropical timber?
4. 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?

# Table discussion:



- App. 15 min table discussion
- 2 key insights shared in break-out
- Selection key insights shared plenary

