



ITTO

**INTERNATIONAL TROPICAL  
TIMBER COUNCIL**

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GENERAL

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4-9 November 2002  
Yokohama, Japan

**DECISION 4(XXXIII)**

**PUBLIC RELATIONS, EDUCATION AND OUTREACH**

The International Tropical Timber Council,

Recalling the Yokohama Action Plan Cross Cutting Action (d), which calls for ITTO to enhance public relations, education and outreach activities in order to better raise awareness of the purpose and activities of the Organization;

Further recalling Cross Cutting Action (f) of the Yokohama Action Plan, which calls for ITTO to disseminate widely its work including projects, evaluations, ex-post evaluations, studies, results and lessons learned from ITTO activities;

Also recalling the list of strategic priority actions and related communication messages and methods developed by the Expert Panel on the ITTO Year 2000 Objective and its Promotion Through Public Education and Awareness;

Acknowledging the creation of a Communications Unit within the Secretariat to assist in the Organization's public relations, education and outreach;

Decides to:

1. Request the Executive Director to undertake further public relations, education and outreach activities to best convey the purpose and activities of the Organization, as outlined in the ITTO Work Programme for the Year 2003;
2. Encourage Member Countries to collaborate in ITTO's public relations, education and outreach activities, including in the dissemination of ITTO publications and participation in its events; and
3. Authorize the Executive Director to seek voluntary contributions from Member Countries to meet the financial requirements of this decision, not exceeding US\$280,000.00. If sufficient contributions are not received by 30 April 2003, the Executive Director is requested to use funds from Sub-Account B of the Bali Partnership Fund.

**Budget**

Website redevelopment	US\$97,250
Securing professional-quality photographs from selected ITTO field projects	US\$30,000
Participation of selected experts from producer Member Countries in the Workshop of Experts on Mangroves (Nicaragua, February 2003)	US\$30,000
Participation of selected experts from producer Member Countries in the International Conference on the Role of Planted Forests in Sustainable Forest Management (Wellington, New Zealand, March 2003)	US\$30,000
Staging of side-event at UNFF (Geneva, Switzerland, May–June 2003)	US\$30,000
Staging of side-event and exhibition at World Forestry Congress (Quebec, Canada, September 2003)	US\$35,000
Programme Support (11%)	US\$27,750
<b>Total</b>	<b>US\$280,000</b>

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