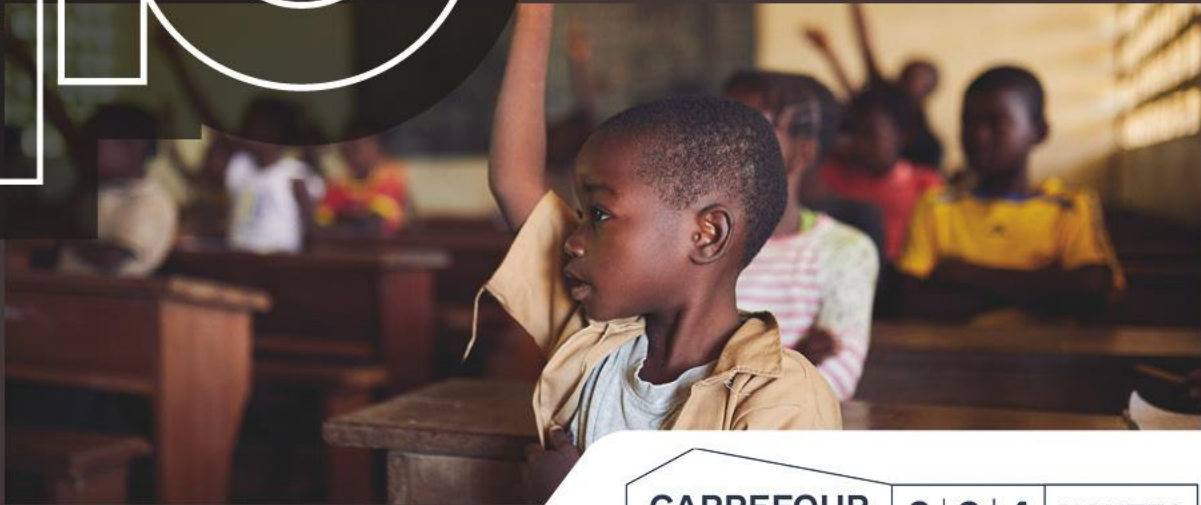


# TROPICAL TIMBER MARKETS: SEPARATING FACT FROM FICTION



FAIR &  
PRECIOUS  
BY atibt



3:00 PM – 4:30 PM  
Canopée 2 - Hall XXL

<b>CARREFOUR</b> INTERNATIONAL <b>DU BOIS</b>	<b>2   3   4</b>	<b>NANTES</b>
	JUNE 2026	FRANCE
	AT THE HEART OF THE TRADE	
TIMBERSHOW.COM		

# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

## Retour sur 10 ans d'engagement de Fair&Precious

**BERTRAND  
FAUCON**

Directeur  
Stratermark



# The Origins of the Marketing Program



## 2015

- ATIBT launches its marketing program to promote sustainable tropical forest management with support from AFD, followed by KFW.
- The Marketing Commission becomes the program's coordinating body.
- The group of the first five companies certified for “sustainable management” is formed.
- A study is conducted on purchasing trends, and ideas for a promotional campaign for certified tropical timber are proposed.

# The Origins of the Marketing Program



## 2015

- "General Public" survey: roundtable discussion, 320 interviews conducted outside stores.
- "Professionals" survey: 120 qualitative interviews.
- Formulation of communication hypotheses.
- Campaign testing: 1,047 people in France, Germany, Italy, and the United Kingdom.
- Drafting of the communication strategy.

# The Origins of the Marketing Program



THESE RESULTS HIGHLIGHTED A TWO-FOLD PROBLEM

- **Environmental**

- environmental (deforestation);
- socially (destruction of resources without local benefit);
- legally (illegal timber, limited awareness and credibility of certifications).

- **Product**

- poor technical knowledge (specifiers and consumers);
- difficulty in positioning the product relative to other materials, including European woods.

BUT ALSO A VERY STRONG COMMITMENT AND WILLINGNESS ON THE PART OF THE COMPANIES PARTNERED WITH ATIBT IN THIS MARKETING INITIATIVE

# The Origins of the Marketing Program



## COMMUNICATION OBJECTIVES

- To establish ATIBT as THE international institutional benchmark for the certified tropical timber sector.
- Raise awareness of the qualities of certified tropical timber and promote it.
- Highlight to target audiences the social, societal, and environmental best practices of industry stakeholders.
- Position industry members as committed and responsible stakeholders, the primary contributors to and beneficiaries of sound resource management and economic development in production areas.
- Shift from a defensive strategy to an offensive one by integrating forest conservation into the messages conveyed by the sector.
- From a marketing perspective, this means a high-quality repositioning aimed at acknowledging the decline in volumes while focusing on increasing margins.

# Launch of Fair&Precious



## 2016

- Selection of the Fair&Precious brand at the ATIBT forum in Milan.
- Active participation of Marketing Commission members in developing the program, creating the semantic charter, and defining the 10 commitments aligned with the United Nations Sustainable Development Goals.
- Creation of the logo, basic materials, communication campaign, and website.
- Trademark registration process and preparation for the Dubai forum in March 2017.
- Expansion of the collective's membership to include Fair&Precious partners.

# Fair&Precious's 10 Commitments



01

GÉRER ET PROTÉGER LES FORÊTS  
POUR LUTTER CONTRE LE  
RÉCHAUFFEMENT CLIMATIQUE



02

PRÉSERVER LA RESSOURCE  
FORESTIÈRE EN RÉCOLTANT MOINS  
QUE L'ACCROISSEMENT NATUREL



03

DÉVELOPPER LES CONNAISSANCES  
SUR LA BIODIVERSITÉ POUR FACILITER  
LE REPEUPEMENT DES ESPÈCES



04

ASSURER LE MAINTIEN  
DE L'ESPACE VITAL DE LA FAUNE



05

METTRE EN PLACE DES PROGRAMMES DE  
LUTTE CONTRE LE BRACONNAGE



06

CONTRIBUER AU BIEN-ÊTRE DES POPULATIONS,  
EN LEUR FACILITANT L'ACCÈS À L'ÉDUCATION,  
AUX SOINS ET AU LOGEMENT



07

STIMULER L'ÉCONOMIE DES PAYS PRODUCTEURS  
EN VALORISANT LA FORÊT ET EN PRIVILÉGIANT  
LA TRANSFORMATION LOCALE DU BOIS



08

METTRE EN PLACE DES FORMATIONS  
AUX MÉTIERS DE LA FORÊT ET DU BOIS



09

APPORTER LA CONNAISSANCE TECHNIQUE  
SUR LA DIVERSITÉ DES ESSENCES  
TROPICALES ET SUR LEURS USAGES



10

PROMOUVOIR L'ACHAT RESPONSABLE  
D'UN MATÉRIAU EXCEPTIONNEL



# 10 years dedicated to sustainable management



## A three-part strategy

- Image marketing  
*Combat misconceptions and raise awareness of the benefits of sustainable forest management.*
- Influencer marketing  
*Participating in climate and forest-related events, engaging directly with decision-makers.*
- Market marketing  
*Spreading knowledge about the material, promoting the technical qualities of tropical woods and the diversification of species.*

## A diverse action plan

- Communication campaigns.
- Events.
- A digital strategy.
- Media outreach.
- Strategic alliances.
- Lobbying efforts.

*With support from AFD and KFW*

# Fair&Precious Clip



[https://www.youtube.com/watch?v=ix6eu\\_pF0xCU&t=113s](https://www.youtube.com/watch?v=ix6eu_pF0xCU&t=113s)



# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

## L'exploitation forestière tropicale détruit la biodiversité ?



**LUCAS  
MILLET**

Coordinateur PAFC,  
Bassin du Congo

# “Tropical logging destroys biodiversity”



Sustainable management, conservation, forest planning: what are the facts behind the misconceptions?



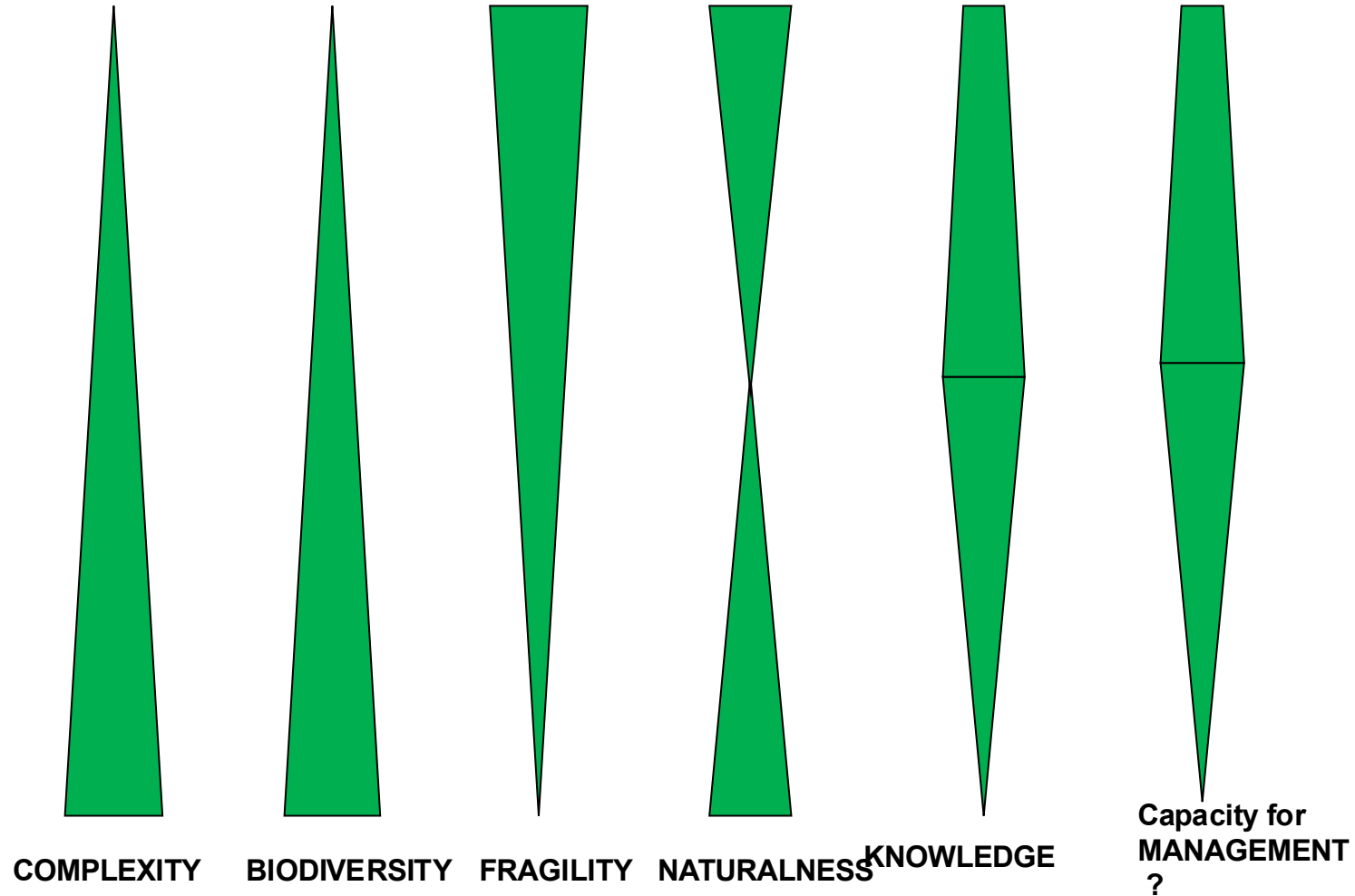
Lucas Millet, PAFC/PEFC Coordinator for the Congo Basin

# “Tropical logging destroys biodiversity”

BOREAL

TEMPERATE

TROPICAL



# Forest planning: A prerequisite for sustainable management

**Harvesting cycles on forest concessions covering several thousand hectares**

**Rotation periods generally range from 20 to 35 years**

- Long-, medium-, and short-term planning
- Balanced, sustained, and sustainable harvesting of forest products
- Low-impact logging
- Preservation of forest heritage and functions

# Sustainable management certification: A key factor in preserving biodiversity

- Wildlife protection within forest concessions
- Areas dedicated to conservation
- The need to protect waterways
- The importance of scientific partnerships in biodiversity research



# Wildlife Protection Plan

- Requirement under the Congo Basin PAFC: Framework for Wildlife Knowledge and Management in Forest Concessions
- Enables the monitoring and limitation of poaching activities
- Identifies areas of wildlife interest and ensures their management
- Requires a framework for collaboration with authorities responsible for wildlife management
- Various methods: camera traps or other survey methods



# Areas designated for conservation



- Areas of biodiversity interest that must not be impacted by operations
- May account for up to 10% to 15% of the total concession area
- Various designations:
  - areas of high conservation value
  - ecologically important forest areas
- Preservation of future-generation trees
- Prohibition on harvesting certain tree species due to their ecological value



# Protection of Waterways



- Prohibition on directly impacting waterways during operations
- Maintenance of a buffer zone during operations: helps preserve wildlife corridors
- Maintaining watercourse quality
- Establishment of specialized teams to clean waterways in the event of an accident
- Combating illegal activities such as gold panning




# Requirement for scientific partnerships



- Improving knowledge of tropical forests
- The rules are not set in stone and will evolve as new scientific advances are made
- Several indicators in certification standards require scientific partnerships
  - phenological monitoring to understand ecosystem functioning
  - permanent plots analysis of annual tree diameter growth



# Conclusion

- 
- Forest planning is a prerequisite for the sustainable management of tropical forests
  - Biodiversity conservation is an integral part of the sustainable management certification process
  - The use of tropical timber does not destroy biodiversity

# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

**L'exploitation forestière ne  
bénéficie pas aux populations  
locales ?**

**EDWIGE  
EYANG EFFA**

Ambassadrice  
Fair&Precious



# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

## Le bois tropical est souvent illégal ?



**STEPHANE  
GLANNAZ**

FOREST PACT

# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

Les labels ne sont pas  
fiables ?

**AURÉLIEN  
SAUTIÈRE**  
FSC FRANCE



# FAIR&PRECIOUS : 10 ANS D'ENGAGEMENT

Il vaut mieux utiliser du bois local que du bois tropical ?

**TULLIA  
BALDASSARI**

Communication &  
Marketing, INTERHOLCO AG



# Le capital naturel de la forêt reste intact

Parc National  
Odzala Kokoua

13 500 km<sup>2</sup>



=  
X Belgique

UFA Ngombé

11 600 km<sup>2</sup>

Parc National  
Ntokou-Pikounda

4 572 km<sup>2</sup>







Thank you for your  
attention!

atibt

LA RÉFÉRENCE EN MATIÈRE DE BOIS TROPICAL

**CARREFOUR  
INTERNATIONAL**  
**DU BOIS**

**2 | 3 | 4** NANTES  
JUN 2026 FRANCE

AU CŒUR DES MARCHÉS

TIMBERSHOW.COM