

# LAUNCH OF FAIR&PRECIOUS

## THE FIRST COLLECTIVE BRAND OF LEGAL AND ECO-CERTIFIED AFRICAN TIMBER

**The new brand, which is both ethical and remarkable, promotes a stronger and more responsible "African timber" industry, while simultaneously ensuring that consumers become aware of these exceptional materials. Over the next five years, international communication campaigns funded by the French Development Agency (AFD) and the Central African Forest Commission (COMIFAC) will promote Fair&Precious.**

The new Fair&Precious brand will soon enable European consumers to identify African timber. By extension, this brand will also possibly include legal and eco-certified timber from both Latin America and Asia. As many people in the European Union now aspire to commit to a sustainable development approach through their consumption, Fair&Precious is the first collective brand to guarantee that this exceptional material comes from concessions managed in a sustainable manner, according to current international standards and strict management plans.

Fair&Precious is a brand that was created at the initiative of ATIBT (International Tropical Timber Technical Association). It is based on a manifesto that reflects its values as well as the following slogan: "Tropical timber, much more than wood". The aim of this international campaign

is to raise awareness among European buyers and consumers of the importance of certified forest management, while at the same time enabling them to understand the remarkable character of tropical timber products. This five-year project is currently co-funded by the PPECF (Program for the Promotion of Certified Forest Operations), funded by KfW (Kreditanstalt für Wiederaufbau, a German development bank) in the framework of German cooperation with the Commission of Central African Forests (COMIFAC), and by the PRCC (programme de renforcement des capacités commerciales - trade capacity enhancement programme), a programme that is co-funded by the Ministry of Finance and the Ministry of Europe and Foreign Affairs, and implemented by the AFD (French Development Agency). It will possibly be renewed.

## PROTECTING PEOPLE AND THE FOREST

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With one foot in Europe, and another in Africa, the Fair&Precious brand aims to attract as many players of the "African timber" sector as possible in order to develop it in a sustainable manner. Although the annual rate of deforestation in the Congo Basin is relatively low, its forest remains a valuable and fragile resource.



A sort of "green lung", the Congo Basin forest is the world's second largest tropical forest (behind the Amazon). It is home to remarkable biodiversity, including elephants, gorillas and bonobos which are its most symbolic representatives.

A key contributor to the preservation of the tropical timber resource, the Fair&Precious brand also provides strong guarantees for local economic and social development, helping to generate income for the populations and providing them with access to services such as education, medical care and housing. It also contributes to the protection of plants and wildlife by ensuring the preservation of crucial living space for animals and by developing anti-poaching programmes.

## THE PROMOTION OF EXCEPTIONAL MATERIALS

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*"Consumers need to know that there are sustainable approaches to the world of African timber. For the first time, industry players who use best practices will be federated via the collective brand. Through its association with the "Tropical timber, much more than wood" campaign, this brand will remedy the lack of awareness of those companies who have adopted models that are respectful of mankind and the planet, while introducing people to the wonderful species - and exceptional materials - whose names (Okoumé, Azobé, Sapelli, Padouk, Iroko) resonate*

*in our collective imagination", explains Robert Hunink, ATIBT president.*

*"European consumers misunderstand the role of forest managers, who are mistakenly blamed for deforestation. Thanks to the Fair&Precious brand they will learn that the companies within our ecosystem only harvest one or two trees per hectare on a single plot, on which they will not intervene for another 30 years. In addition, young trees, as well as seed trees, are left standing, because they are dedicated to the renewal of the resource", he continues.*

## REINFORCING THE "ECO-CERTIFIED AFRICAN TIMBER" SECTOR

Firstly, the Fair&Precious programme is open to all companies that are certified in terms of forest management (certifications issued by FSC or PEFC and controlled by certifying bodies). It is also intended for industry players who comply with their country's currently applicable forestry code (after validation of the inspection procedures and the obtaining of legality certifications) and who undertake to be certified within five years. To protect the

virtuous character of the brand, ATIBT reserves the right to suspend a forest manager's right of use in the event of a degradation of its environmental, social, economic or regulatory practices.

At a time when tropical forests still fall outside of the scope of forest certification<sup>1</sup>, the Fair&Precious brand promises to be a significant step towards a more sustainable world.

For more info, please visit [fair-and-precious.org](http://fair-and-precious.org)

## FAIR & PRECIOUS TIMBER, AN EXCEPTIONAL MATERIAL



African timber and timber sourced from tropical forests from other continents are materials with rare qualities. As it is naturally resistant to external, aesthetic and ecological threats, it is an ideal solution for a variety of uses without the need for modi-

fications or chemical treatments. Whether they are chosen for a terrace, for a pool or for other outdoor areas, Fair&Precious timber is an exceptional building material due to its solid mechanical performance, its outstanding durability and its machinability. It is unrivalled in terms of its resistance against highly extreme temperature and weather variations (and even immersion for some species).

Not to be outdone in terms of aesthetics or originality, Fair&Precious species offer a wide variety of intense colours that are unknown among European species. They have established quite a favourable reputation in areas such as furniture, carpentry, cabinetmaking and decoration.

1. Moïse Tsayem Demaze. *Les forêts tropicales en marge de la certification forestière (Tropical forests outside of forest certification)*. Bois et Forêts des Tropiques, Montpellier: CIRAD, 2008, pgs. 83-98.

# ATIBT

## 140 INDUSTRY PLAYERS COMMITTED TO A SUSTAINABLE AND RESPONSIBLE "TROPICAL TIMBER" SECTOR



ATIBT (International Tropical Timber Technical Association) was founded in 1951 at the request of the Food and Agriculture Organization (FAO) and the Organization for Economic Co-operation and Development (OECD). As it serves the "tropical timber" sector, from the forest to the end user, the association plays a leading role in the implementation of international projects dedicated to the sustainable and responsible management of tropical forests. It also positions itself as one of

the top sources of technical and scientific knowledge on the tropical timber resource. In 2016, ATIBT's membership increased by nearly 50%, bringing its total membership to over 140 members. Alongside European companies working in the African tropical timber sector, ATIBT brings together states (Republic of Congo, Republic of the Ivory Coast, Central African Republic), NGOs (such as the WWF and the Prince Albert II Foundation), individual members and large companies.

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