



Timber Trade Federation

The Voice of the Timber Industry

Incentives for 'moving towards'

TTF experiences



Structure

1. Outlook on Timber Trade
2. Market Drivers
3. TTF actions
4. Responsible Business Strategy
5. What we need...



Outlook on Timber Trade

- Timber: the environmental message sells
- Competing against concrete, steel, PVC, etc.
- Governments' Sustainability targets





the only building material that grows on trees.

Most building materials, once taken from the earth, can never be replaced.

Wood is different. It grows on trees. And in Europe we are growing many more trees than we use.* This is very good news, because, of all building materials, wood makes the lowest impact on the environment, consuming less energy to fell, transport and process**. The Building Research

Establishment's *Green Guide to Housing* demonstrates that timber walls, floors and windows have lower environmental impact, contribute less to climate change and cause less air and water pollution.

Isn't it a good thing we'll never run out of trees? Find out more about the good wood can do by calling 0800 279 0016, or visiting www.woodforgood.com



wood. for good.

'wood. for good' is a promotional campaign sponsored by the Nordic Timber Council, the Forestry Commission, the UK Sawm Wood Promoters, the Timber Trade Federation, the Forestry & Timber Association, and the Northern Ireland Forest Service. All sponsors are committed to sustainable forest management and encourage independent certification.

* Europe enjoys an annual surplus of growth over harvest of 252million cubic metres (source: UN-ECE FAO TBFRA 2000). That's almost 30 times the annual UK consumption of wood. ** The energy required to produce one tonne of building material: Timber 2,000 kW/HR; Aluminium 25,000 kW/HR; PVC 45,000 kW/HR (source: Centre for Alternative Technology)



wood. for good.

Pay our factory a visit.

home sweet home
good clean air
natural

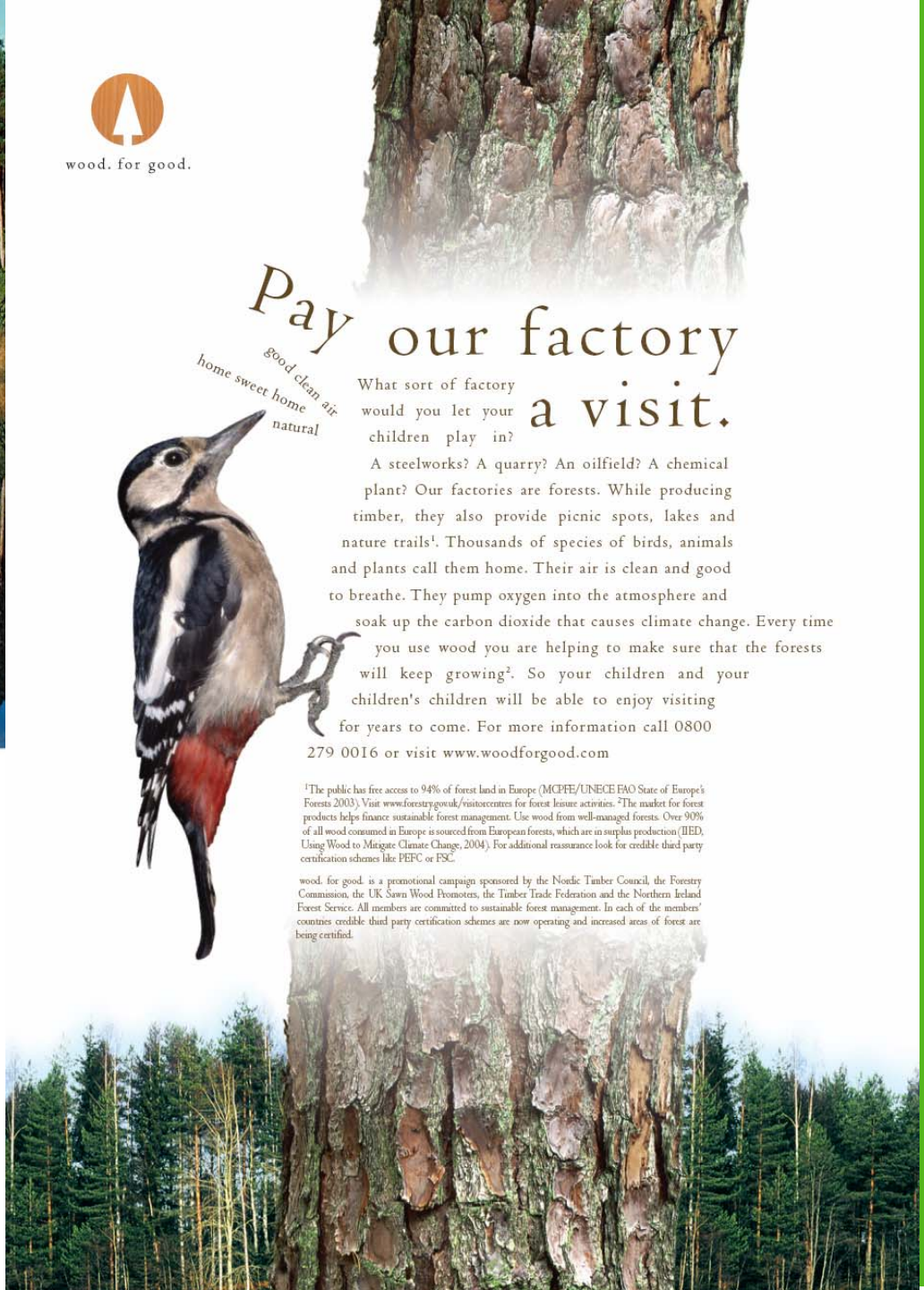


What sort of factory would you let your children play in?

A steelworks? A quarry? An oilfield? A chemical plant? Our factories are forests. While producing timber, they also provide picnic spots, lakes and nature trails¹. Thousands of species of birds, animals and plants call them home. Their air is clean and good to breathe. They pump oxygen into the atmosphere and soak up the carbon dioxide that causes climate change. Every time you use wood you are helping to make sure that the forests will keep growing². So your children and your children's children will be able to enjoy visiting for years to come. For more information call 0800 279 0016 or visit www.woodforgood.com

¹The public has free access to 94% of forest land in Europe (MCPFE/UNECE FAO State of Europe's Forests 2003). Visit www.woodforgood.com/visitourfactories for forest leisure activities. ²The market for forest products helps finance sustainable forest management. Use wood from well-managed forests. Over 90% of all wood consumed in Europe is sourced from European forests, which are in surplus production (IIED, Using Wood to Mitigate Climate Change, 2004). For additional reassurance look for credible third party certification schemes like PEFC or FSC.

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Background issues

- 2-4% of softwood (lumber and plywood) and 23-30% of (hardwood lumber and plywood) traded potentially illegal (AFPA)
- NGO campaigns
- Shareholders, investors, insurance companies ask more questions



Market Drivers

- b. Big corporate customers are adopting the same policy

