

ATIBT FORUM

DUBAI 2017

atibt

LA RÉFÉRENCE EN MATIÈRE DE BOIS TROPICAL

FAIR &
PRECIOUS

BY **atibt**

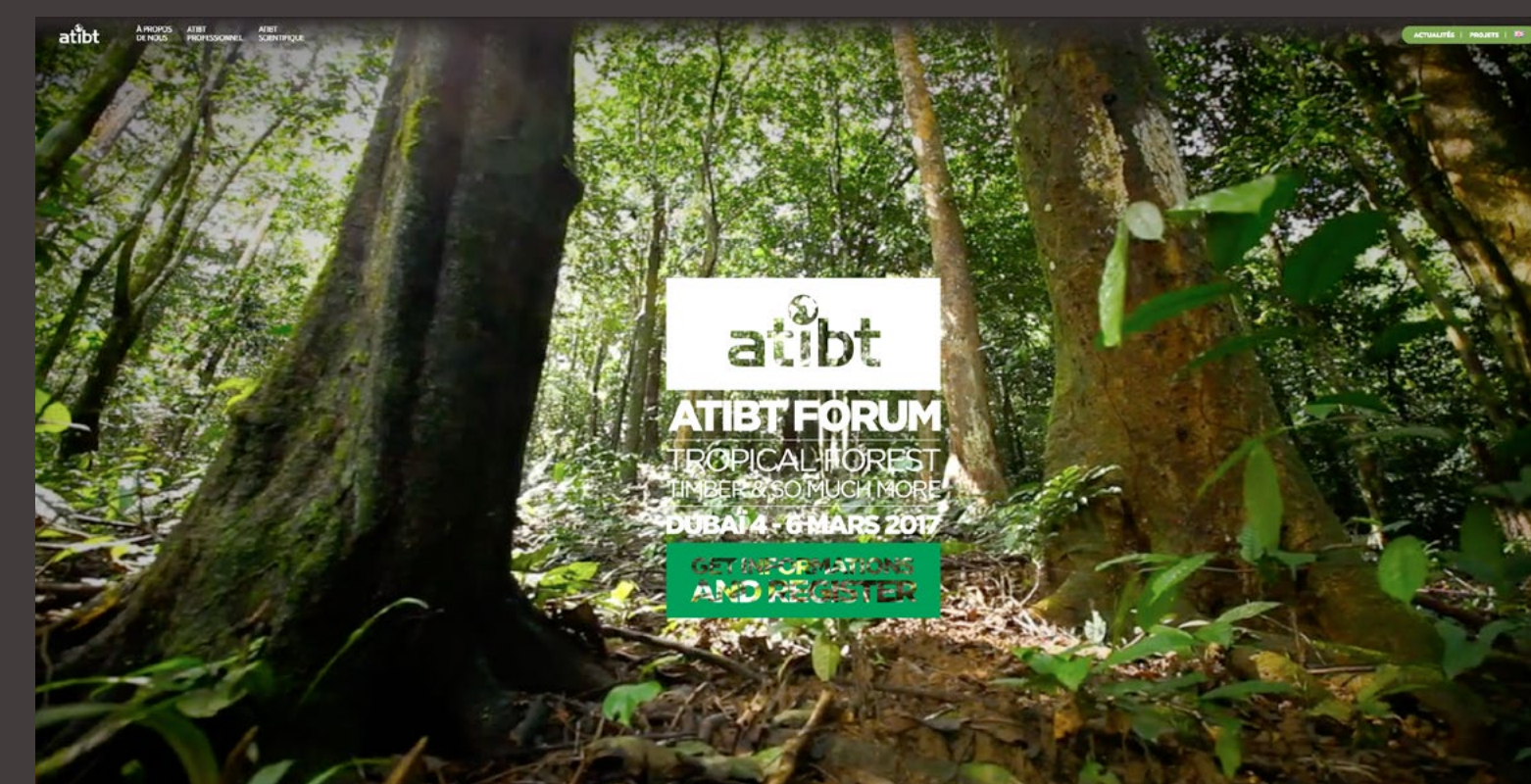
**ATIBT MARKETING PROGRAMME
MARKETING AND COMMUNICATION
REVIEW OF 2016 - PROPOSED ACTIONS FOR 2017 – 2018
LAURENT LAGADEC AND BÉRTRAND FAUCON**

1

REVIEW OF 2016 FROM MILAN TO DUBAI

Since the spring of 2016: the effective implementation of the communication component. Establishment of the fundamental tools intended to reposition the association and its members in their professional environment:

- overhaul of its identity and its graphic charter,
- presentation brochure,
- website,
- collaborative platform.



REVIEW OF 2016 FROM MILAN TO DUBAI

Launch of the “Fair & Precious” brand:

- registration of the trademark at the French and European level,
- drafting of usage rules for those who “carry” and “promote” the brand,
- drafting of semantic and iconographic charters,
- drafting of the Fair & Precious manifesto,
- creation of the various versions of the “African timber: much more than wood” campaign,
- creation and development of the fair-and-precious.org website.



3

FAIR & PRECIOUS - CAMPAIGN

“ENVIRONMENTAL” THEME

FAIR & PRECIOUS
COMBATING
DEFORESTATION

Fair & Precious's timber production removes an average of one to two trees per hectare every 30 years. This rigorous selection ensures that Fair & Precious foresters harvest less than natural growth produces.

FAIR & PRECIOUS
BY **atibt**

**AFRICAN TIMBER
AND SO MUCH MORE**

FAIR & PRECIOUS
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FAIR & PRECIOUS
PROTECTS BOTH WILDLIFE
AND PLANTS

Fair & Precious forest concessions help protect the wildlife found in the Congo Basin, by ensuring that their vital spaces are preserved and protected from poaching.

**AFRICAN TIMBER
AND SO MUCH MORE**

4

FAIR & PRECIOUS - CAMPAIGN

“SOCIAL & ECONOMIC” THEME

FAIR & PRECIOUS
A CATALYST FOR SOCIAL AND ECONOMIC DEVELOPMENT

Buying Fair & Precious timber means supporting responsible forest management and participating in the socio-economic development of countries in the Congo Basin.

FAIR & PRECIOUS
BY atibt

AFRICAN TIMBER AND SO MUCH MORE

FAIR & PRECIOUS
A CATALYST FOR SOCIAL AND ECONOMIC DEVELOPMENT

Fair & Precious companies contribute to the well-being of families by providing them with access to a wide range of services, such as education, medical care and housing.

FAIR & PRECIOUS
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AFRICAN TIMBER AND SO MUCH MORE

5

FAIR & PRECIOUS - CAMPAIGN

“PRODUCT” THEME



6

GEOGRAPHIC SCOPE OF IMPLEMENTATION

- France
- Germany
- Great Britain
- Italy
- Spain
- The Netherlands
- Belgium
- Switzerland

+ Simultaneous implementation in producing countries.



THE “FAIR & PRECIOUS” WEBSITE

The website - a dynamic reflection of the communication concepts - aims to:

- **Present the values promoted by the Fair & Precious brand**
 - The fight against deforestation
 - The protection of both plants and wildlife
 - Actions in favour of both social and economic development
- **Display the commitments of those that carry the brand**
 - The manifesto
 - Monitoring of compliance with commitments
- **Respond to attacks against the industry or individual companies**
- **Promote a material that features exceptional natural and technical qualities**



FAIR & PRECIOUS

MOTEUR DE DÉVELOPPEMENT ÉCONOMIQUE ET SOCIAL

En générant des revenus aux populations locales,
tout en préservant la forêt, Fair & Precious
offre aux populations locales,
un accès à l'éducation, les soins médicaux
et le logement...



PROGRÈS SOCIAL

La production de bois Fair & Precious permet
une valorisation socio-économique de la forêt.

Dans un contexte de forte pression démographique,
des forêts non productives risquent d'être
irremédiablement converties en terres agricoles
et d'élevage.

La production de bois Fair & Precious permet
de générer des revenus aux populations locales,
tout en préservant la forêt.

Dans ces zones rurales reculées, les entreprises
Fair & Precious sont moteur du développement
et assument une dimension sociale.

Ainsi, elles contribuent au bien-être des familles
en offrant un accès à un grand nombre de services,
comme l'éducation, les soins médicaux et le logement.



GESTION RESPONSABLE

Les entreprises Fair & Precious ont volontairement
choisi d'entrer dans un système de certification.

De ce fait, elles font auditer leurs activités par
des tiers indépendants et développent des outils
de traçabilité performants qui permettent de
contrôler le bois, de la forêt au consommateur final.

En achetant du bois Fair & Precious vous soutenez
une gestion responsable de la forêt et participez au
développement socio-économique des pays du Bassin
du Congo.

Vous allez non seulement bénéficier d'un
produit écologique de qualité, mais aussi prendre
cause pour la sauvegarde d'écosystèmes fragiles.



COMMUNICATION KIT - CARRIERS OF THE BRAND

ATIBT members that meet the criteria defined by the usage rules and that are approved by the ethics committee (led by ATIBT) benefit from:

- The right to use the Fair & Precious brand in their “corporate” and “product” communications
- The right to access the Fair & Precious shop: documentation, roll-up banners, stands, corner booths, POS displays, etc.



“PRESS AND PUBLIC RELATIONS” ACTIONS

A press kit is available on the Fair & Precious website.

Press releases are sent to the specialised or non-specialised press depending on the topics being discussed.

Communications are addressed to both opinion leaders and influencers (political circles and civil society).

Press trips to voluntary forest concessions are co-organised by both concessionaires and ATIBT.



“COMMUNICATION” ACTIONS

“EVENT COMMUNICATION” ACTIONS

Participation in the Dubai forum.

Participation in meetings at European trade fairs and thematic fairs.

A travelling exhibition with an emphasis on educational aspects in public places, shopping malls, public transport, etc.



4 - 6 MARCH 2017

FORUM ATIBT DUBAI 2017

www.atibt.org

Tropical forest : timber, and so much more

Under the patronage of
Minister of Climate and
Environment United
Arab Emirates

atibt
THE LEADING AUTHORITY ON TROPICAL TIMBER

Organized by l'ATIBT
in collaboration with
Dubai Wood Show

**DUBAI
WOODSHOW**

AFD

EUROPEAN UNION

F E M

PEFC
PROGRAMME

FSC
FOREST STEWARDSHIP COUNCIL

ACTIONS “PARTENARIATS ET CO-BRANDING”

Partnerships are established and actions are carried out jointly with international, national and local entities that share the values promoted by Fair & Precious.

They can include:

- Players from the timber industry
- Major cities
- Large companies
- NGOs
- The media



THE “TROPICAL TIMBER” WEBSITE

Project conducted at the European level by ATIBT and STTC via ETTF to launch a website that presents timber species, timber suppliers and the various uses of timber.

European replica of existing websites:

www.boistropicaux.org (France: LCB and CIRAD)

www.houtdatabase.nl (Netherlands)

OBJECTIVES

- **Generate awareness off the sector’s various players, especially Fair & Precious**
- **Expand the markets for certified tropical timber**
- **Provide advice and services to the various categories of buyers**

“DIY STORE” ACTIONS

This action aims to increase the visibility and credibility of African Fair & Precious timber in retail outlets.

- **Target partners: Leroy Merlin, Kingfisher, Saint-Gobain, etc.**
- **Favoured products: decking and garden furniture, for example**

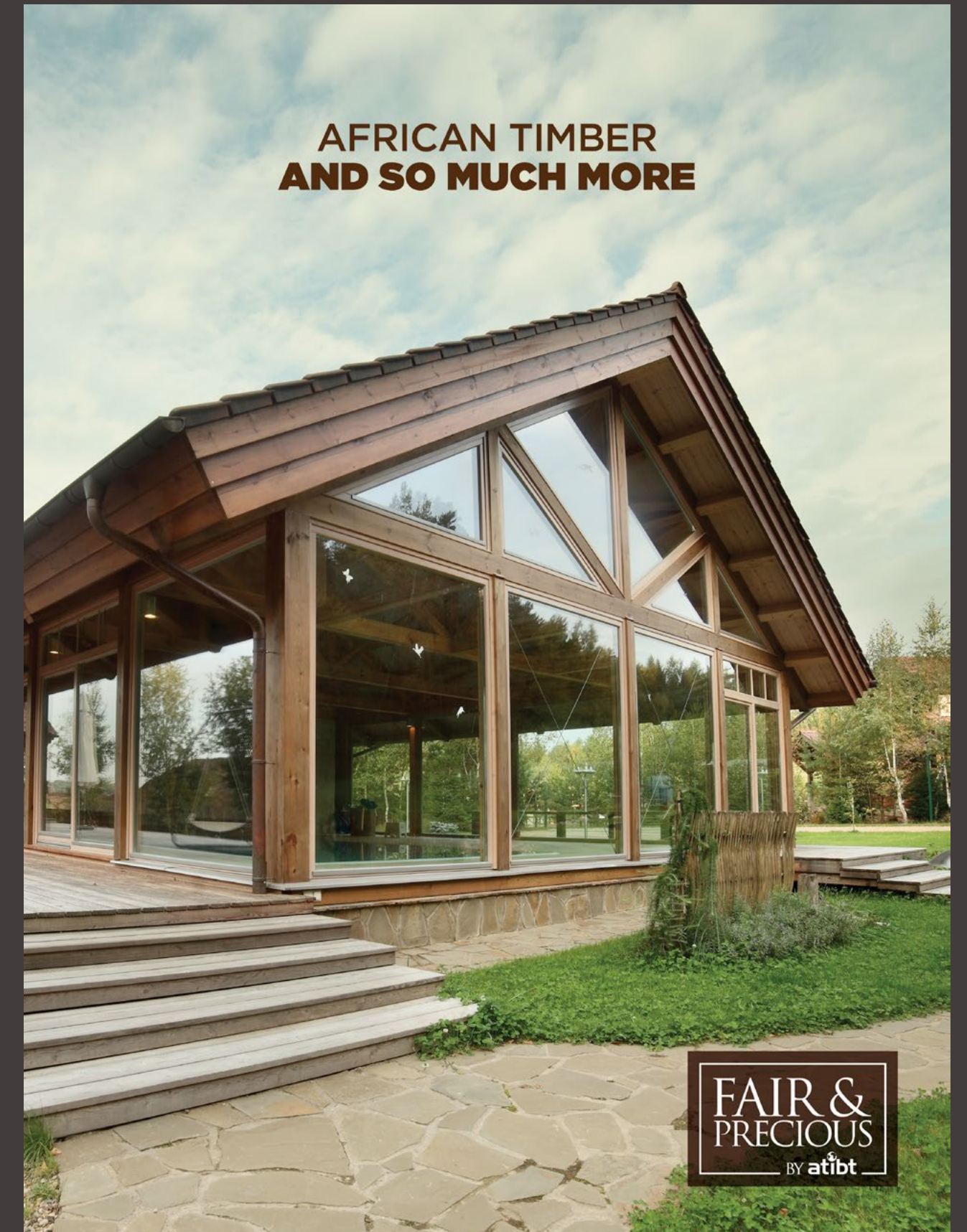
Creation of FAIR & PRECIOUS promotional tools (interactive brand corners in stores).

“ARCHITECT AND PRIME CONTRACTOR” ACTIONS

These professionals are key prescribers in the choice of materials, with both public and private buyers. This involves the 8 European markets that have been selected.

ATIBT is setting up a partnership with the ETTF in order to collect data that is relevant to each market and to carry out Fair & Precious actions, with the support of national associations.

- Using the files that are created, email campaigns will be planned.
- Selection of trade shows by country

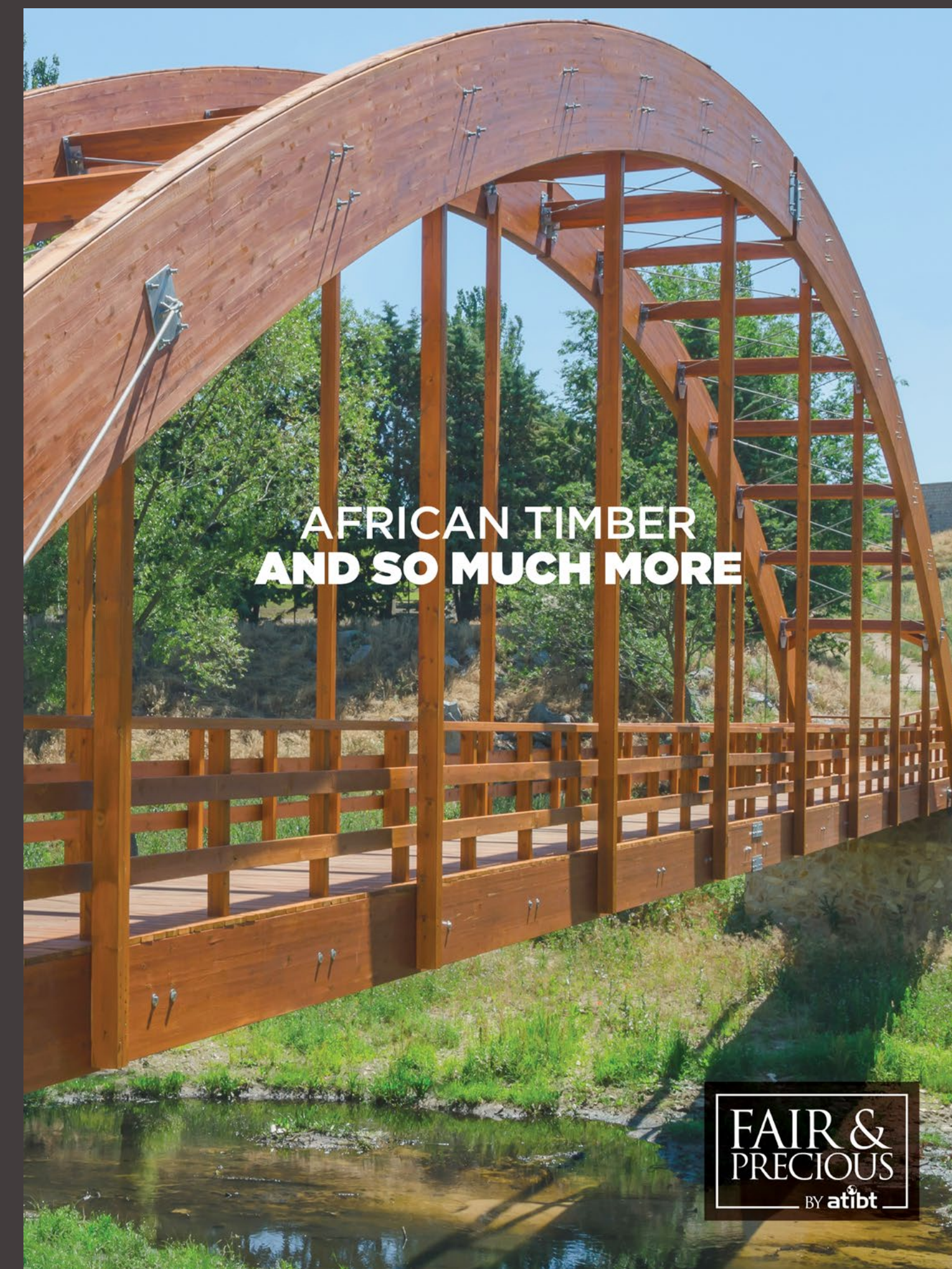


“MARKETING” ACTIONS “PUBLIC BUYER” ACTIONS

Total public procurement accounts for nearly 20% of the European Union’s GDP, i.e. over €300 billion per year.

As with the architects and prime contractors, files will be created and professional meetings will be selected.

- Email campaigns targeting elected officials and technical departments
- Selection of trade shows by country



“MARKETING” ACTIONS “TARGETED MARKET” ACTIONS

Actions are implemented in specific markets, niche markets, or opportunity markets that respond to needs or trends:

- Railway sleepers
- Upscale furniture
- Decorative timber

