



FOR THE SUSTAINABLE MANAGEMENT OF TROPICAL FORESTS

# ACTIVITY REPORT

# 2018









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A lush tropical forest with a small waterfall cascading into a pool of water. The scene is vibrant with green foliage and the white water of the waterfall. The text is overlaid on the lower half of the image.

1

# ATIBT, A DRIVING FORCE IN THE IMPLEMENTATION OF INTERNATIONAL PROJECTS DEDICATED TO THE SUSTAINABLE AND RESPONSIBLE MANAGEMENT OF TROPICAL FORESTS





# EDITORIAL

BY ROBERT HUNINK - PRESIDENT

*“ ATIBT, a driving force in the implementation of International projects dedicated to the sustainable and responsible management of tropical forests ”*

This ATIBT's 2018 Activity Report informs you, among other things, of the many projects the organization is involved in. It gives you some background information on the members that joined during the year, explains the role of the various ATIBT commissions, introduces our present team in Europe and Africa, shares some key financial figures and finally informs you about our plans and initiatives for 2019.

We can all be proud that our organization is perceived by many stakeholders as an organization that stands for a legal wood industry and sustainable forest management practices. In order to achieve the latter, many projects have had to be launched; projects that would not be possible without the ongoing financial support of our key donors during 2018: EU (European Community), AFD (Agence Française de Développement), FFEM (Fonds Français pour l'Environnement Mondial), FAO (Food and Agriculture Organization), KfW (Kreditanstalt für Wiederaufbau) - German Development Agency, through the PPECF program managed by COMIFAC and IDH (the Sustainable Trade Initiative).

It gives me now great pleasure to highlight some of the achievements and/or major initiatives during the year.

Throughout 2018 we have seen important communication- and marketing activities for certified tropical timber through our brand Fair & Precious. With the slogan "Tropical Timber, more than just wood" we would like to emphasize that certified timber also contributes to the protection of flora and fauna, as

well as social and economic development. Therefore, we hope to convince public procurement agencies, importers and end-users to increase their use of certified tropical timber. In May ATIBT organized a Think-Tank meeting with as a title "What is the future for certified forest concessions in the Congo Basin". In view of the many new forest operators, servicing markets where certification is not a necessity, certified operators are increasingly wondering if their business model is still viable and if so, how to position themselves vis-à-vis the non-certified competition or, even worse, those that are operating in an unsustainable and / or illegal way.

Some of the proposals that surfaced during the meeting were: to improve the image of our industry and explore new markets; to rate forests in a fair way; to better value the services provided by forest operators; and finally to approach Asian operators and explore the possibilities to cooperate (as an estimated 50% of Africa's forest products are destined for the Chinese market alone).

It was agreed to create working groups that would study the proposals and formulate recommendations to be discussed and decided on during the next Think-Tank conference.

Following one of the proposals of the first Think-Tank meeting - to approach Asian operators - ATIBT prepared a video message for The International Workshop on Green Supply Chain and Leading Enterprises Dialogue, which was held in Beijing in June.

*\*STTC (European Sustainable Tropical Timber Collation) est une initiative de l'IDH soutenue par ETTE, ATIBT, FSC et PEFC.*



The workshop was a joint initiative of the ITTO (International Tropical Timber Organization) and the Chinese National Forestry and Grassland Administration. In the video message we presented ATIBT and offered to partner with Chinese producers-, importers- and end-user organizations. The idea is very much to share know-how and learn from one another's experiences which would eventually benefit sustainable forest management practices, and thus help in creating green supply chains.

As in previous years, our very dedicated team based out of Paris, Libreville and Brazzaville, participated in numerous conferences and workshops to demonstrate ATIBT's involvement in sustainable forest management and to promote the activities of the organization and its members.

During the very successful Racewood meeting that was held in June in Libreville, a collaboration agreement was signed between ATIBT and COMIFAC (Central African Forest Commission) in which framework conditions are set out to implement the sustainable management of forest ecosystems in Central Africa. It was agreed that ATIBT and COMIFAC will work hand-in-hand when it comes to projects of common interest.

ATIBT was pleased to announce the opening, in August, of an office in Brazzaville, Republic of Congo. A staff of three dedicated colleagues are overseeing various projects. These projects share a common objective: to develop and support sustainable forest management practices in the Congo Basin. One of the projects is assuring a more pro-active involvement of the private sector in the FLEGT process.

In October a joint STTC - ATIBT conference was organized in Paris. STTC (European Sustainable Tropical Timber Collation) is an initiative of IDH and supported by ETTF, ATIBT, FSC and PEFC.

The aim of the conference was to find ways to increase demand for SFM products. The goal of the STTC is to have 50% of all European tropical timber imports come from sustainably managed forests by 2020. The conference took stock of what progress has been made since the start of the initiative back in 2014, and which specific areas need to be addressed in order to realize the 2020 objective.

The main takeaways from the conference: urgent need to collect reliable data as regards the European market share of sustainable, and certified, tropical timber and to improve communication by means of joint websites and/or newsletters so as to promote the initiative (together with ATIBT's Fair & Precious activities).

Subsequent to our June video message our managing director, Benoît Jobbé-Duval, was invited in November to speak on the occasion of the Hardwood Conference and the Wood Flooring Conference, both of which were organised by CTWPDA (Chinese Timber Wood Products Distribution Association). It was an opportunity to share with a large audience ATIBT's values and mission and also to give participants an insight in the many projects we are involved in. Benoît also used the occasion to unfold the draft agenda for ATIBT's 2019 Forum.

Various Chinese organizations showed a keen interest to participate in ATIBT's Forum which eventually resulted in our decision to organize the Forum in Shanghai and co-organize the same with ITTO, GGSC and CTWPDA. We believe this to be an excellent opportunity to discuss the challenges forests and the people and governments depending on these forests currently face, as well as what actions need to be undertaken and what concrete commitments have to be made, to ensure that forests can continue to be used in a sustainable way for many more generations to come.



# EDITORIAL

BY BENOÎT JOBBÉ-DUVAL - MANAGING DIRECTOR

“

***The climate crisis is intensifying, as is the urgency to curb deforestation and biodiversity loss***

”

**The year 2018 was marked by the GIEC's conclusions: Global warming will now exceed 1.5° and will surely reach 3° by the end of the 21<sup>st</sup> century.**

The climate crisis is intensifying, as is the urgency to curb deforestation and biodiversity loss. In addition, pressure on tropical forests from unscrupulous parties continues.

As an association dedicated to tropical forests, especially those in the Congo Basin, we share with other institutions the responsibility to act effectively to counter current trends marked by the loss of forest cover and wildlife.

To do this, and as pointed out in the editorial by our President, Robert Hunink, we have the support of our growing membership base and the trust of major donors within our industry. We are carrying out various projects that have been mentioned and whose highlights will be summarised in the pages of this activity report. In addition to the daily activities related to the

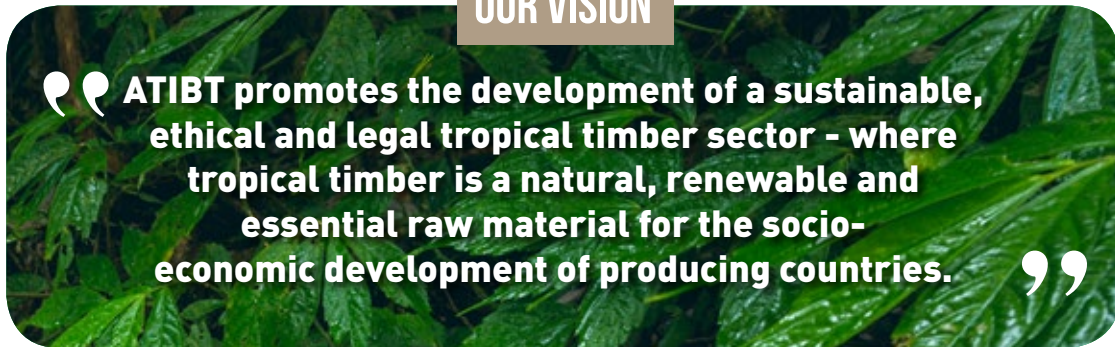
projects, we have also participated in important meetings with the EU, the FAO, African and European governments and the inter-professional sector, in the pursuit of synergies between our association and other stakeholders who also share our objectives in terms of the sustainable management of tropical forests and certification.

We have also published three reports to guide the development of timber plantations and agroforestry in the Congo Basin. They are available on our website.

In 2019, we will continue to engage our members and partners to think collectively and promote a sustainable tropical forest management model. Maintaining biodiversity also requires the development of a profitable, ecological and social forest economy. This year has shown us that, apart from the national park framework, forests are threatened when they are not productive.

# ATIBT, SERVING THE TIMBER SECTOR

## OUR VISION



## OUR AMBITION

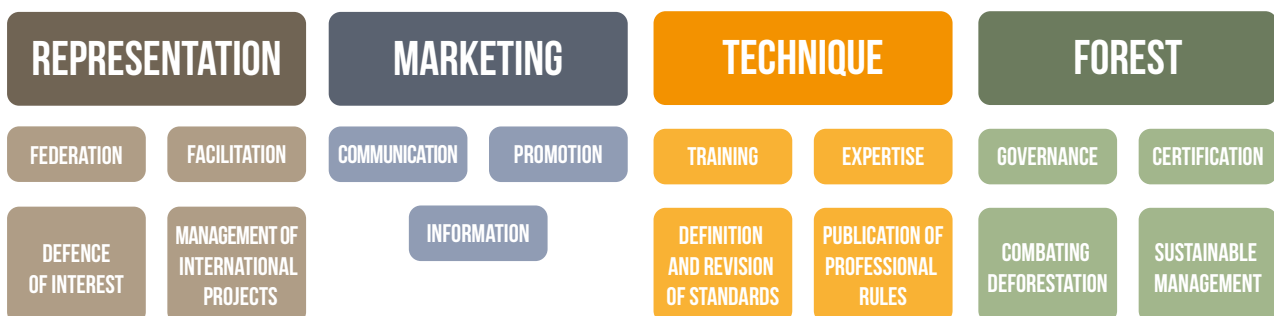
- Increase forests' contributions to the sustainable development of tropical forest countries,
- Support market access for legally harvested tropical timber,
- Improve the quality of life of stakeholders and local populations,
- Create added value and create jobs.

## OUR MISSION

Promote environmentally, economically and socially responsible management of tropical forests by being:

- The technical and scientific expert on tropical timber resources
- The privileged representative of industry professionals, representing them when dealing with various stakeholders (States, international organisations, etc.)
- A manager of international programmes benefitting tropical forests

## THE MAIN AREAS OF INTERVENTION





# GOUVERNANCE

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Henri MONTCERISIER  
Olman SERRANO  
Hinrich STOLL

## THE FOLLOWING JOINED US AT THE BEGINNING OF 2019:

**Nicolas DUBART**  
**BVRio**  
**GLOBAL TIMBER**  
**HERMPAC**  
**KINOME**



# A DYNAMIC TEAM

Find the team on :  
[www.atibt.org/en/about-us/the-team/](http://www.atibt.org/en/about-us/the-team/)



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# 2018

## HIGHLIGHTS OF OUR ASSOCIATION

### FEBRUARY 2018

Launch of plantation and agroforestry-oriented studies - FLEGT-REDD Project - Côte d'Ivoire, Cameroon, Gabon, Congo and DRC  
MyTropicalTimber website

### MARCH 2018

ATIBT in Jakarta to discuss the certified timber trade

### APRIL 2018

Memorandum of Understanding between RIFFEAC and ATIBT

### MAY 2018

«How do we stabilise the certified forest concession model in the Congo Basin?» ATIBT Think Tank  
Presentation of the plantation and agroforestry studies in Abidjan  
General Assembly and Board of Directors Meeting

### JUNE 2018

To the trees: ATIBT participates in the 1<sup>st</sup> public awareness event on forests  
ATIIBT and COMIFAC sign a collaboration agreement at Racewood, during the Gabon WoodShow from 20 to 22 June.

### AUGUST 2018

ATIBT opens its office in Congo

### SEPTEMBER 2018

ATIBT at the World Conference on Forest Crime (Interpol)

### OCTOBER 2018

2018 STTC conference. Using data to stimulate the market  
The Congo Basin honoured during the «Forest Legality Week» (Washington, WRI)

### NOVEMBER 2018

On 14 November 2018, France adopted its national strategy to combat deforestation (SNDI).  
The Brussels Declaration - Conclusions of the 18<sup>th</sup> CBFP meeting  
Meeting in China with the CTWPDA association and the Global Green Supply Chain (GGSC) organisation  
Certification forum: Focus on the Generalisation of certification in Gabon

### DECEMBER 2018

Launch - Project to improve material yields

### UPCOMING EVENTS

**21 October 2019 > 25 October 2019**

ATIBT Forum in Shanghai, China  
«Together towards global green supply chains»

**20 November 2019**

Sustainable Tropical Timber Coalition Conference in Berlin

**21 and 22 November 2019**

International HARDWOOD conference, Berlin



## 2

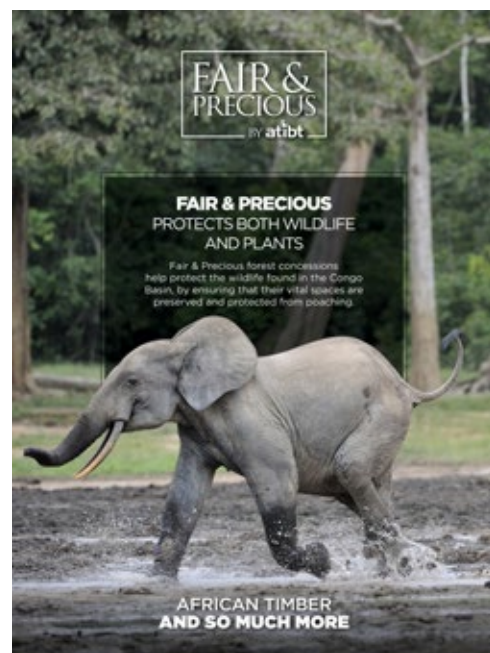
# ATIBT: AS CLOSE AS POSSIBLE TO THE REALITIES OF THE FIELD

The commissions bring together the members of the association who wish to contribute to discussions on the main topics faced by the sector, sometimes with external contributors.

## THE MARKETING COMMISSION

ATIBT's marketing commission consists of active members of the association. It focuses on a marketing project that aims to develop the «African tropical timber» sector in a sustainable and responsible manner. Initially co-funded by KFW-PPECF and AFD, this project focuses on certified legal products and certified sustainable products present on import markets.

This commission is in charge of the deployment of the «Fair&Precious» brand and the «African timber, much more than timber» campaign.



## LA COMMISSION CERTIFICATION

**The certification commission has not yet been structured, but it is active indirectly via current activities and projects:**

- Support for certification (both sustainable and legal) via the PPECF and via joint action with the FLEGT IP project: the establishment of national points of contact, the implementation of a coaching process so that companies can achieve a specific level of compliance with certification requirements, and the improvement of the recognition of certification within the FLEGT VPAs;
- Follow-up of the Gabonese President's announcement that makes certification mandatory for forest concessions by 2022;
- Support and monitoring of the FSC certi-

fication system: integration of ATIBT within the FSC Africa Chamber of Commerce, follow-up of motions 34 and 65;

- Support and monitoring of the PAFC certification system: Implementation of the Regional PAFC project (project under contract with the PPECF) to expand the certification offer in the Congo Basin.

The certification commission's plans for 2019 include the definition of a roadmap and the establishment of its list of members, the drawing of conclusions regarding the certification results outlined during the January 2019 think tank and improved collaboration with members in terms of certification issues.



## THE TRAINING COMMISSION

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### The objectives of this commission are:

- To create a network that facilitates exchanges regarding the supply and demand of training sessions;
- To meet the broad training needs of industrial players (in both the short and long term) related to the sector (production, processing, certification, development, sustainable management, markets, technical training such as felling, cutting, etc.);
- To evaluate solutions for the establishment or enhancement of education systems in Africa that meet the needs of the timber sector (forestry and processing);
- To centralise information related to training (training organisations, training schedules related to the sector, awareness of

training projects)

- Organisation of training sessions by ATIBT (binders, planning, etc.).

At the last training commission meeting in 2017, the AFD (Agence Française de Développement - French Development Agency) planned to continue its involvement in the PARAFE project as long as a feasibility study was carried out. During 2018, ATIBT drafted a strategic note on training, signed an MoU (Memorandum of Understanding) in partnership with RIFFEAC and worked on a questionnaire to assess the training needs of forestry companies. The AFD launched a call for tenders for the feasibility study of the continuation of the project in 2019.

## THE TIMBER MATERIAL & NORMALISATION COMMISSION

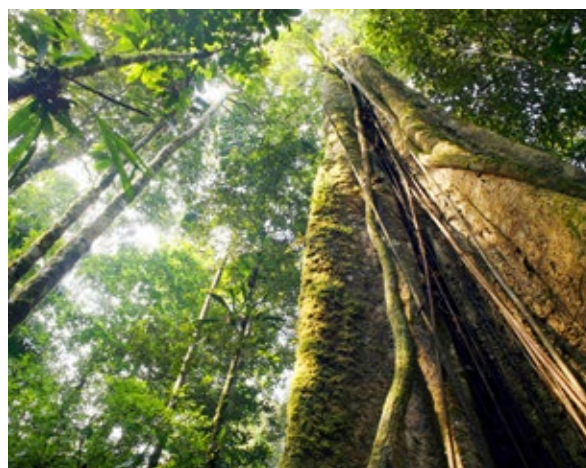
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### The objectives of this commission are diverse:

- To create a network of experts to discuss collective developments and strategies to establish and react at the normative level;
- To develop industrial products, while reminding people of the role played by tropical timber, which is often competing with other materials such as aluminium and PVC;
- To establish collective strategies;
- To undertake normative actions;
- To take action in both consumer and producer countries.

The commission's work was mainly focused on the revision of French decking standards, which have no other equivalent at the European level and are often used as a reference point for this market (both in France and abroad). This work was completed in December 2018, and published in January 2019. An international standard (ISO 38200

- Sustainable Forest Management/Chain of Custody) - was developed and published. Another international standard focusing on sustainable processes for timber and timber products will soon be developed. Lastly, the C135 project (funded by the PPECF) made it possible to begin a comparative analysis of classification rules and their influence on material yields. Logging companies are committed to applying the rules that offer the best material yields.



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## THE FOREST & INDUSTRY COMMISSION

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The Forest and Industry Commission was re-launched in 2018 after a long period of inactivity. Members were selected among representatives of African-based companies, from engineering firms and from professional associations that are ATIBT members. It strengthens the ties between ATIBT's team and Central and West African loggers and industrial players via the following objectives:

- To defend the interests of Central and West African producers and processors of the forest-timber sector;
- To support and inform ATIBT members based in Africa in order to maintain an innovative sector that is both respectful of international standards and economically viable;
- To brainstorm with stakeholders in the field in order to actively contribute to international debates on the tropical forest-timber sector, and thus respond in a pragmatic way to the requirements advocated on the international scene in terms of sustainable forest management;
- To federate the various stakeholders in

producer countries in relation to the major issues facing the tropical forest-timber sector, to participate in debates, to adopt and defend common positions by leading an «Africa» network that will conduct studies, share experiences, share investments and address technical issues;

- To maintain ties between producer countries / consumer countries and promote the measures implemented in producer countries while contributing to improved visibility of the sector; (vi) To contribute to the discussions that may be held within the other commissions.

**For the year 2019, three key priorities have been selected:**

**(a)** the renewal of forest management plans after a first rotation; **(b)** the sustainability of forest management; and **(c)** the CITES Convention. Given the physical distances between the commission's members, most exchanges are carried out via a mailing group. A first in-person meeting is scheduled to be held during the ATIBT Forum in Shanghai in October 2019.

## THE SCIENTIFIC COUNCIL

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The Scientific Council has a critical and independent view on ATIBT's activities, while at the same benefiting from ATIBT's framework. The Council may be solicited by ATIBT or it can call on the Association to give an opinion on a scientific issue within a well-defined area considered to be a priority for ATIBT. The presence of independent scientists from various backgrounds allows for a neutral and independent diagnosis.

The Scientific Council must be able to provide facts and evidence to support the work of the Commissions. To this end, it provides them with its most relevant scientific publications in order to contribute to their work. It will also ensure that research

results relevant to forest management are disseminated in the form of short notes written in easy-to-understand language, particularly for the ATIBT website.

The Scientific Council consists of ATIBT members that are scientific organisations and non-member organisations, with a good balance between Northern and Southern organisations.

In 2018, the Scientific Council responded to a request from Gabon's UFIGA to define the term «forest» under Gabonese conditions. This official definition remains an important topic because it is linked to future «zero deforestation» initiatives.

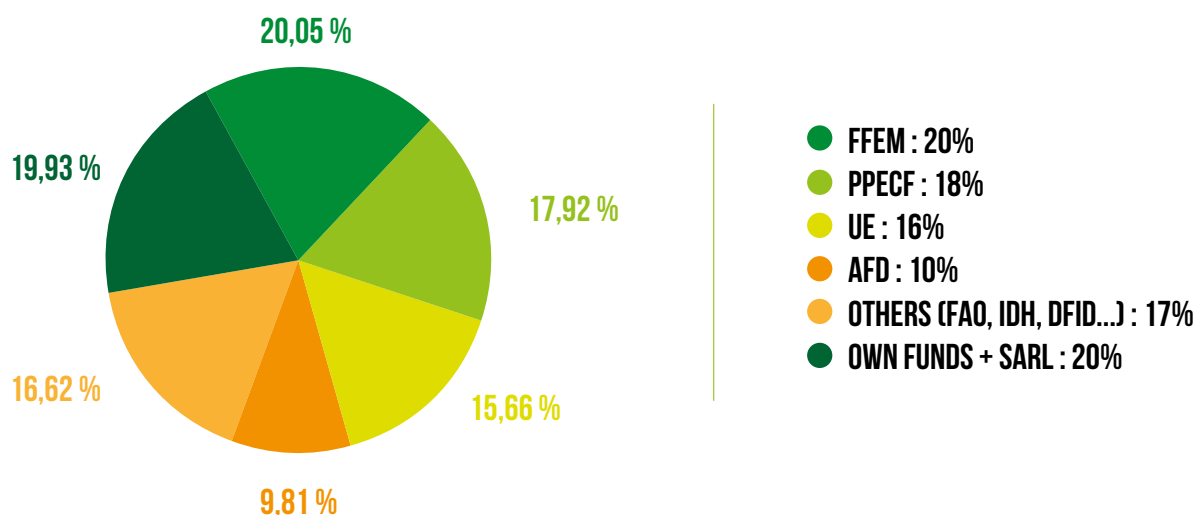


# 3

## KEY FIGURES

### ORIGIN OF ATIBT'S RESOURCES AND FINANCIAL SITUATION

In 2018, the distribution of donor funds is more homogeneous than in 2017, mainly due to the arrival of new funds such as those from KFW.



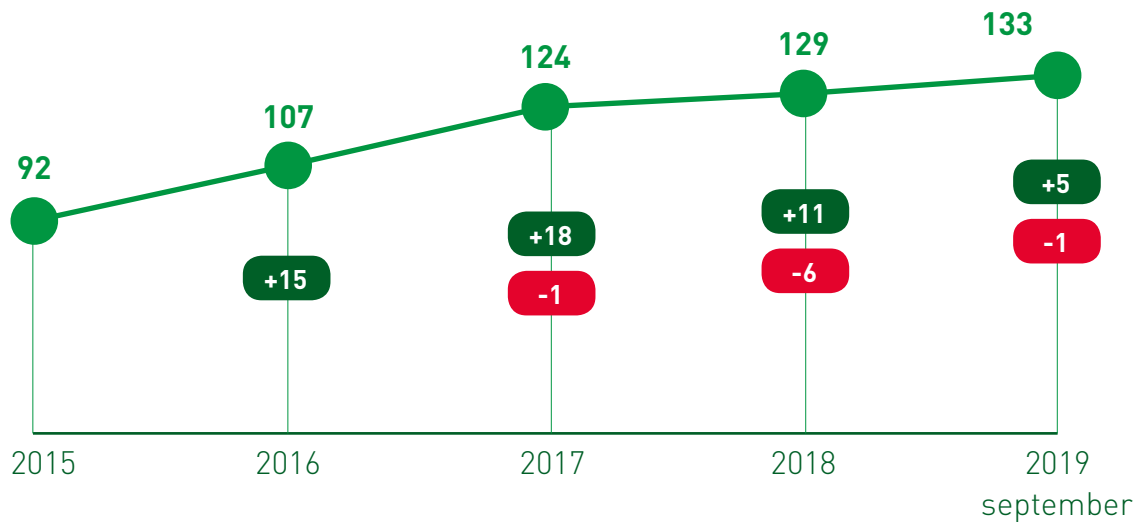
Resources in K€	2018	2017	2016	Variation	Variation %
Contributions and private partnerships	229	224	187	5	2%
Grants	916	1 091	1 079	-175	-16%
Various and exceptional	45	115	229	-70	-61%
<b>TOTAL</b>	<b>1 189</b>	<b>1 430</b>	<b>1 495</b>	<b>-241</b>	<b>-17%</b>
Employment	2018	2017	2016	Variation K€	Variation %
Implementation of projects and consultancy	466	780	622	-314	-40%
Missions for the implementation of projects	120	120	98	0	0%
Salary costs	468	397	368	71	18%
Operating expenses / Miscellaneous	142	129	355	13	10%
<b>TOTAL</b>	<b>1 196</b>	<b>1426</b>	<b>1443</b>	<b>-230</b>	<b>-16%</b>
Results	-7	4	52		

## ÉVOLUTION ET COMPOSITION DES ADHÉRENTS

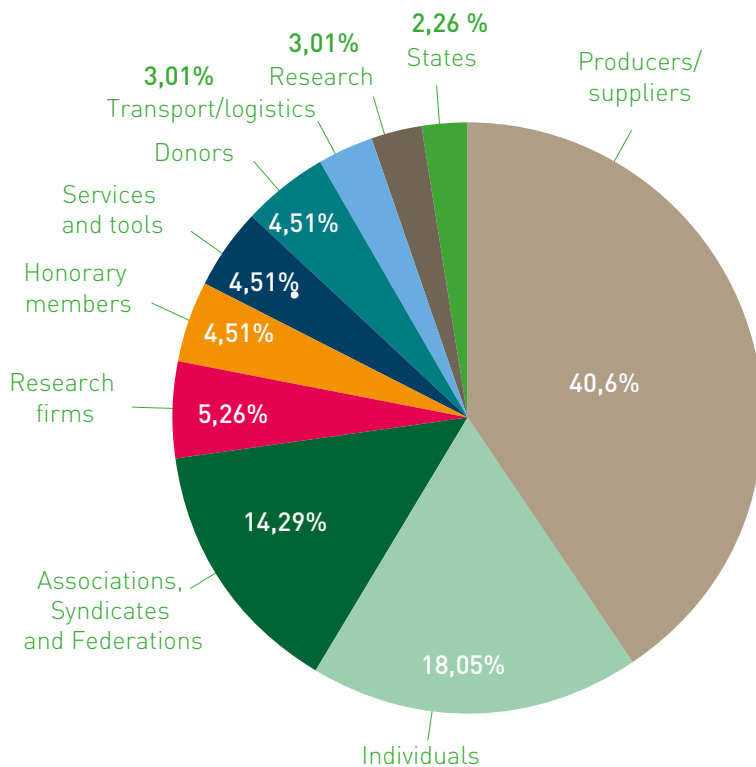
At the end of 2018, the ATIBT had 129 members from about thirty different countries. 56% of the members are companies and consulting firms and 19% are individual

members. The departure of 3 companies generated a decrease in the amount of contributions in 2018, partially offset by the arrival of 6 individual members.

### EVOLUTION OF THE NUMBER OF MEMBERS SINCE 2015



### MEMBERS COMPOSITION



STATES	3
DONORS	6
PRODUCERS/SUPPLIERS	54
TRANSPORT/LOGISTICS	4
RESEARCH FIRMS	7
SERVICES AND TOOLS	6
ASSOCIATIONS, SYNDICATES AND FEDERATIONS	19
RESEARCH	4
INDIVIDUALS	25
HONORARY MEMBERS	6



# 4 ACTIVITIES IN 2018

## ADVOCACY ACTIONS CARRIED OUT BY OUR ASSOCIATION

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In addition to monitoring the interests of its members, sharing information of all types (technical, regulatory and legal) and working on various projects, ATIBT has carried out advocacy and communication activities throughout the year with the stakeholders of the sector. These actions have aimed to inform institutions, economic players, as well as the general public of the importance of maintaining and

encouraging good practices in the tropical forest sector, which remains a safeguard against deforestation linked to agricultural practices, which is unavoidable if the forest loses its economic value.

**Some advocacy actions have been carried out in Europe, and others in the Congo Basin (where an ATIBT office has been opened).**

## PARTICIPATION IN THE CREATION OF THE CITÉ DU DÉVELOPPEMENT DURABLE (CITY OF SUSTAINABLE DEVELOPMENT) AT THE JARDIN D'AGRONOMIE TROPICALE IN PARIS.

The ATIBT is located on the historic site of the Jardin d'Agronomie Tropicale of Paris (JATP), alongside 18 other institutions. They are representative of the diversity of sustainable development and ecological transition stakeholders. The Cité du Développement Durable was inaugurated on 14 November 2018, with the aim of creating a place for the capitalisation, sharing and scientific study of sustainable development. Its main objectives are (among others) to improve the consideration of local demands by including all stakeholders in programmes and projects, as well as to enhance France's presence in international debate arenas. The Cité du Développement Durable also seeks to build a tool for the sharing of «field» knowledge

and scientific knowledge on shared interest topics and to bring together stakeholders to work towards inclusive development.



## INTERVENTION DURING THE 1<sup>ST</sup> PUBLIC AWARENESS EVENT ON FORESTS: «AUX ARBRES» («TO THE TREES»)



On 8 and 9 June, «Aux arbres», a public event organised by the Maisons du Monde Foundation focusing on the preservation of forests, climate and biodiversity, was held in Nantes. These two days enabled visitors to get involved on the subject by participating in round tables and workshops, as well as discover the stands of various forest protection and forest management players, as well as to watch films and access a bookshop area.

## OPENING OF AN ATIBT OFFICE IN CONGO

ATIBT has opened an office in Brazzaville, Congo. The objective is to develop and support sustainable forest management in the Congo Basin while paving the way for improved involvement by the private timber sector in the country's FLEGT processes, as well as projects enabling the deployment of more information and awareness among logging companies, so as to structure the sector and to enhance its participation in national meetings. On 19 September 2018, ATIBT officially launched its FLEGT, REDD+ and certification project activities at a workshop held in the Ministry of Forest Economy's conference room in Brazzaville.

### ATIBT Congo's purpose is

- to federate and support existing syndicates to create a joint message,
- to support the representation of logging companies,

- to contribute to the facilitation of the VPA implementation,
- to offer logging companies support in terms of third-party verified legal certification
- to contribute to the facilitation of the implementation of the FLEGT/VPA.





## TRAINING

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### AGREEMENT BETWEEN ATIBT AND RIFFEAC

The Network of Central African Forest and Environmental Training Institutions (RIFFEAC - *Réseau des Institutions de Formations Forestière et Environnementale d'Afrique Centrale*) signed an agreement on 23 April 2018 with ATIBT to strengthen the fit between training and employment in Central Africa's forest-environment sector, through the development of a regional continuous training approach that is driven by the economic sector's demand.

### IMPROVEMENT OF MATERIAL YIELDS THROUGH SAWN TIMBER CLASSIFICATION (SATA)

SATA (Sawn African Tropical Timber) classification rules have never been adopted due to persisting market habits. However, thanks to support from the PPECF and a commitment by Sapelli producers, ATIBT was able to relaunch them in 2018. The project consists of several phases, including (a) a comparative study of material yields according to the various existing rules, (b) the preparation of technical and commercial documents that facilitate communication, (c) the training of operators and sales representatives in the implementation of the SATA rules. The results of phase (a) will indicate the relevance of pursuing this idea.

### CLASSIFICATION TRAINING AT ATIBT FROM 9 TO 13 APRIL

From 9 to 13 April 2018, ATIBT's Technical Director, Patrick Martin, provided classification training to trainees from Angola, Italy, Belgium, Holland, Cameroon and France. The participants' goals were to master the different grading rules, to recognise the quality of a timber or log, and to identify the benefits and disadvantages of using the various rules within their company.

### CUSTOMS TRAINING IN GABON

The General Directorate of Customs and Indirect Duties of Gabon commissioned ATIBT to train its agents to recognise processed timber as part of the development of its «dry port» in Lastourville.

**Thanks to the support of the UFIGA, and that of the SBL and CEB Precious Woods companies and the financial support of the AFD, the training session was held from 22 to 24 November in Lastourville during a seminar organised by the customs department.**

## INTERACTION WITH INDUSTRY PARTNERS AND WITH MEMBERS OF THE ASSOCIATION

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The association had very frequent meetings with its partners and members throughout 2018, with of course meetings during Commissions, Board of Directors meetings and its General Assembly meeting. It should also be noted that the various projects conducted are very often carried out in conjunction with ATIBT

members, who sometimes contribute financially to them.

Beyond the statutory meetings or meetings related to projects, or the visibility offered to members who have messages to convey, we note other important occasions which are listed below.

**SIGNING OF A COLLABORATION AGREEMENT BETWEEN ATIBT AND COMIFAC AT THE RACEWOOD MEETING HELD ON 21 JUNE IN LIBREVILLE (GABON)**

ATIBT's Racewood remains one of the key events of the tropical timber industry. It represents a major opportunity for multi-partner networking on the African continent. On this occasion, a five-year collaboration agreement was signed between ATIBT and the Central African Forest Commission (COMIFAC), as well as a specific protocol for the collection and promotion of data on the forest sector and forest concessions in Central Africa.

This document outlines the framework for collaboration in the implementation of the sub-regional convergence plan for the sustainable management of forest ecosystems in Central Africa. COMIFAC thus undertakes to provide ATIBT with the information it needs for projects of mutual interest. As for ATIBT, it commits to implement the convergence plan in a concerted manner and to provide tools that assist with the decision-making and the evaluation of projects.

**ATIBT'S PARTICIPATION IN THE GENERAL ASSEMBLIES OF MEMBER ASSOCIATIONS, INCLUDING ETTF, FSC AND PEFC INTERNATIONAL, AMONG OTHERS.**

On 12 October, ATIBT participated in the European Timber Trade Federation's (ETTF) General Assembly in Riga, Latvia. Various issues were discussed, such as the Gabonese government's plan to shift towards full certification of Gabon's forest areas under concession by 2022 and the diversification of the tropical timber species available on European markets.

On 19 June, in Paris, the FSC-France general assembly was held, followed by a CSR and biodiversity round table.

From 12 to 16 November 2018, the PEFC 2018 week was held in Geneva, during which the PEFC-International general assembly took place.

Several women who are particularly involved in sustainable development were honoured, with a special PEFC prize awarded to Rose Ondo (PAFC Gabon), and the Usine Nouvelle (New Factory magazine) trophy for women in industry awarded to Patrizia Gregori (SNCF).



Rose Ondo, President of the PAFC Gabon Association was honoured with a special award for her commitment to promoting forest certification in Gabon, in this year which marks PAFC Gabon's 15th anniversary.



Patrizia Gatti Gregori (SNCF Réseau), won the 2018 Women in Sustainable Development Award, which rewards her commitment to responsible consumption. SNCF Réseau, an ATIBT member, has worked with the association to inform and train many SNCF stakeholders regarding the use of certified tropical timber for the production of railway sleepers as well as for modern train stations.



## THE ATIBT THINK TANK FOR THE SUSTAINABLE MANAGEMENT OF THE CONGO BASIN'S FORESTS



At the initiative of the ATIBT and with the support of the PPECF and COMIFAC, a first Think Tank was held in Nogent-sur-Marne on 16 May 2018, entitled «How can we stabilise the certified forest concession model in the Congo Basin?» The meeting brought together 25 participants from various backgrounds (companies, donors, NGOs, researchers, experts) and identified 5 main areas where work is needed:

- The improvement of the image of tropical timber.
- The exploration of new tropical timber markets.
- The need to restore value to the forests.

- The promotion of the services provided by logging companies and actions in favour of certification.

- Collaboration with Asian players, to work together on the topic of sustainable management.

This first exercise of thought involved an external facilitator, Claude Garcia, and led to concrete recommendations, including the solidifying of communications with Chinese companies operating in the Congo Basin and with Chinese timber importing associations. This meeting will be the subject of follow-up work during 2019, and will most likely be renewed.

## PARTICIPATION IN INTERNATIONAL EVENTS AND MEETINGS

Participation in industry events at the international level is one of ATIBT's priorities, in order to always contribute to improved communication on the importance of achieving sustainable tropical

forest management. These events have led the ATIBT team to Europe, Africa (Gabon, Congo), the United States, Indonesia, China and Japan.

## SIDE EVENT - «USING POLICY, LEGISLATIVE AND REGULATORY FRAMEWORKS TO COMBAT DEFORESTATION: LESSONS LEARNED FROM THE FLEGT APPROACH»



ATIBT has been asked by the FAO to provide concrete examples of how the private sector is working to reduce the incidence of deforestation. ATIBT therefore presented private sector initiatives at this event as part of the «Halting Deforestation» conference organized by the CPF (Collaborative Partnership on Forests) at the FAO's headquarters in Rome, from 20 to 22 February.

Contrary to popular belief, forests that are legally managed and operated help secure large forest areas in the long term while preventing both deforestation and land conversion.

## THE LATEST RACEWOOD EDITION WAS HELD AT THE GABON WOODSHOW

On 21 and 22 June, ATIBT organised the Racewood meeting in Libreville, as part of the larger Gabon WoodShow, the Congo Basin's leading timber trade fair.

The Racewood, which started on the day following the opening of the Gabon WoodShow, was organised with the support of the STRATEGIC company, and funding by various donors (AFD, EU, PPECF), as well as the Gabon Special Economic Zone (GSEZ), a key player in this week devoted to the timber trade.

Opened by the Gabonese Ministry of Water and Forests in the presence of COMIFAC, this new edition was an opportunity for ATIBT to pursue its consideration and exchange efforts with its partners on the major issues affecting the future of the Congo Basin forests, such as the legality of forest harvesting, the certification and promotion of sustainable management, the promotion of certified African timber,

training, the transformation of tropical timber and awareness of its qualities in terms of durability and competitiveness by as many people as possible. Forest plantation issues were also addressed.

COMIFAC and ATIBT took advantage of this meeting to strengthen and formalise their collaboration through the signing of an agreement and a specific protocol for the collection and promotion of forest industry and forest concessions data relating to Central Africa.





## THE FOREST GOVERNANCE FORUM



This event was held in Brazzaville on 30 & 31 October 2018, and provided an opportunity to make the general public aware

of the contributions made by the timber industry's private sector in terms of proper forest governance. This was the 11th edition of the Forest Governance Forum, and the first edition in which the private sector participated. There were around 300 participants, mainly from Africa and Europe, but also from Indonesia and the United States. The Forum is intended to be a preparation for the Chatham House FLEGT meetings and the Congo Basin Forest Partnership (CBFP) meeting.

## THE NATIONAL GROUP OF TROPICAL FORESTS (GNFT) AND THE NATIONAL STRATEGY TO COMBAT IMPORTED DEFORESTATION (SNDI)

The GNFT is a body whose purpose is to discuss French guidelines regarding tropical forests. It brings together players from the private sector, NGOs, representatives of civil society, government administrations and research organisations. ATIBT participates in its meetings.

### **The key points raised in 2018 were as follows:**

- the development schedules for the National Strategy to Combat Imported Deforestation (SNDI)
- the proposals resulting from the preliminary work conducted by the groups led by the AFD (Agence Française de Développement), the French Alliance for Sustainable Palm Oil and the Commissioner-General for Sustainable Development
- the presentation of the actions under consideration, during the first half of 2018, within the framework of the French Presidency of the Amsterdam Declarations
- the discussions around FLEGT and certification, which provide a lot of lessons, especially for other commodities
- the discussions focused on FLEGT and certification, which provide many lessons, especially for other commodities

In accordance with the commitment made for the Climate Plan adopted in July 2017, on

14 November 2018 France adopted its national strategy to combat imported deforestation (SNDI), which aims to end deforestation caused by the import of unsustainable forest or agricultural products by 2030.

### **The main measures of this strategy concern both the supply and demand for these products and involve all stakeholders. These are a few examples:**

- assistance with the development and the drafting of roadmaps with exporting countries or regions,
- creation of a national platform to combat deforestation that brings together companies, NGOs and public authorities,
- a communication campaign accompanied by a new «zero deforestation» label,
- consideration of a law focusing on companies' duty to be vigilant,
- organisation of General Assemblies on the topic of food,
- measures to eliminate bio-fuels from raw materials that have a high indirect impact on deforestation,
- or even a «zero deforestation» public procurement policy by 2022.

In order to ensure that these measures are in line with the tropical forest-timber sector, ATIBT will be heavily involved in future developments.

## THE CARREFOUR DU BOIS IN NANTES, AND THE ATIBT/IMM MEETING

From May 30 to June 1, the Carrefour du Bois timber show was held. For this edition, the association organised a joint ATIBT/IMM (Independent Market Monitoring) event.

Implemented by the ITTO (International Tropical Timber Organisation) and funded by the European Union (EU), the FLEGT Independent Market Monitor (IMM) is a multi-year project that aims to support the implementation of Voluntary Partnership Agreements (VPAs) between the EU and timber supplying countries.

Once again, the stand was very well attended this year and our activities were the subject of a great deal of interest, which resulted in several membership applications.

The purpose of the joint ATIBT/IMM event was to create synergies between the

two entities and to take advantage of the presence of our members and partners to consult them on the topics of legality and certification and FLEGT.

This day allowed for free expression and provided ATIBT with an opportunity to better understand the expectations and feelings of stakeholders, and to work more closely with IMM.



## INTERPOL'S WORKING GROUP ON FOREST CRIME AND ITS WORLD CONFERENCE

During a November 2017 meeting, INTERPOL's Environmental Compliance and Enforcement Committee (ECEC) decided to formally establish the INTERPOL Working Group on Forest Crime.

It has joined the other three Working Groups: Pollution Crime, Wildlife Crime and Fishing Crime, and will provide strategic advice to INTERPOL to improve the effectiveness of law enforcement operations targeting organised criminal networks involved in illegal logging, international trade of illegal timber and related crimes.

From 4 to 6 September 2018, ATIBT attended the «World Conference on Forest Crime» at INTERPOL's General Secretariat in Lyon.

The main objective of the meeting was to create a platform for the international community that is committed to forest law enforcement that enables the coordination of activities and the sharing of experiences, especially through the use of new technologies. It also aims to enable Interpol member countries to participate in the development of the forest law enforcement programme, namely the LEAF (Law Enforcement Assistance for Forests) project.

In order to combat forest crime, which is basically organised crime, it is necessary to understand the model, understand how it operates and map the organisations that are involved. Profit being the only motive of these groups, it is necessary to follow the money circuits and have a financial strategy that attacks the assets of these organisations.

## 2018 STTC CONFERENCE. USING DATA TO STIMULATE THE MARKET



A series of speakers from the tropical timber industry gathered in Paris for the European Sustainable Tropical Timber Coalition (STTC) conference to discuss the

key role that accurate trade information plays in the growth of tropical timber sales. The «Using data to stimulate the market» event took place on 25 October in Paris at the Indochine Pavilion of the Jardin d'Agronomie Tropical of Paris.

The premise of the conference was to clearly agree that data reliability is key for all companies to define marketing strategy, improve transparency and access new market shares, but that the quality of information on the European tropical timber industry must be improved. The purpose of the conference was to reflect on the actions needed to achieve this objective.

## ATIBT IN JAKARTA TO DISCUSS THE CERTIFIED TIMBER TRADE



On 6 March, ATIBT attended the seminar entitled «Strengthening International Trade in Certified Timber Products from Indonesia», where it presented its new Fair&Precious brand, which aims to promote certified tropical timber.

The APHI, the Indonesian Association of Forest Concession Concessionaires and «The Borneo Initiative» jointly promote sustainable forest management among APHI members by facilitating FSC certification. Since 2010, 25 Indonesian forest concessions covering 2.3 million hectares have obtained FSC certification, implying coverage of about 20%.

This growth in FSC certification coverage allows Indonesia to stand out in the tropical region as the fastest growing FSC-certified country and helps them improve their access to foreign markets. FSC International has set a target of 20% global market share by 2020.



## THE CONGO BASIN HONOURED DURING «FOREST LEGALITY WEEK» (WASHINGTON, WRI)



ATIBT was invited by WRI to take part in the second «Forest Legality Week» held in Washington from 23 to 25 October 2018.

On the occasion of this conference, which aimed to foster dialogue and stimulate action and partnerships in order to implement and more effectively monitor the legality of the timber trade, the issues of forest legality were discussed through a session dedicated to the Congo Basin.



WORLD  
RESOURCES  
INSTITUTE

## PARTICIPATION IN THE ITTO MARKET DISCUSSION



«More cooperation is needed to promote sustainably produced tropical timber. It is necessary for the sector that tropical timber producers, tropical timber traders and other stakeholders consolidate their messages», said André de Boer, chairman of the meeting. «We must present a united

front to convince consumers of the very real benefits of using sustainably produced tropical timber.»

This was the message that emerged from ITTO's 2018 annual market discussion, held in Yokohama on 6 November during the 54th International Tropical Timber Council session.

Participants in the discussion learned that despite progress in sustainable tropical forest management, legality certification and verification, trade in tropical timber faces major challenges, such as species changes or declining market share in the face of competition from engineered timber and alternative non-timber materials.

## THE BRUSSELS DECLARATION CONCLUSIONS OF THE 18<sup>TH</sup> CBFP MEETING

Organised in Brussels by the Kingdom of Belgium with the backing of Minister of State François-Xavier de DONNEA, on 27 and 28 November 2018, the 18th Meeting of the parties to the Congo Basin Forest Partnership (CBFP) agreed upon a set of positions that are outlined in the Brussels Declaration.

Before the declaration was drafted, one of the seven colleges that make up the CBFP, the private sector college, met to discuss the development of economic activities in the Congo Basin, one of the themes of which was: «Asset or threat to sustainable forest management?»:

- The various transparency websites are key, but it is necessary to have a guide that explains their objectives and data sources.
- The need to also set up a framework for consultation and define provisions to be applied in cases of overlapping.
- The grouping of companies of various sizes and origins so that they can express themselves with a shared voice.

- Communication initiatives on the implementation of social and environmental responsibility policies.

The Brussels declaration emanates from all of the colleges. It was the subject of much consideration and many exchanges, and will be available for download on the CBFP website.



## MEETING IN CHINA WITH THE CTWPDA ASSOCIATION AND THE GLOBAL GREEN SUPPLY CHAIN (GGSC)

At present, it is considered that over 50% of the value of African forest production that is sold is destined for China. However, Chinese companies have a very low interest in certification, and their purchasing policy is highly heterogeneous.

In June 2018, a video message from ATIBT's President was sent on the occasion of the launch of the Global Green

Supply Chain (GGSC) initiative in Beijing. Then, in November, ATIBT went to China to establish dialogue with the main Chinese importers (including the Chinese Timber Wood Products Distribution Association (CTWPDA) and the Global Green Supply Chain (GGSC)) and try to involve them in an improved policy for the sustainable management of Central African forests.

## ATIBT AND FOREST CERTIFICATION IN THE CONGO BASIN

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### Certification Forum: Focus on the Generalisation of certification in Gabon.



The association followed President Bongo's announcement on forest certification in Gabon with great interest. On 26 September, President Ali Bongo Ondimba made an important statement regarding the future of forest certification in Gabon. His statement focused on a reminder of the 2009 ban on log exports (which had positive effects on the national economy), the search for high quality in local production and the fact that FSC is a key label that could offer a guarantee to Gabonese loggers who seek access to international markets.

As part of its projects, ATIBT has implemented various activities to support the forest industry and accompany it in its approach to certification.

The means exist to support companies, in particular through the PPECF (Programme for the Promotion of Certified Forest Logging), under the supervision of COMIFAC. However, an opening of certification to different schemes seemed necessary, and a project to develop a regional PAFC, covering Cameroon, Gabon, and the Republic of Congo, was designed and submitted to the PPECF.

In addition, with the establishment of an initial FLEGT-Certification point of contact in Gabon in partnership with UFIGA, and then with ATIBT Congo (these points of contact will also be considered with the GFBC and the FIB), a search for certification candidate companies has been undertaken.

## STUDIES CONDUCTED ON AGROFORESTRY WAND TIMBER PLANTATIONS

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Three studies conducted by ATIBT in 2018 are part of the FLEGT-REDD project, which is funded by the FFEM. They aim to contribute to the development of pilot projects for innovative plantations for the lumber needs, firewood and agricultural products.

Moreover, and beyond the scope of the project, these studies contribute to a broader consideration that «proposes a way

to develop the forest concession model in order to make the tropical rainforest a sustainable lever for the development of both populations and territories».

ATIBT contracted three research firms for the completion of these three studies.

**The study on the capitalisation of experiences gained from timber plantations in Côte d'Ivoire** was entrusted to the FRMi



research firm. A mission was conducted in Côte d'Ivoire, where the consultants went to observe planting initiatives in the Adzopé area, including the Tropical Bois and Inprobois companies. They also met with the players and stakeholders involved or affected by the topic of plantations.

**The opportunity study of agroforestry projects involving forest species cultivated under the shade** was awarded to the Oréade Brèche - Kinomé consortium. In addition to providing a bibliographic and documentary review of existing initiatives, the consultants visited Cameroon (from 5-10 February) and Côte d'Ivoire (from 11-16 February) to identify and analyse projects relating to agroforestry under forest shade, and to identify existing opportunities. They also sought to capitalise on their experience on the topic acquired in Congo.

The final study, **on the current state of legality and regulations relating to timber plantations** was carried out by TERE and covered Côte d'Ivoire, Cameroon, Gabon, Congo and the Democratic Republic of Congo. It was carried out by national experts who gathered texts regulating plantation activities

(from territorial, harvesting, operational, fiscal, etc., points of view) and made a critical analysis of them.



These studies were the subject of a presentation in Abidjan on 24 May 2018 and yielded rich discussions on the challenges of reforestation in the country. Discussions with the various stakeholders showed a convergence of interests, and even the beginning of a global movement bringing together chocolate makers and foresters around common issues: climate, the sustainability of sourcing, farmers' living conditions, reforestation.

They were also presented and distributed at the Racewood meeting organised by ATIBT in Libreville, Gabon from 20 to 22 June 2018.

## ACTIVITIES LINKED TO THE FLEGT VPAS AND THE EUTR

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We will now detail the highlights of the 2018 VPA processes and the contributions of ATIBT's FLEGT projects with its partners (FIB, GFBC, SPIB and UFIGA), for some of the target countries.

**In Congo**, the government continues to make progress on its roadmap for the implementation of the FLEGT/VPA, in order to achieve the objective of having an operational Legality Verification Information

System (SIVL - Système Informatique de Vérification de Légalité). It will be supplied with production data from logging companies as well as data from authorisations and administrative inspections.

The SIVL was installed within the Ministry of Finance and ATIBT was commissioned by the Ministry of the Forest Economy and Sustainable Development (MEFDD) to analyse it and make recommendations

In addition, the first phase of the DFID/AFD-funded «Support for the implementation of the FLEGT VPA in the Republic of Congo» project, which consisted of providing primary technical assistance, continued. The activities of this phase, which was managed by FRMi in partnership with ATIBT, began in 2016 and ended in December 2018.

ATIBT's contributions to the «Support for the implementation of the FLEGT VPA» project were fundamental in (a) improving the involvement of logging companies, (b) promoting professional associations and favouring the active participation of companies not yet affiliated with associations, (c) enabling companies to become aware of the role they can play in the implementation of the Legality Verification System and (d) improving the proximity between professional associations/private sector and government authorities.

**In the Democratic Republic of Congo (DRC)**, the Fédération des Industriels du Bois (FIB) has been implementing the project entitled «Support for the reinforcement of skills of non-state stakeholders in forest sector legislation and regulation» since September 2017.

The main objective of the project, which is funded by and receives technical support from the EU and the FAO, is to make the normative and regulatory systems governing the timber supply chain in each DRC province more understandable to stakeholders.

The outcome of this project will help refine these initial observations and make important recommendations to reinforce the FLEGT/VPA process at the local level in the DRC.

**In CAR**, a collaborative VPA database was launched. This project, which received

financial support from the EU FAO FLEGT Programme, has made it possible to create a collaborative database that is accessible via a local network and without an Internet connection.

The data processing and publication process is designed so that the database can be contributed to either by the Forest Data Centre or the Forest Directorate.

The project, which was implemented between September 2016 and May 2017, is now in a second phase during which the database will be improved through the integration of geo-referenced inventory data, the monitoring of payments to municipalities and a comparison with BIVAC data.

**In Côte d'Ivoire**, in the presence of ATIBT, the September 2018 launch in Abidjan of the PO 333 638 project: «Capacity building for domestic market players in the timber sector”.

This project, which is entirely funded by the FAO-EU FLEGT programme, will run for a period of 12 months and aims to integrate small and medium-sized businesses and informal players into the FLEGT-VPA process in Côte d'Ivoire by bringing them together and securing their supply chains in a legal and sustainable manner.

**In Gabon**, the UFIGA was reinforced with the arrival of a FLEGT-Certification advisor, hired on 22 November 2018. Mr. Hugues Serge Moudy Bounguendzy, a forest engineer, will have the task of improving the involvement of all private forest-timber industry players in the FLEGT systems and in forest certification through various activities defined within the framework of the ATIBT projects related to forest governance. He will also support the Delegate General, Françoise Van de Ven in the many initiatives and advances already made by the syndicate.



## KNOWLEDGE ABOUT THE RESOURCE

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### **The fourth DYNAFFOR and P3FAC (COFIL) Steering Committee, preceded by the Scientific and Technical Committee (STC), was held in Bangui.**

Under the patronage of the Central African Republic's Ministry of Water, Forests, Hunting and Fishing, this meeting was jointly organised by the Central African Forestry Commission (COMIFAC) and Nature+, the CIRAD and ATIBT, along with support from the FFEM.

The objective was to present the main results of the research conducted under Dynaffor and to validate the 2017 technical and financial reports of the Dynaffor and P3FAC projects.

The «DYNAFAC network» was created. It aims to strengthen the research network linked to the sites that were established (and those that are in the process of being established), to broaden the themes, the projects and the network of institutions and of course to communicate.

### **ATIBT followed the results of the last CITES SC70 Standing Committee in Sochi, Russia.**

The SC70 recommended suspending trade of both *Pterocarpus erinaceus* (Kosso) and *Dalbergia* spp. (Rosewood) from Laos and Nigeria until the parties have provided non-detrimental commerce findings based on scientific data regarding the trade of these species.

In terms of the redrafting of the 15th *Dalbergia* annotation, many NGOs and distribution area States, particularly in South America, have regularly expressed their concerns regarding some of the proposed sections.

The Steering Committee agreed to propose to SC18 a recommendation that the following be included in annotation no. 15: all parts and derivatives, except for leaves, flowers, pollen, fruits and seeds; finished products up to a maximum timber weight of 5 kg. per item from the listed species; and finished musical instruments, finished pieces for musical instruments and finished accessories for musical instruments. A new annotation may be proposed by the distribution area States before the December 2018 deadline, before the 2019 Conference of the Parties.

### **The specialisation in tropical forestry course provided by Gembloux Agro-Bio Tech was conducted in Gabon.**

The highlights were the sharing of experiences and comparisons of points of view. The final objective: an understanding of multifunctional forest management thanks to the integration of industrial constraints, the participation of local communities and the preservation of the environment.

Students from three master's degree programmes at Gembloux Agro-Bio Tech and the University of Science and Technology of Masuku (USTM, Franceville) were involved. Staff from the CEB - Precious Woods company, which hosted much of the training, also participated.

The main topics covered were: forest planning management, low-impact logging, forest dynamics, tree recognition and agroforestry.





## AN UNDERSTANDING OF THE TROPICAL TIMBER MATERIAL

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### **ATIBT's technical director was asked to work on several different standards.**

Standard NF DTU 51.4 - External timber decking, and NF B 54-040 - Decking boards

The implementation standards for exterior timber decking were revised and published in December 2018. The main evolutions are a restructuring of the document according to implementation logic, the deletion of categories type 1 (private use) and type 2 (collective use) and the distinction between works according to their destination and height. This French standard has no equivalent at the European level and it is often referred to in the absence of rules. It is with this in mind that ATIBT participated in these work efforts.

Standard ISO 38200 - Chain of custody for timber and timber-based products

The public survey, launched among the 27 European countries for the draft of international standard ISO 38200 has been completed. Three countries opposed the project and seven abstained, so the project is not in question.

The French BF 88 Commission, chaired by Mr. Vallance, met on 9 January at the ATIBT offices to assess the comments

made by the consulted countries. A French delegation will participate in the analysis of this survey, in Bonn at the beginning of February 2018. Those who wish to follow this commission must register with the BNBA (Bureau de Normalisation du Bois et de l'Ameublement - Timber and Furnishings Normalization Bureau).

### **Environmental Product Declaration (EPD) Sheets**

EPDs assess the resources needed to manufacture, transport, maintain and destroy a product at the end of its life (or recycle it), supplemented by a quantification of the potential impacts on the environment. EPDs allow materials to be compared using parameters other than price. They are therefore widely used by both architects and designers as part of an eco-design approach in the development of a comprehensive Life Cycle Assessment (LCA) of a building. Thanks to this tool, companies can also reduce the ecological footprint of their products as part of their CSR (Corporate Social Responsibility) strategy. Sometime in 2020, a European regulation will impose EPDs for each building product with a label that complements the EC marking.

Elements of comparison	Forest and harvesting			DRC
	Cameroon	Gabon	Congo	
<b>Accessible dense rainforest area (% of the country)<sup>1</sup></b>	19 millions hectares (40%)	23,0 millions hectares (76%)	22 millions hectares (61%)	102 millions hectares (43%)
<b>Area allocated to industrial harvesting<sup>2</sup></b>	6,3 millions ha (UFA)	14,2 millions ha	13,9 millions ha	10,4 millions ha
<b>Total surfaces which are certified</b>	3,390,372 ha	3,090,071 ha	3,902,315 ha	544,145 ha
FSC PAFC/PEFC	341,708 ha	1,741,228 ha 596,822 ha	2,410,693 ha	-
Legality+ (legality + FSC CW certified)	3,048,664 ha	752,021 ha	2,632,290 ha	544,145 ha
<b>Number of large companies<sup>3</sup></b>	123 <sup>4</sup> (UFA holders)	Approx. 40	Approx. 30	Approx. 10
<b>Number of small companies and craftsmen<sup>4</sup></b>	ND	ND	15 small & medium-sized companies	In 2014 <sup>5</sup> : 105 artisanal permits issued in the eastern province 70 in the Equateur province and 47 in Bandundu
<b>Log production Of which are exported</b>	Approx. 2,5 millions m <sup>3</sup> 800,000 m <sup>3</sup>	1,5 million de m <sup>3</sup> Ban on exports	1,578,000 m <sup>3</sup> (2017) 874,000	236,000 m <sup>3</sup> (2017) Estimate: 140,000 m <sup>3</sup> (2017 <sup>6</sup> )
<b>Other data</b>				
<b>Formal log production</b>	2,968,576	1,523,163	1,581,653	206,606
Estimated informal production	2,383,333	170,333	328,500	3,412,440
Share of the top 4 producers in terms of production	35%	40%	56%	91%
Share of the top 8 producers in terms of production	61%	57%	82%	100%
<b>Species harvested by the industry</b>	Tali, Okan, Azobé, Ayous, Dabéma	Okoumé, Okan, Azobé, Padouk	Sapelli, Okoumé, Sipo, Iroko, Tali	Sapelli, Sipo, Aframosia
<b>Share of the first 3 species on in terms of production</b>	50% (2016)	84% (2014)	66% (2016)	44% (2017)
<b>Species harvested by hand</b>	Ayous, Mavingui, Iroko, Sapelli, Bilinga, Moabi	Okoumé, Bilinga, Izombé	Okoumé, Limba (Sud) Sapelli, Sipo (Nord)	Aframosia, Sapelli, Sipo, Limbali, Afzelia
<b>Exports</b>				
of logs	736,599	0	664,929	137,289
<b>Profits obtained from the forest (% of national GDP)<sup>9</sup></b>	3,7%	2,6%	4,7%	17,5% <sup>10</sup>
<b>Contribution of the sector to GDP</b>	4%	3%	5,3%	0,6%

Elements of comparison	Cameroon	Gabon	Congo	DRC
<b>Timber processing</b>				
<b>Number of industrial processing plants (1<sup>st</sup> to 3<sup>rd</sup> level of processing)</b>	798	162	35	Approx. 10
Quantity by product (year)				
• Sawn timber	-	-	2016 <sup>12</sup> 329,000 m <sup>3</sup>	2017 <sup>13</sup> 150,000 m <sup>3</sup> ? (31,200 m <sup>3</sup> )
• Veneers	600,000 m <sup>3</sup>	Export <sup>11</sup> 635,000m <sup>3</sup>	46,119 m <sup>3</sup>	
• Plywood	Veneers + Plywood ← 100,000 m <sup>3</sup>	97,000 m <sup>3</sup> 28,000 m <sup>3</sup>	10,668 m <sup>3</sup>	
<b>Exports<sup>14</sup></b>				
of sawn timber	627,111	441,019	205,953	16,857
of plywood	43,978	196,886	25,868	0
of veneers	5,624	40,047	0	312
Artisanal processing (sawn timber)	715,000 m <sup>3</sup> (2010)	50,000 m <sup>3</sup> (2010)	100,000 m <sup>3</sup> (2010)	Parcel information Over 2 million m <sup>3</sup>
Number of joineries	415 <sup>15</sup>	N/A	N/A	N/A (several thousand)
Other information	An domestic timber market that is slow to materialise	Nkok SEZ 40 companies 900,000 m <sup>3</sup> transformed/year	SEZ currently under consideration	X
Public procurement	Currently under consideration (ESSOR project)	ND	Currently under consideration	ND



Elements of comparison	Cameroon	Gabon	Congo	DRC
<b>Socio-economic data</b>				
Number of jobs in the industrial forestry sector	13,000 <sup>16</sup>	3,000 jobs forestry companies 10,000 jobs timber industries <sup>17</sup> including 3,000 Nkok SEZ jobs In total 22% of non-oil jobs	7,500	15,000 in 2007 <sup>18</sup>
Number of jobs in artisanal sawmill operations	40,000	ND	2,000	9,000 à 15,000, <sup>19</sup> but probably much more (50,000 jobs according to Lescuyer in 2014)
Indirect employment	150,000 <sup>18</sup>	Between 2,000 et 5,000 <sup>18</sup>	5,000 <sup>18</sup>	ND
Syndicates and potential partners <sup>20</sup>	GFBC (12 companies), FECAPROBOIS (200 companies and over 1,000 employees), ANCOVA (450 members in Yaoundé) Joint union countering implementation difficulties	UFIGA (15 companies), SIAG (6 companies), UFIAG (11 companies), FGBSP (150 companies). UFIGA provides the permanent secretariat of the Intersyndicale	UNICONGO (4 companies), UNIBOIS (approx. 15 small and medium-sized companies)	FIB (5 companies), ACEFA members Many small and medium-sized companies and very small companies are not registered in trade unions. A huge role and potential for the FIB.
Commitment to the FLEGT	VPA signed in 2010 with integration of the domestic market Slow implementation Evaluation of the VPA's implementation currently underway	No VPA signed, Negotiations underway since September 2010	VPA signed in 2010 Implementation currently underway Some progress in terms of transparency, civil society involvement, traceability and improvement of the regulatory framework	No VPA signed Slowdown in negotiations since September 2011

## SOURCES:

- <sup>1</sup> FAO data, 2015.
- <sup>2</sup> OFAC data, 2016  
[https://www.observatoire-comifac.net/monitoring\\_system/concessions](https://www.observatoire-comifac.net/monitoring_system/concessions)
- <sup>3</sup> Companies operating industrially and exporting their products as a priority
- <sup>4</sup> Companies operating semi-industrially and/or selling their products on the local market first
- <sup>5</sup> ITIE, 2015 - Report on the scoping study of the DRC Forest Sector
- <sup>6</sup> FAO – CIFOR, 2015 State of Cameroon’s forest-timber sector
- <sup>7</sup> AGEDUFOR, 2017
- <sup>8</sup> FAO STAT data
- <sup>9</sup> World Bank data, 2015 (<https://data.worldbank.org>)
- <sup>10</sup> This figure (extracted from World Bank data) is quite different than another one from the OFAC which reports a 0.02% contribution by the forest sector to the DRC’s GDP in 2012.
- <sup>11</sup> OIBT data 2016
- <sup>12</sup> ATIBT data 2017
- <sup>13</sup> AGEDUFOR data 2017
- <sup>14</sup> African Development Bank, 2018
- <sup>15</sup> MINFOF Statistical Directory, 2014
- <sup>16</sup> State of the forests, 2013
- <sup>17</sup> FRM, 2017 – Impact of the log export ban on Gabon’s forests, timber industry and economy
- <sup>18</sup> Nabusane, 2010
- <sup>19</sup> Nguinguiri et al., 2006
- <sup>20</sup> GFBC, UFIGA, UNICONGO and FIB are the 4 major industrial timber exporting company unions in the region. All FSC-certified surfaces in the Congo Basin are the work of members of these unions.

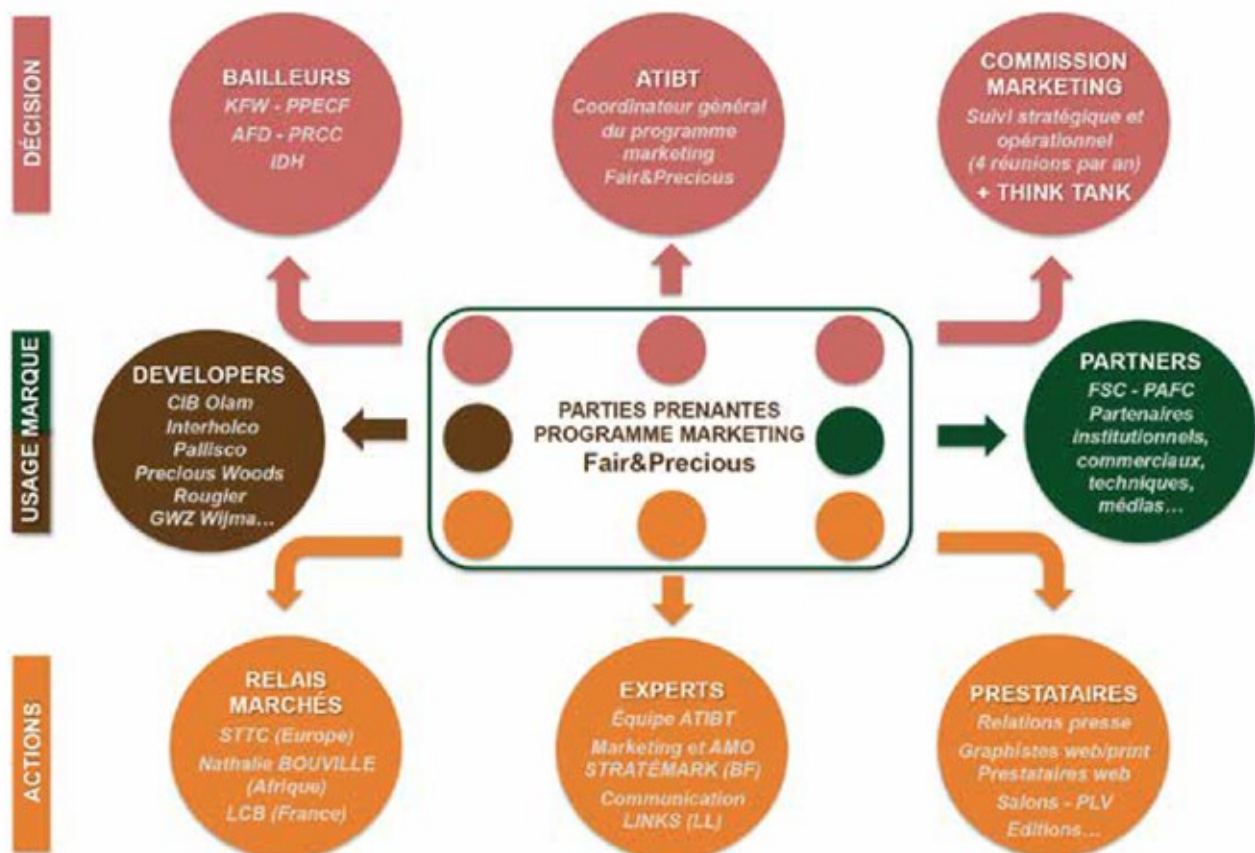
# THE MARKETING PROGRAMME

## THE PROGRAMME'S ORGANISATIONAL STRUCTURE

The marketing programme for the promotion of certified timber from the Congo Basin is the result of an initiative that was launched in 2014 with support from the KFW (PPECF). It was then carried on by the AFD, before being taken over as part of PPECF2 in 2018.

This programme is implemented by ATIBT, with the full involvement of the 6 certified

companies (CIB Olam, Interholco, Pallisco, Precious Woods, Rougier and GWZ Wijma) and with the assistance of marketing and communications experts. It is expressed through the deployment of the Fair&Precious brand, an umbrella brand based on both the FSC and PEFC-PAFC sustainable forest management certifications.





## ORGANISATION OF COMMUNICATIONS FROM 2018-2020

### EXPERTISE

- General coordination: Benoit Jobbé-Duval (ATIBT) and Romain Lorent (Comifac)
- Marketing - AMO: Bertrand Faucon
- Communications: Laurent Lagadec

### MARKET RELAYS

- STTC - Probos (European market)
  - Nathalie BOUVILLE (African market)
  - LCB (French market)
  - Press relations / Influencers
- Open2Europe: Europe and Africa

### COMMUNICATION KITS:

#### BRAND CARRIERS AND PARTNERS:

#### Proposal:

The proposal was for brand carriers to

become: Fair&Precious DEVELOPERS, and for brand partners to become: Fair&Precious PARTNERS

The idea was to give Fair&Precious forest managers an active role by highlighting their involvement in the process and their decisive role in terms of land use planning that is respectful of the environment.

A shared tagline: SUSTAINABLE FOREST MANAGEMENT will systematically accompany these 2 designations within a stamp that will allow each of the «developers» and «partners» to convey and promote the Fair&Precious brand within a coherent framework.

### DEVELOPER BECOMES « CERTIFIED OPERATOR »



### PARTNER BECOMES « OFFICIAL PARTNER »



## BRAND POSITIONING

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### The Fair&Precious programme aims to promote:

- Sustainable forest management through forest certification.
- The sector's best practices through the fulfilment of its 10 commitments.
- The purchase of FSC and PEFC-PAFC certified timber.

### Consequently:

Fair&Precious recommends the FSC and PEFC-PAFC forest certification labels



This does not preclude that other certifications may be recognised by ATIBT's Board of Directors in the future and thus be recommended by Fair&Precious. To be

recognised and recommended, they must meet the requirement level defined by both ATIBT and its donors.



## IMPLEMENTATION OF THE FAIR&PRECIOUS COMMUNICATION PLAN

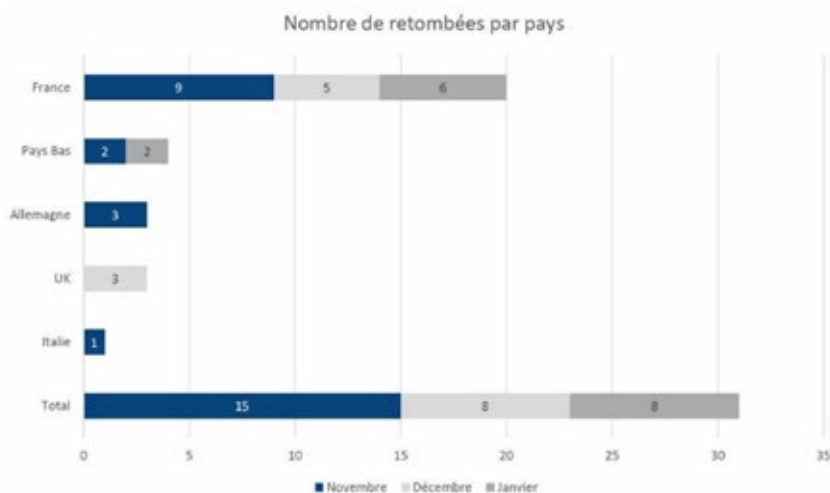
The years 2016 and 2017 were devoted to the definition of communication tools (iconographic and semantic charters, manifesto, 10 commitments, website, etc.); the year 2018 was devoted to the implementation of the actions that were proposed during the December 2017 commission meeting.

### PRESS RELATIONS

- Econovia, which accompanied the F&P launch over a 4-month period, with 2 journalists present on the day of the event (Bois Mag and Usine Nouvelle magazines), resulting in 25 press articles, coverage on F&P and certification with Alain Karsenty, from the CIRAD on the «C'est pas du vent» (It's not just hot air) radio show (Anne-Cécile Bra) on RFI + a 90-minute «Regard extérieur» (Outside viewpoint) reporting project for Canal 2, a private television channel. A satisfactory performance, but coverage could have been better, as it was essentially French and not international.
- Open2Europe, which has been in business

since 2001, employs 80 consultants, has 3 subsidiaries (America, China and Africa) and has a launch offer that covers 5 or 6 countries over a month and a half. The company has a good track record. Its manager indicated great interest in the subject and very quickly made a competitive proposal. Open2Europe's national networks could be used as part of ATIBT's collaboration with the federations of European countries. The Open2Europe proposal is deemed to be valuable. Contact was established with them in March in order to explore in greater detail the terms and contents of an initial collaboration. Open2Europe's campaign started in November and resulted in the following:

- A total of 31 articles were published between November 2018 and January 2019: 20 in France, 4 in the Netherlands, 3 in Germany, 3 in the UK and 1 in Italy.
- The Spanish campaign only launched in January, and the Belgian one only launched in March 2019.



ATIBT was pleased with the results that were obtained, which represent a global audience of 650,000 people and an equivalent space purchase value of €23,800 (excluding VAT). Given the results that were obtained, ATIBT's Marketing Commission

decided to make this campaign a long-term one, in particular by soliciting the participation of Fair&Precious forest managers and some of their partners. The idea was for everyone to provide concrete testimony of their experience with tropical timber.



## PROMOTING FAIR&PRECIOUS COMPANIES IN B TO B MARKETS: PRESENTATION OF THE ARCHIEXPO OFFER

ArchiExpo is an international «Marketplace» available in 9 languages with 3.2 million unique visitors and 10,000 exhibitors, featuring products and brands that are listed and promoted to buyers. They offer the possibility of having stands (for brand carriers) and dedicated e-mailings, as well as a private interface with photos, videos and descriptive texts. It is possible to measure one's return on investment at any time.


ArchiExpo is a brand of the VirtualExpo group. 3 dedicated emailings are sent out

to 13,000 contacts. +2,000 contacts are offered per emailing.

**Required languages:** English, French, German, Spanish and Italian

**Targeted countries:** France, United Kingdom, Germany, Belgium, Netherlands, Spain and Italy

**Targeted audience:** ArchiExpo visitors (mainly architects and designers, but also retailers, individuals, builders, hotels & restaurants, local authorities, etc.)



ArchiEXPO presents

Production de bois tropicaux certifiés pour une gestion forestière durable et responsable

**FAIR & PRECIOUS**  
BY atibt

Fair&Precious recommande les labels de certification forestière FSC et PAFC.

**DEVENEZ PARTENAIRE**

**FAIR&PRECIOUS COMBAT LA DEFORESTATION**

Au travers de sa marque repère Fair&Precious, l'Association Technique Internationale des Bois Tropicaux (ATIBT) s'engage dans la **gestion forestière durable** afin de combattre la déforestation. En effet, la **production de bois Fair&Precious** prélève en moyenne **un à deux arbres par hectare tous les trente ans** seulement. Cette sélection rigoureuse assure ainsi une collecte d'arbres inférieure à l'accroissement naturel des ressources. De plus, la présence des gestionnaires forestiers Fair&Precious assure à la faune le maintien de son espace vital et la **préservation de la criminalité faunistique**.

**► SOUTENEZ FAIR&PRECIOUS ◀**

FAIR &  
PRECIOUS  
BY atibt

Marque repère  
des gestions forestières  
durables

Acheter du bois Fair&Precious  
**C'EST DÉFENDRE L'AVENIR**  
des communautés d'Afrique Centrale.

*Fair&Precious recommande les labels de  
certification forestière FSC et PAFC.*

**>> JE SOUTIENS FAIR&PRECIOUS**

#### FAIR&PRECIOUS MOTEUR DE DEVELOPPEMENT ECONOMIQUE ET SOCIAL

Les gestionnaires forestiers Fair&Precious contribuent non seulement au développement durable des forêts tropicales d'Afrique; ils contribuent également au **bien-être** des familles en leur offrant l'**accès à l'éducation**, les **soins médicaux** et le **logement**. **Acheter du bois Fair&Precious, c'est soutenir une gestion responsable de la forêt et participer au développement socio-économique des pays du Bassin du Congo.**

▶ **DEVENIR PARTENAIRE** ◀



## DIGITAL AND AUDIOVISUAL PLATFORMS

### Fair&Precious website

The following are the main evolutions of the Fair&Precious website during 2018:

- Creation of the «certified operators» section
- Listing of the conditions required to become a «certified operator»
- Creation of the «official partners» section



### Social networks

With the addition of two interns, Fair&Precious' Facebook and Instagram accounts were launched. Their increased scale was planned for 2019-2020, after approval of both their strategic positioning and the increased resources required to manage them.







fairandprecious

S'abonner

⌵ ...

46 publications 88 abonnés 134 abonnements

Fair&Precious

A collective brand promoting the development of a sustainable, ethical and legal tropical timber sector.

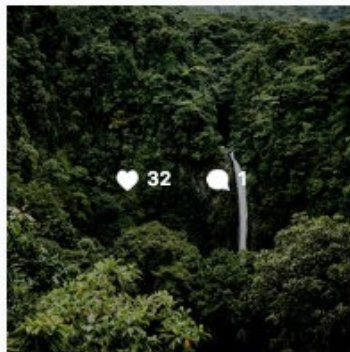
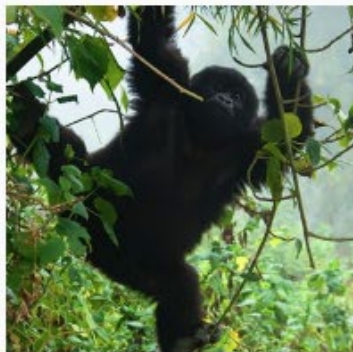
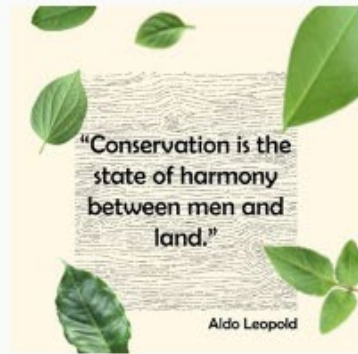
[www.fair-and-precious.org/en](http://www.fair-and-precious.org/en)



Our Com...

PUBLICATIONS

IDENTIFIÉ(E)



## FAIR&PRECIOUS VIDEO CLIPS

These video clips, which last about 30 seconds, illustrate the sound sustainable forest management practices that are used by certified operators. They will be presented on all digital platforms (websites, social networks), made available to all F&P stakeholders and shown during events.

### **Video no. 1**

Fair&Precious forest managers contribute to the protection of wildlife, by ensuring that it retains its vital space and by preserving it through actions that combat wildlife crime.

### **Video no. 2**

The production of FSC and PEFC/PAFC-certified timber entails the harvest of an average of one to two trees per hectare every 30 years. This rigorous selection ensures that Fair&Precious managers harvest less than the overall natural growth.

### **Video no. 3**

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

### **Video no. 4**

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

### **Video no. 5**

Sustainable and responsible forest management reduces the air pollution produced by fossil fuels and therefore has a positive effect on the climate.

### **Video no. 6**

As it is naturally resistant to outdoor, aesthetic and ecological factors, timber from FSC and PEFC-PAFC forest concessions is an ideal solution for the construction of terraces, swimming pool decks and other outdoor installations.

### **Video no. 7**

Tropical timber offers a wide range of intense colours that are unknown among European species. These colours lend them a genuine uniqueness and highly sought-after aesthetic qualities, which have made them a leading choice in sectors such as furniture, carpentry, cabinet-making and decoration.

### **Video no. 8**

The technical benefits of tropical timber are plentiful: mechanical properties, durability, machinability, stability, etc. These qualities make it an exceptional building material that is naturally ideal for all kinds of uses, without the need for any modification or treatment.

**The 8 video clips will be accompanied by the following signature:**

**Certified African timber, much more than wood**

**Fair&Precious is backed by the German and French cooperative agencies.**







# THANKS

Most of the projects managed by ATIBT in 2018 received ongoing financial support from our main donors: the EU (European Community), the AFD (French Development Agency), the FFEM (French Facility for Global Environment), the FAO (Food and Agriculture Organisation), the KfW (Kreditanstalt für Wiederaufbau - German Development Agency), through the PPECF programme managed by COMIFAC and IDH (Sustainable Trade Initiative).



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