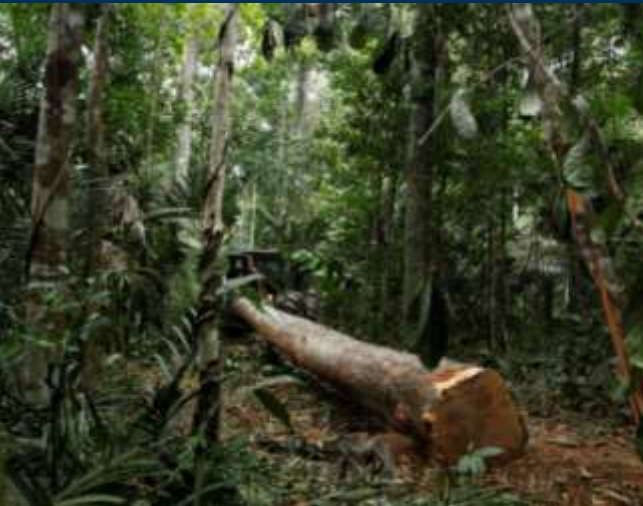
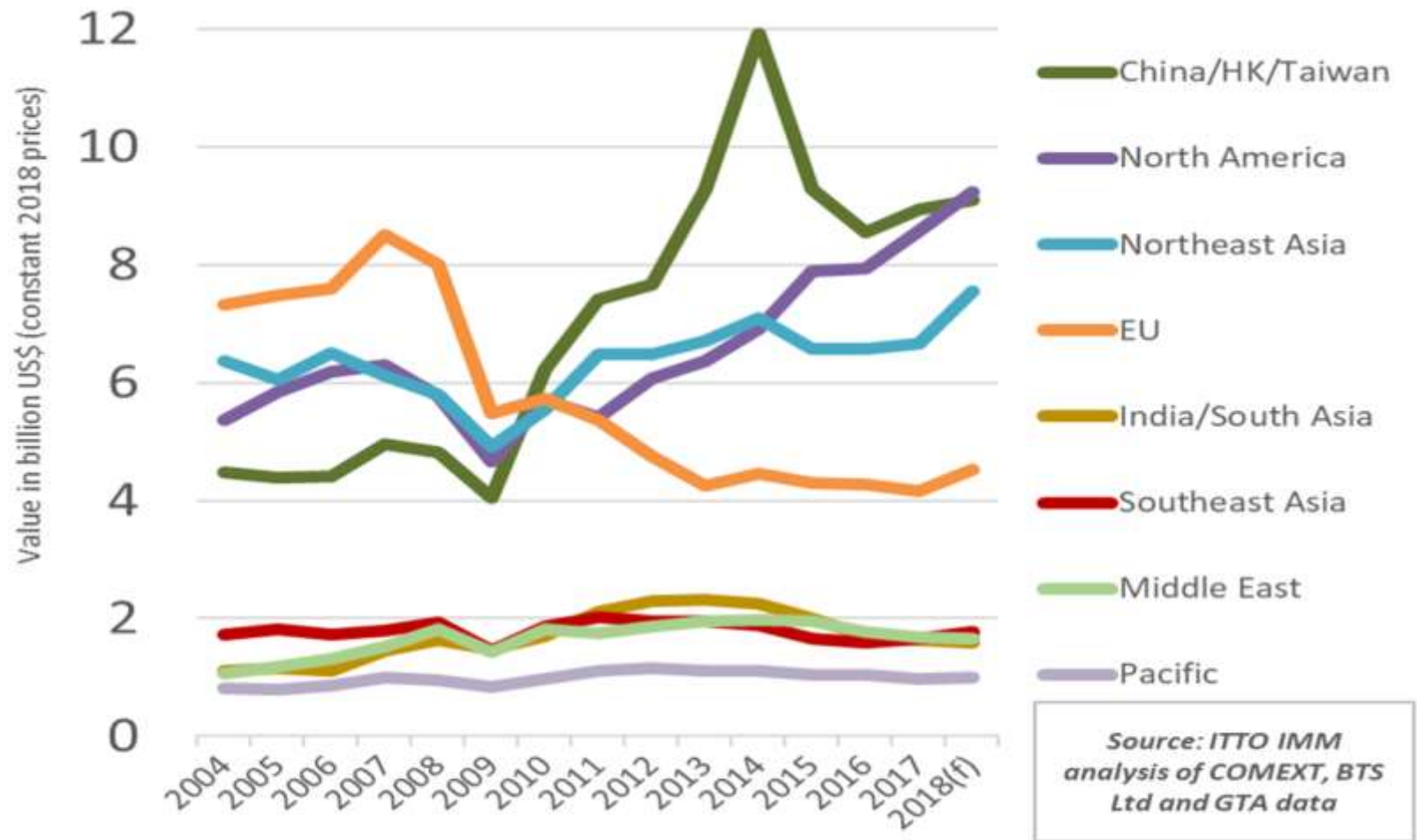


Promoting STT: what is needed?

Mark van Benthem, Probos



Tropical wood products imports by global region 2004 to 2018



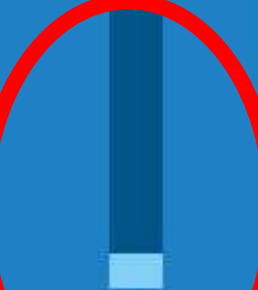
SOURCING VERIFIED SUSTAINABLE TROPICAL TIMBER IN EUROPE

TOTAL EU IMPORTS*

1,473,000 tonnes
(equals an estimated
 2,300,000 m³ product)



VERIFIED SUSTAINABLE TROPICAL TIMBER



11% FLEGT-licensed

* Primary timber products (roundwood, sawn wood, plywood and veneer)

VERIFIED SUSTAINABLE TROPICAL TIMBER IMPORT IN EU

These 7 countries cover app. **90%** of the total EU28 imports of primary tropical timber products:



PRODUCTION AREAS



of natural/semi-natural production forest area is certified in tropics worldwide (excluding plantations)



SOUTHEAST ASIA

6,689,000 ha FSC/PEFC certified forest area = **9.9%** of total production forest area

1.6 billion people

According to FAO, more than 25% of the global population depend on forests for food and livelihoods



CONGO BASIN

4,494,000 ha FSC/PEFC certified forest area = **11.4%** of total production forest area



LATIN AMERICA

3,508,000 ha FSC/PEFC certified forest area = **3.8%** of total production forest area

12.5 million ha

of tropical forest would be impacted if EU imports 100% verified sustainable timber

SUSTAINABLE TROPICAL TIMBER CONTRIBUTES TO A.O.



SDG 1
Reduce poverty



SDG 2
Improve food security and nutrition



SDG 8
Promote inclusive and sustained growth



SDG 12
Ensure sustainable production and consumption



SDG 13
Support climate action



SDG 15
Protect and restore terrestrial ecosystems

Note: All % figures are mid-range of estimates. Sources: GTF and Probos

MARKETING

Marketing verified sustainable tropical timber

SUBSCRIBE TO STTC NEWS

- Trade federations, FSC, PEFC, etc.
- www.europeansttc.com as a hub:
 - LCA's on tropical timber
 - Specification guides
 - Links to campaigns, video's, etc.

MARKETING



COMMITMENT N°1

Managing and protecting forests to combat global warming

[LEARN MORE](#)

USE CERTIFIED TROPICAL TIMBER



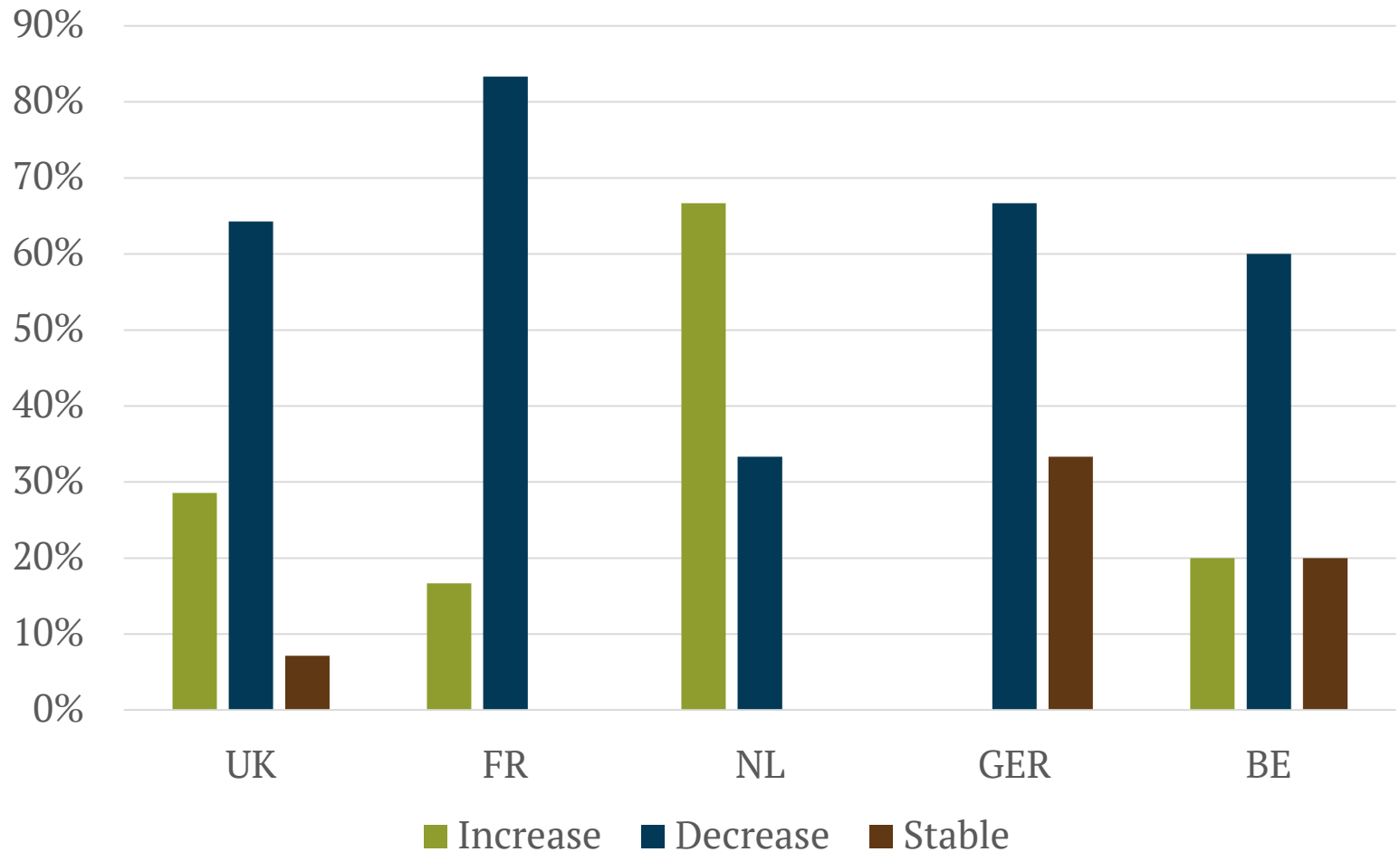
Survey key importers, IDH / STTC

- Identify min. 5 key importers in 7 main EU TT consuming countries
 - FR, NL, BE, UK, GER, **IT** and **SP**
 - What is according to importers needed to promote STT in their country?
 - What tools are used?
 - What is needed?
- => 33 responses so far

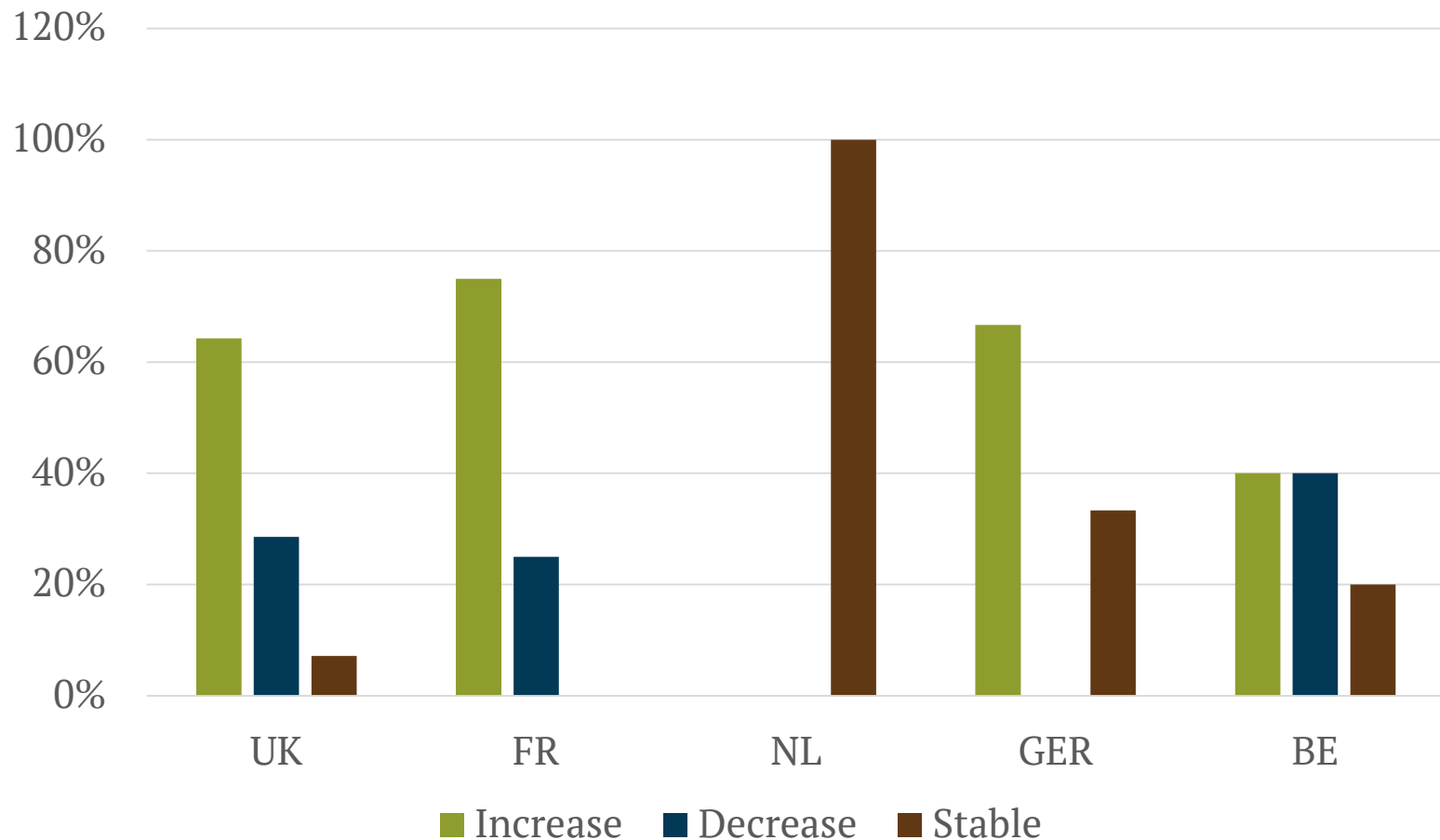


Mark van Bentem, Probos

Market developments (I): volume of TT on market (% of respondents)



Market developments (II): share of FSC/PEFC certified TT (% of respondents)



PR & Comms

1. Limited awareness of tools, materials and campaigns available
2. Current tools no impact
3. In general: passive to no communication by businesses
 - a) Mainly via website + conversation clients
 - b) Very few have dedicated PR staff
4. Currently momentum

What is needed?

In short:

1. More demand
2. More (consistency in) supply
3. TRUST
 - a) In tropical timber and in certification (schemes)



Mark van Benthem, Probos

Ad 1) via ao PR (final consumer + professional consumer); engage NGO's (and Govt); lower price difference; LCAs

Food for thought

1. Tailored approach to increase demand
2. More coordination and less fragmentation
3. Businesses look at TTFs: share tools and information available (eg certified supply); share knowledge internationally (via ETTF?)
4. Price difference (capacity producer countries; prevent reinventing the wheel + (national) scale; joint audits; tax incentives; improve businesscase SFM (PES, LKTS, etc.))
5. Get started & take responsibility



Thank you!

Mark.vanbenthem@probos.nl

Pre-harvest

Post-harvest

Van den Berg Hardhout BV