



ITTO

INTERNATIONAL TROPICAL TIMBER COUNCIL

Distr.
GENERAL

ITTC(XXIX)/19
4 November 2000

Original: ENGLISH

TWENTY-NINTH SESSION
30 October – 4 November 2000
Yokohama, Japan

DECISION 3(XXIX)

COMMUNICATIONS AND OUTREACH ACTIVITIES

The International Tropical Timber Council,

Recalling Decision 5(XXVII) on the ITTO Year 2000 Objective and its promotion through public education and awareness;

Considering the Report of the Expert Panel on ITTO Year 2000 Objective and its Promotion Through Public Education and Awareness and the recommendation that its list of strategic priority actions and related communication messages and methods be reviewed and consideration given on which of these could be immediately acted upon;

Recognizing the need to disseminate information on the progress made towards achieving sustainable management of tropical forests and trade in tropical timber from sustainably managed forests;

Further recognizing the continuing need for the ITTO to cooperate with other international organizations to maintain and enhance its relevance in the evolving international forest agenda;

Noting that the ITTO is in the process of developing a new action plan;

Decides to:

1. Authorize the Executive Director, in consultation with the consultants who prepared the "Review of Progress Towards the Year 2000 Objective", to identify messages on progress made to date and to segment them into appropriate messages for ITTO's various target audiences;
2. Authorize the Executive Director to develop outputs, including a brochure, that promulgate the messages on progress made to date, particularly those that address advances related to Objective 2000 and to seek voluntary contributions from Member countries to meet the financial requirements of this decision. If sufficient contributions are not received by 31 March 2001, the Executive Director is requested to use funds from Sub-account B of the Bali Partnership Fund;
3. Request the Executive Director to continue improving use of the ITTO web site as an outreach tool to ensure regular dissemination of information and linkages to relevant organizations; and
4. Request the Executive Director to consider the integration of a strategy related to communications and outreach as an integral component of the new ITTO action plan. This would include an assessment of additional audiences the organization should be targeting. It could also include consideration of appropriate communications and outreach activities towards international organizations as well as ways to raise the profile of ITTO in the international community through a variety of mechanisms including a potential Awards Program, some of which are outlined in the attached table.

ANNEX

Phase	Audience	Outcomes / Outputs	Implemented by
1	- Member countries - ENGO community	- Clear message from Council on Year 2000 Objective and next steps for ITTO.	Secretariat Communications Unit
1	Trade & industry	- Messages on progress made (trade-data focus) – material that can be used by trade & industry in their public relations efforts - Outputs could include display material for use at trade shows, a brochure, posters	Secretariat Communications Unit
1	Trade & industry; Members; Broader public	- Improved access to web site (pre-projects and projects) - Policy review by Council on access to ITTO documentation with a view to improved transparency where possible.	Secretariat
1	International and regional forest-related organizations	- Communicate on a regular basis and hot link to each other's web sites	Secretariat
2	Component of Action Plan	- Possibility of a survey to direct the strategy - A working paper to address a market research strategy; the development of a communication and public education program for ITTO; consider strategies to raise the profile of ITTO in the international community, including a possible awards program.	
2	Specific policy makers	- Key benefits of ITTO participation (starting with highlights from Executive Director's speeches)	