



"International Tropical Timber Organisation/European Commission"

"FLEGT Independent Market Monitoring" Organisation & Methodology

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FLEGT VPA Independent Market Monitor Organisation and Methodology

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FLEGT VPA Independent Market Monitor Organisation and Methodology

IMM Methodology and Work Plan

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DOCUMENT RELEASE NOTICE

This is Version 1.1 of the IMM Organisation and Methodology. It was created from version 1.5 of the "Methodology and Work Plan" by separating issues related to IMM methodology (which change rarely) from the Work Plan (which is updated at least once a year and more regularly when required).

This is a managed document. For identification of amendments, each page contains a release number and a page number. Changes will be issued only as a complete replacement document. Recipients should remove superseded versions from circulation.

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ANNEX (IN SEPARATE FILES)

	Content	Last update	File name
1	IMM Indicators	06/05/2014	IMM_Meth_A1_Indicators_060514
2	IMM Data Sources	06/05/2014	IMM_Meth_A2_Data_sources_060514

1 Introduction

This document sets out details of IMM organisation structure and methodology. It brings together and updates proposals contained in:

- Annex I to ITTO's IMM Project Proposal "Project Description: independent timber market monitoring - analysis of the reception of FLEGT (Forest Law Enforcement, Governance and Trade) licensed timber on the EU market as framed by VPAs (DCI-ENV/2013/ 316-244)"
- EFCA Final Report "Preparation of Independent Market Monitoring Methodology in the Context of Voluntary Partnership Agreements".
- IMM Methodology and Work Plan (version 1.5) developed during the IMM inception phase in 2014.

This document responds to the requirement identified in the text of FLEGT VPAs that the IMM operates in accordance to a documented methodology and procedure. It is a "living" document to be regularly reviewed with experience and on-going input from stakeholders. As the IMM project evolves it will be supplemented by an Annual Work Plan and MS Project file used for budgeting, task scheduling and allocation of personnel.

2 IMM Strategic Aim

Information from timber market monitoring reinforces incentives for effective VPA implementation and improved forest governance and law enforcement.

3 IMM Objectives

- To respond to the needs for forest products market information as identified in the VPAs.
- To collect, analyse, report and disseminate relevant information on the acceptance and trends of FLEGT-licensed timber on the EU market.
- As such, to improve knowledge and understanding of the impacts of FLEGT and the VPAs on timber prices, trade and market trends globally.
- To ensure that VPA countries and EU provide reliable statistics and information on FLEGT timber trade and acceptance in their reporting.
- To inform decision making by VPA Joint Implementation Committees through provision of timely and accurate information on market impacts.
- To contribute to monitoring the impacts of the FLEGT Action Plan and to inform its implementation.
- To develop a long-term strategy for sustaining the IMM in consultation with the EU and VPA partner countries.

4 Oversight & guidance

A Project Steering Committee is constituted to oversee IMM and a Timber Market Monitoring Network is constituted to provide technical input.

4.1 Project Steering Committee (PSC)

Composition Comprised of the ITTO & EC representatives. Other relevant entities (for example EFI, Eurostat, EU Member States FLEGT competent authorities, VPA countries' competent authorities) may be invited as observers as appropriate.

Role To monitor IMM progress and provide oversight and guidance to the project implementation including review of the IMM methodological proposals, annual work plans and budgets to ensure consistency with VPA provisions and the broader FLEGT agenda and review of important staff appointments. The PSC will also be responsible for review of all IMM Annual Reports and reports of other significant IMM commissioned surveys prior to their publication.

Meetings At least annually and principally in Brussels unless mutually agreed otherwise.

4.2 Timber Market Monitoring Network (TMMN)

Composition Members of the IMM Correspondents Network and other organisations actively engaged in monitoring forest products markets including ITTO, EFI, Eurostat, ATIBT/IFIA, STTC, FAO, UNECE, Global Timber Forum, Chatham House, WRI, Forest Trends & other interested associations and NGOs.

Role As follows:

- to advise on general orientation? And technical aspects of the project;
- to undertake peer review of IMM outputs;
- to facilitate regular exchange of information on the progress and results of surveys into the impact of policy measures to promote legal and sustainable forest products trade;
- to promote complementarity and synergies and avoid duplication of effort in conducting and reporting these surveys;
- to ensure interviewees are not repeatedly asked for the same information by different organisations;
- to improve practices by sharing knowledge and experience of survey techniques; and
- as far as possible to encourage use of common definitions and data protocols to allow for easier data exchange between agencies.

Meetings At least once a year, typically in the EU. Other more regular meetings undertaken by conference call and other means of on-line communication.

5 Market Monitoring Indicators

5.1 The Indicator Table

The table in Annex 1 provides the framework for monitoring of market related impacts of FLEGT and the VPAs. This framework may be amended subject to further consultation and review by interested parties. Each indicator is designed to allow quantitative assessment of market impacts. The table identifies for each indicator: means of verification; frequency for IMM monitoring against the indicator; where necessary, a commentary on risks and assumptions related to collection of the data needed to measure against the indicator; and additional commentary on the indicator, for example elaborating the rationale for its inclusion.

Indicators are divided into two groups:

- (a) **EU or "global" indicators** monitor the market environment for all FLEGT VPA timber. Examples include: volume and value of timber trade flows to the EU?; effectiveness of EUTR implementation; scope and content of public sector procurement policies; timber procurement requirements established by EUTR "Monitoring Organisations", timber trade federations, and other private sector initiatives; and handling of FLEGT VPA licenses in FSC and PEFC chain of custody standards for percentage-based labelling and project certification.
- (b) **VPA partner-specific indicators** monitor the changing market environment for each individual VPA partner country. Examples include: volume and value of trade flows between the VPA partner country, the EU and other regions of the globe; price premiums for specific indicator products derived from that partner country; and indicators that seek to measure changing attitudes, if any, to timber from the specific VPA partner country resulting from VPA licensing / progress in VPA implementation.

For each indicator, Annex 1 shows the regularity of assessment (how often assessment should be undertaken against each indicator). The stated regularity aims to achieve an appropriate balance between IMM capacity on the one hand and the need for accuracy on the other.

5.2 Phased approach

Not all indicators are monitored from inception of IMM. Monitoring of indicators is phased as some impacts of FLEGT VPA Licensing are likely to become apparent more quickly than others. The phased approach also allows for progressive build-up of IMM capacity and for a more manageable process. Monitoring of indicators will be progressively expanded as follows:

- **Phase 1:** Core set of indicators which establish a baseline and monitor the immediate trade impacts of FLEGT, the VPAs and FLEGT licensing, including market impact of EUTR implementation which is likely to be a significant driver of European timber market interest in VPAs and FLEGT licensing. The IMM Baseline Report focuses on these indicators. These indicators will continue to be monitored throughout the life of the project as phase 2 and phase 3 indicators are progressively introduced.
- **Phase 2:** to be initiated when the first VPA licensed timber becomes available on the EU market. Monitoring will be extended to include assessment of levels of acceptance and perceptions of VPA licenses in the wood trading chain. This will include assessment of recognition of FLEGT VPA licenses in labelling systems such as FSC and PEFC, procurement policies and standards of both the private and public sector. It will also include assessment of messages conveyed about forestry practices in FLEGT VPA countries by the major European ENGOs and by the European media.
- **Phase 3:** to be initiated once there is evidence of widespread awareness of the VPA process within the wood trading chain and resources have been committed to more proactive marketing of the VPA process to end-user groups. During this phase the scope of IMM will be extended to include assessment of the extent to which timber licensing is creating genuinely new demand for FLEGT VPA products. It will particularly focus on changing attitudes and trends in the specifier and design communities to positively favour FLEGT licensed timber over other wood and non-wood materials. It will also monitor the extent to which the VPA process may be encouraging greater capital in-flows into the forestry sectors of FLEGT VPA countries.

6 Personnel

Personnel arrangements need to maintain flexibility to adjust to progress in VPA implementation and the pace of FLEGT license issuance. This implies significant reliance on consultants recruited on short-term contracts as and when required.

6.1 ITTO Staff

- Steve Johnson, Assistant Director for Trade and Industry, is overseeing implementation of the IMM project under the supervision of ITTO's Executive Director.
- Manako Hanawa is providing Secretarial support for IMM activities.
- Other ITTO staff and consultants will be involved as necessary to assist with development and management of databases, statistical analysis, web design and update and issue of regular e-newsletters.

6.2 Lead Consultant

Rupert Oliver of Forest Industries Intelligence Limited is Lead Consultant. Contract is renewable every 12 months subject to performance. Key responsibilities include:

- Implement the inception phase of the IMM and develop and implement annual work plans;
- Establish and manage EU Survey Team and network of VPA Partner Correspondents
- Consultations with the EU Member States, VPA partner countries and relevant stakeholders, including the timber private sector, to agree on specific outputs and the appropriate methodology;
- Identify need and develop proposals for additional surveys for effective monitoring against the IMM Indicators, and liaise with commissioned agencies to ensure quality and relevance of output;
- Participate in meetings with ITTO, IMM PSC and TMMN, JICs, and with other stakeholders as necessary;
- Collation and analysis of Baseline Report covering the past decade on timber flows into the EU market from VPA and potential VPA countries;
- Collation and analysis of IMM Annual Reports;
- Develop and maintain IMM databases;
- Develop proposals & mechanisms for handling confidential data;
- Develop a questionnaire survey tool targeting VPA exporters and EU importers and template for regular reporting by EU Survey Team and VPA Partner Correspondents ;
- Liaise with ITTO to develop and maintain the IMM website;
- Manage preparation of a regular IMM e-newsletter and liaise with ITTO to ensure widespread distribution;
- Review and identify need for additional information, including subscriptions.

6.3 EU Survey Team

After completion of the Baseline Report, IMM will appoint a team of consultants within the EU on a part-time consultancy basis.

The size and location of members of the Team will be determined to ensure effective coverage in terms of both market knowledge and linguistic ability of the most important current and prospective EU markets for FLEGT licensed timber. Priority markets will be identified in the Baseline Report and team members appointed accordingly. To avoid duplication, some members

of the existing ITTO MIS network of European correspondents may be recruited to the EU Survey Team.

Working closely with the Lead Consultant, the EU Survey Team will be responsible for undertaking quarterly and annual surveys of EU importers, agents and their representative trade associations. Specific tasks will include:

- Prepare a scoping report to map imports, internal EU trading chains and end uses of specific products from VPA Partner Countries.
- Translate on-line survey questions prepared by the Lead Consultant
- Refine survey questions as necessary in consultation with the Lead Consultant to reflect different national circumstances in EU countries.
- Assist Lead Consultant in identification of most nationally-relevant products for regular price assessment.
- Identifying contacts to be targeted for regular interviews for dissemination of IMM related information.
- Contact by telephone and/or email to acquire market data.
- Occasional attendance at relevant trade shows to gather information.
- Summary of data acquired during questionnaire surveys and interviews and preparation of reports in accordance with templates developed by the Lead Consultant.
- Assist Lead Consultant with preparation of e-newsletters and IMM Annual Reports.

Members of the EU Survey Team will be required to have demonstrable knowledge of timber markets and to be fluent in the languages of the country (ies) covered and to be free from conflict of interest.

6.4 VPA partner country correspondents

IMM will appoint a correspondent in each VPA country on a part-time consultancy basis. Correspondents will be appointed after completion of the baseline report. Working closely with the Lead Consultant, the VPA Partner correspondents will be responsible for:

- Liaising with IMM stakeholders in the partner country, particularly the VPA Licensing Authorities and other members of the JICs;
- Assisting the Lead Consultant in collection and analysis of data on national forest resources and timber production and trade;
- Prepare a scoping report to: review VPA-related policy developments; update and expand on production and trade statistics contained in the country Annexes to the IMM Baseline report; and map internal VPA partner trading chains for specific products from VPA Partner Countries.
- Under the guidance of the Lead Consultant, undertaking quarterly and annual surveys of exporters and their representative trade associations in the partner country;
- Refining survey questions as necessary in consultation with the Lead Consultant to reflect different national circumstances in partner countries;
- Translating on-line survey questions prepared by the Lead Consultant;
- Assisting the Lead Consultant in identification of most nationally-relevant products for regular price assessment;
- Identifying contacts to be targeted for regular interviews and for dissemination of IMM related information;
- Contact by telephone and/or email to acquire market data;
- Occasional attendance at market-related and other meetings to gather information;

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- Summary of data acquired and preparation of reports in accordance with templates developed by the Lead Consultant.

VPA Partner Country Correspondents will be required to have demonstrable knowledge of timber markets and to be fluent in the language(s) of the partner country and to be free from conflict of interest.

In addition to immediate needs for data acquisition, appointment of VPA Partner Country will have long term benefits by building market research and development capacity and knowledge of timber end use applications in VPA Partner countries.

To avoid duplication, some members of the existing ITTO MIS network of country correspondents may also be recruited as IMM partner country correspondents.

6.5 Additional consultants

Additional consultants may be required to undertake discrete surveys on an occasional basis. Some of these consultants may not be appointed by IMM but rather by other partner agencies participating in the Timber Market Monitoring Network (see section 4.2).

The following surveys will be required on an annual basis once VPA licensed timber becomes available on the EU market and in accordance with the phased approach (see section 5.2). Summary results of these annual surveys will be incorporated into IMM Annual Reports and will also be reported in IMM quarterly newsletters.

- Survey of EUTR regulators, MOs, Buyers Groups & Trade Associations recognition of VPA Licensed Timber;
- Survey of ENGO attitudes to VPA Licensed Timber;
- VPA perceptions survey of EU buyers & users;
- Review of VPA Licensed Timber in Green Public Procurement, CSR Guidance, & Green Building Initiatives;
- Review of links between VPA licensing & product labelling systems;
- Analysis of policy initiatives with potential to generate demand for VPA Licensed Timber in non-EU consuming countries and their impact on the trade of FLEGT licensed timber in these countries;
- Assessment of FLEGT licensed timber in EU wood promotion campaigns;
- Assessment of impact of FLEGT VPA Licensing on forest sector investment.

7 Database development

7.1 Platform

For reasons of simplicity and compatibility, initially data will be stored in desktop MS Access databases. Other options for on-line development and storage (e.g. MySQL) will be explored as data demand increases and is linked to web-based systems for data access and visualisation.

An IMM objective is to build on and develop ITTO's existing database capacity. Therefore the Lead Consultant will liaise closely with ITTO's data administrator and web designers to explore options more fully.

7.2 Overall structure

A series of interlinked databases will be developed to align with the indicators identified in Annex 1. The databases will also provide contact points for management of IMM and regular collection of data. As databases are moved on-line with development of the IMM website, access protocols for different categories of users and types of data will be established. Where appropriate, the process to develop some databases may be commissioned from external agencies (for example EFI – see 7.5). Databases will be developed or commissioned by IMM to cover the following:

- Contacts including
 - IMM stakeholders
 - VPA Licensing Authorities
 - EU Competent Authorities
 - Market participants
- Timber, pulp and paper production in current & prospective VPA partner countries
- Trade flows including:
 - Timber, pulp and paper products exports from VPA countries, licensed & unlicensed
 - EU timber, pulp and paper product imports, licensed & unlicensed
- Market commentary and prices for FLEGT VPA licensed and competing products
- Forest products procurement policies in the EU including:
 - Government procurement
 - EUTR Monitoring Organisations
 - Other trade association procurement policies & codes
 - NGO policies (e.g. WWF GFTN)
 - Green Building Systems (e.g. BREEAM UK, HQE France, DGNB Germany)
 - Risk-based requirements of CoC standards (e.g. FSC Controlled Wood standards)
- Wood promotion campaigns in the EU
- Policy initiatives in non-EU consuming countries
- Forest sector investment in VPA partner countries

7.3 Timeframe

Development of databases will be prioritised in line with the phased approach (see section 5.2.) The first priority is to establish the contacts database of IMM stakeholders, VPA Licensing Authorities and EU Competent Authorities in consultation with the PSC. The second priority is to develop production and trade flow databases as integral to the Baseline report. The third priority is to establish market commentary and prices database in time for issue of the first licensed timber.

7.4 Production database

While IMM will work to improve and harmonize production data, IMM does not intend to prepare a single “all encompassing” database covering all production aspects since this would duplicate work of other agencies. Instead, the underlying aim is to develop a set of procedures and databases that together bring IMM the best possible number for each production datapoint.

The ITTO production database and FAOSTAT were used as the primary source for analysis in the Baseline Report. Both are based on Joint Forest Service Questionnaire categories.

The ITTO database includes production and quantity data for industrial roundwood, sawnwood, veneer and plywood, each subdivided into Coniferous and Non-Coniferous, and Non-Coniferous-Effective 16/02/2015

tropical. The ITTO database covers over 60 countries worldwide, including all VPA Partners and EU Member States. Additional data not contained in the published database may also be available from individual responses to the JFSQ to be reviewed by the IMM.

FAOSTAT has a wider product scope providing additional data on other panel products, pulp and paper.

The Eurostat PRODCOM database is used as the primary source of data on production of joinery, furniture, pulp and paper products within the EU.

IMM will assess opportunities for refining production data series for VPA Partner Countries using data sourced direct from forest authorities in Partner Countries. Particular attention will be paid to opportunities to increase disaggregation of production data between different forest types (natural forest and plantations) and species and to increase scope to include further processed products such as furniture and joinery.

7.5 Trade flow database

Once complete, the primary source of data on trade flows for analysis is expected to be EFI's Forest Products Trade Flow Database System which is being updated with financial support from ITTO IMM. As the system is developed, it is expected to progressively supersede other databases and to become the primary source of trade data for the IMM. The database has the following features:

- EFI is developing procedures to allow the system to regularly download data from the online COMEXT and COMTRADE databases.
- Data will cover all wood-based products in Harmonised System chapters 44, 47, 48, 49.
- An automated cleaning process is being developed to analyse and remove discrepancies by comparing import and export data of trade partners and unit values.
- A user interface is being developed to allow querying of cleaned data and production of various graphs and other visualisations.
- IMM is regularly liaising with EFI to ensure that the system meets IMM requirements, for example through provision of data to the full CN 8-digit level for wood products imported into the EU and to provide visualisations which highlight VPA country trade flows.

Prior to redevelopment of the EFI database, the following databases are being used for the IMM Baseline Report and other market analysis during the inception phase:

- Forest Industry Intelligence Ltd's database of EU forest products trade flows which is developed as a free service to clients and draws on monthly import and export data derived from the Eurostat bulk download facility. The database also includes procedures for cleaning (rectifying errors) in datasets by comparing value, tonnage and volume data. The database is structured around the Eurostat declarant country, partner country and CN product codes. Data can be disaggregated as required to the full CN 8-digit level, and by declarant and partner countries. Fields can be readily adapted to allow identification and monitoring of direct imports on a monthly basis of products identified in VPAs as within the scope of licensing. The database is currently stored in both MS Access (desktop) and MYSQL (on-line).
- ITTO's on-line trade flow database based on JFSQ product categories. The database includes import and export quantity and value data for industrial roundwood, sawnwood, veneer and plywood, each subdivided into Coniferous and Non-Coniferous, and Non-Coniferous-tropical.

- FAOSTAT also based on the JFSQ but with a wider product scope providing additional data on other panel products, pulp and paper.
- The Global Trade Atlas (by way of ITTO's subscription to this service).
- Export and import data aligned to the HS system from statistical authorities in VPA Partner Countries.

Once VPA Licensed timber comes available, IMM will assess options for sourcing and analysing information on value and quantity of licensed timber trade that may be made available by VPA Partner Licensing Authorities and EU Member State Competent Authorities.

7.6 Market commentary & prices database

The prices database will build on price series data reported every two weeks in the ITTO TTM Report. ITTO is currently compiling this data into a long-term price-series database that will be used for regular monitoring by the IMM.

IMM may refine and extend the list of monitored product prices in consultation with ITTO staff and MIS Editor, IMM European and VPA Partner Country correspondents, and other stakeholders represented on the Advisory Board and Timber Market Monitoring Committee.

IMM will develop a common template for market commentary to be completed every quarter by IMM Correspondents based on their interviews with contacts and review of other market information. Where possible data will be gathered from IMM Correspondents using on-line tools such as "SoGo Survey" (see 8.1).

IMM will explore the potential to gather relevant market and price data direct from market participants and/or their trade associations using on-line survey tools and through linkage to international industry networks such as the Global Timber Forum and ITTO Trade Advisory Group (TAG).

7.7 Other databases

Other databases on forest products procurement policies, wood promotion campaigns, policy initiatives in non-EU consuming countries and forest sector investment will be prepared as part of discrete surveys time in line with the phased approach (see section 5.2).

The structure and content of databases will be derived from the IMM Indicators. More detailed proposals will be prepared by IMM in consultation with stakeholders and will form the basis of ToRs issued to organisations commissioned to carry out the surveys. The structure and content of these databases may be further refined as experience is gained during surveys.

8 Data collection

8.1 Timber market survey tools and techniques

To enhance efficiency and consistency, IMM will standardise as much as possible market survey techniques across products, sectors and countries. The following survey strategy will be adopted for gathering market and price information:

- Surveys will always have a clear focus on assessment of the market impact of VPA licensing and of the FLEGT Action Plan more broadly.

- The IMM Lead Consultant will be responsible for centrally compiling report templates and survey questions in line with the IMM Indicators and, where appropriate, in consultation with ITTO and other stakeholders and input from IMM country correspondents.
- Survey questions will be centrally distributed wherever possible by the Lead Consultant using on-line survey tools. Following a review of a variety of tools (a crowded field which includes Survey Monkey, Surveygizmo, Fluidsurveys, Smartsurvey, Surveymoz, Zommerang), the Lead Consultant has identified “SoGo Survey” as offering a particularly good combination of price and features (for example being particularly strong in development of multi-language surveys at reasonable cost).
- Provision will be made for telephone follow-up by IMM national correspondents with appropriate industry knowledge and language skills in instances where on-line survey response rates are low.
- Market surveys will be distributed wherever possible in cooperation with existing networks of national and international timber trade and industry associations (such as the Global Timber Forum, STTC and ITTO TAG) to facilitate participation by the private sector.

8.2 Data sources

Data sources together with risks and assumptions for data collection are identified for each individual indicator in the Indicator Table (Annex 1). References and further details on each data source are provided in Annex 2. These references and details will be regularly reviewed by IMM.

8.3 Interaction with other agencies

IMM’s data collection overlaps with that of several other agencies. The TMMC is being established to facilitate data exchange and avoid duplication of efforts (see 4.2 above). Members of TMMC may be sub-contracted to carry out certain IMM activities. Key interactions in data collection and exchange are described in Sections 9 and 10 below.

9 Linkage to other ITTO activities

IMM will explore synergies with other relevant ITTO projects and programmes. IMM will review on-going projects to determine their relevance to IMM and liaise with project managers where appropriate. IMM will also contribute to review of future project proposals, particularly focusing on those under ITTO’s Economic Information and Market Intelligence (EIMI) Action Program. IMM may also suggest recommendations for additional ITTO projects through the (EIMI) program.

The following on-going ITTO projects and activities are particularly relevant to operation of IMM.

9.1 Tropical Timber Market (TTM) Report

ITTO’s TTM is published every two weeks with the aim of improving transparency in the international tropical timber market. The TTM report provides market trends and trade news from around the world. The report, which has a readership in excess of 10000, may be used for dissemination of publicly available information prepared by IMM. Equally, the TTM report and its network of correspondents will provide a valuable source of market intelligence to the IMM.

9.2 Tropical Forest Update (TFU)

The TFU is published quarterly in English, French and Spanish with a readership of over 15000 will provide a mechanism to disseminate information on IMM activities and publicly available market data.

9.3 Biennial Review and Assessment of the World Timber Situation

The Review compiles the most up-to-date and reliable international statistics available on global production and trade of timber, with an emphasis on the tropics. It also provides information on trends in forest area, forest management and the economies of ITTO member countries. IMM will establish a close working relationship with ITTO Review staff to ensure data compatibility and a strong two-way flow of information.

9.4 Trade Advisory Group (TAG)

The TAG provides inputs to ITTO's policy and project work. Membership is open to anyone with an interest in the tropical timber trade, including representatives of tropical forest industries, timber exporters and importers, timber trade and industry consultants, and trade and industry associations. IMM will invite TAG Chairman and interested members to participate in the TMMC. IMM may consult with the TAG to facilitate private sector engagement during IMM data collection.

9.5 ITTO-CITES project

The multi-year collaborative project between ITTO and CITES largely financed by the EU assists CITES authorities and the private sector in tropical countries to meet requirements for managing and regulating trade in CITES-listed tree species. CITES listing is relevant to IMM because it is recognized in EUTR as an alternative to VPA licenses to demonstrate legality. Several species within the scope of the project may be exported by VPA Partner countries, notably *Pericopsis elata* (afromosia), *Prunus africana* (pygeum), *Diospyros* spp. (ebony), and *Dalbergia* spp. (rosewood) from Africa and *Gonystylus* spp. (ramin) and *Aquilaria* spp./*Gyrinops* spp. (agarwood) from South East Asia. The main range States exporting significant volumes of these species are Cameroon, Democratic Republic of Congo, Madagascar and Republic of Congo in Africa; and Indonesia and Malaysia in Asia. Other agencies (e.g. CIFOR) have raised questions about comparability of CITES and VPA Licenses.

IMM will liaise with ITTO-CITES project staff to identify possible synergies and areas for joint work. IMM will also liaise with WCMC based in Cambridge UK who are responsible for monitoring trade in listed species for the CITES scientific committee.

9.6 Improving intra-African trade and market transparency

ITTO is funding project TMT-SPD 012/12 through the executing agency of the Ghana Timber Millers Organisation on improving intra-African trade and market transparency in timber and timber products. While not involving any analysis of market demand outside Africa, the project should provide useful context for the IMM. The project seeks to increase knowledge of the regional market and promote trade within the region through active engagement of traders and information provision. The outputs of the study will be an online timber marketplace, capacity building of enterprises to leverage ICT to enhance their competitiveness, and a geospatial database of market access and logistic information. The online timber marketplace will catalogue timber companies, trade leads and provide social media tool to facilitate liaison among African traders. At the marketplace, regular surveys will be conducted with traders, market intelligence gleaned, prepared and reported on the website for various users.

9.7 Impact of public procurement policies

ITTO is funding project TMT-SPD 013/12 to analyse the economic impact of governmental procurement policies on tropical timber markets, update the developments on legality

requirements and timber procurement policies and assess market implications and opportunities for ITTO producers and consumers. The main outputs are:

- Update of the ITTO Study “The Pros and Cons of Procurement”, published as Technical Series 34 in April 2010;
- Comprehensive analysis of the impacts of procurement policies on markets and trade, taking into consideration their relevant effects on demand, supply, costs, prices as well as financial implications for exporting countries;
- Examination of the challenges faced by producer and consumer members in complying with and implementing procurement requirements;
- Recommendations for further action by ITTO to promote trade in tropical timber in the context of procurement policies.

9.8 Strengthening Cameroon legality controls

TRAFFIC is the executive Agency of this ITTO project (TFL-PD003/09) working in close collaboration with the Forestry Department of MINFOF. The project aims to strengthen the national process for controlling illegal logging and associated trade in Cameroon. The outputs include strengthened government law enforcement services and co-ordination and greater transparency of timber legality systems in Cameroon. Specific objectives are to ensure: (1) the government is able to collect all taxes and timber royalties required by the forest law; (2) sawmilling companies apply a system to identify and segregate timber according to source and documentation and records of purchased and sold timber are available; and (3) logging companies respect forest laws and regulations relating to timber harvesting and transportation, and the rights of forest communities; (4) the forest communities receive their share of tax revenue from the harvested timber; and (5) to improve the image of Cameroon’s timbers on the international market to enhance the country’s credibility

9.9 Legal & sustainable timber procurement by Chinese SMEs

ITTO project TFL-PD017/09 is managed by the Institute Of Forestry Policy And Information at the Chinese Academy Of Forestry (CAF). China’s imports of tropical logs accounts for around half the global trade in this commodity and SMEs account for around 90% of the total output value of China’s timber enterprises. As such, these enterprises represent a major alternative market to the EU for products eligible for VPA licensing. However the majority of the tropical wood processing SMEs in China do not understand the issues of procurement of timber from legal and sustainably managed tropical forests and do not appreciate international market requirements for verified legal and sustainable sourcing. The project aims to provide SMEs in China with the knowledge and incentives to procure timber from legal and sustainably managed tropical forests. SMEs will be surveyed to assess the status of their procurement management. Training and advice will be delivered to enterprises along with information (via a technical bulletin) on marketing, trade, procurement and corporate social responsibility. Policy suggestions will be made and selected SMEs will be guided through COC certification. A platform for better communication between SMEs, government and other stakeholders will be established.

9.10 Promotion of sustainable management of African forests

ITTO project PD 124 “Promotion of sustainable management of African forests” commenced in August 2003 and is now in its final phase. The project was originally intended to be implemented together with the African Timber Organization (ATO), a regional body with which ITTO collaborated in 2000–2001 to develop a regional set of principles, criteria and indicators (PC&I) using the ITTO C&I as an overarching framework. With the demise of ATO and its operational activities, the project has been directly implemented by ITTO since 2012. All ten member

countries participating since the project's inception now have sets of PC&I derived from the ATO/ITTO PC&I with the support and participation of all stakeholder groups. An auditing framework for assessment of forest management units against the PC&I has been developed. Relevant forestry staff have been trained in its implementation. The final phase of the project should result in all 10 countries having nationally agreed and internationally accepted C&I/auditing frameworks which will serve as the basis for independent certification for countries desiring or requiring this.

9.11 Expanding the market for legal timber in Africa.

A joint ITTO-ATIBT project has been launched funded by the World Bank with the aim of expanding the market for legal timber in Africa.

9.12 Completed projects under ITTO Trade and Industry Division

Several completed statistics and market access projects under ITTO's Trade and Industry Division resulted in technical reports with background information useful for the IMM baseline report. These include:

- Technical Series 41 - Riding Out The Storm: Improving resilience of the tropical timber sector to the impacts of global and regional economic and financial crises.
- Technical Series 36. Levelling the Playing Field: Options for boosting the competitiveness of tropical hardwoods against substitute products. ITTO
- Project PD 480/07 on demand and supply of tropical wood products in China towards 2020

10 Interactions with other agencies

10.1 Partner country agencies

10.1.1 Joint Implementation Committees

The Joint Implementation Committees (or Joint Monitoring and Review Mechanism, Ghana) are bodies jointly created by the EU and the Partner Country to facilitate the monitoring and review of the VPA. This organisation also has an important role in facilitating dialogue and the exchange of information between the Parties.

In all VPAs, there is significant responsibility on the JIC to publish an annual report. The details vary between agreements, but generally the requirements are comprehensive. The following requirements are common to VPAs agreed so far and are relevant to IMM:

- total quantities of timber and derived products exported to the EU under the FLEGT licensing scheme by HS code and EU Member State of destination;
- the number of FLEGT licences issued by the VPA Partner;
- quantities of timber and derived products imported into, or having transited through, the VPA Partner country;
- total quantities of timber and derived products imported into the EU under the FLEGT licensing scheme, by HS code, EU Member State and VPA country of origin;
- information on prices on the international market;
- information on annual forest production by forest type, species, product type and operator;
- information on forest management status (for example numbers and area of concessions certified or subject to approved management plans);

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- information on processing companies, location, capacity, and volumes;

Given their respective roles, it is important that IMM liaises closely with the JIC in each VPA country. The IMM is dependent on members of the JIC for collection of data on production and exports, while the JICs will draw on IMM for data and analysis on trade and market impacts of the licensing process.

JIC annual reports are scheduled to be finalised in the first quarter of each year. Therefore IMM annual reports must be prepared by mid-January every year so that results can be fed into the JIC reporting process.

As a first step in monitoring against country-specific indicators, the IMM Lead Consultant undertakes a scoping visit to each VPA partner country to meet directly with members of the JIC. Key objectives during each scoping visit are to:

- introduce delegates to the IMM, informing them of the structure, indicators, methodology and working procedures
- ensure the IMM is well informed of the status of preparations for licensing in the respective VPA countries;
- to receive feedback from the JICs on their expectations for the IMM and of country-specific information needs;
- to establish points of contact and agree mechanisms for on-going regular communication

While it is recognised that there will be variation in VPA partner expectations and needs, the IMM is encouraging JICs to use a standardised methodology (e.g. common set of definitions, product codes, and report template) when reporting trade and market impacts of VPA licensing. This will allow significant reductions in costs and time to implement IMM reporting and ensure comparability of information between FLEGT partner countries.

After the initial scoping visit, IMM does not attend all subsequent JIC meetings, only occasional meetings depending on need in each VPA country.

10.1.2 Timber Licensing Agencies

The Licencing Authority is assigned by each Partner Country and is responsible for issuing and verifying FLEGT-licenced material for export. The Licensing Authority has a duty to maintain records of all shipments covered by FLEGT-licences.

The level of public disclosure of this information by each licensing authority is dependent on national data protection and freedom of information legislation. However, a review of VPAs agreed to date indicates that in each case, the number and type of FLEGT licences issued and the volume of licensed timber products exported from the partner country is in the public domain. Furthermore, the JIC is obliged to publish summary aggregate data of the numbers of licenses and volumes of licensed timber in their annual reports.

To maximise the value of this data for market analysis, IMM will establish direct lines of communication with the Licensing Authority in each VPA country. IMM will discuss with these authorities the potential to receive direct copies of summary reports of licenses issued and the volume, value and products involved. IMM must access this data at least annually in time for inclusion in the IMM annual report (which is prepared prior to the JIC report).

10.2 European agencies

10.2.1 European Commission

In addition to the EC's participation in IMM PSC and JIC, the IMM interacts directly with the EC through the following EC projects and activities:

- EC DEVCO (Unit C.2 - Climate change, environment, natural resources, water - Forestry section) is the first point of contact for arranging IMM participation in JIC meetings.
- EC DEVCO has indicated it will lead the process to develop procedures and protocols whereby IMM is given access to Competent Authority and Licensing Authority data
- The EUTR requires that EU Member States submit to the EC (DG ENV.E.2) a report every two years on the application of the Regulation during the previous two years. Using these reports, the EC must prepare a report to be submitted to the European Parliament and to the Council every two years. The EC report must take account of the progress made to conclude and operate FLEGT VPAs and their contribution to minimising the EU trade of illegally harvested timber.
- EC DEVCO is conducting a review of the EU FLEGT Action Plan. It will consider achievements, challenges and limitations of the Plan following 10 years of implementation (2004-2013). There will be close co-ordination with the EUTR review during the process, but the scope is much wider covering the full package of FLEGT measures including: 1) Support to producer countries; 2) Trade in timber - Bilateral FLEGT Agreements; 3) Private sector initiatives; 4) Public Procurement Policies; 5) Financing and Investment safeguards; 6) Conflict Timber; and 7) Additional legislation. The process involves an external review (to be contracted by EC) to be undertaken between Q4 2014 and Q3 2015. The final output has yet to be decided but will be in the form of a report or new EU "Communication" (policy document). The Review will draw on information from the IMM, particularly the baseline report, as well as from other agencies when assessing trade impacts of the Action Plan.

10.2.2 European Forestry Institute

EFI hosts the EU FLEGT Facility in Barcelona, Spain, which supports the EU, countries in the EU and partner countries in implementing the EU FLEGT Action Plan. This includes technical assistance to governments and other stakeholder groups in timber-exporting countries to support the negotiation and implementation of VPAs. Amongst other activities in timber-exporting countries, EFI facilitates information sharing, capacity building and regional collaboration on FLEGT; informs interested countries about the FLEGT Action Plan and VPAs; supports national dialogue in interested countries on whether to pursue a VPA; advises partner countries on technical aspects of the VPA; and assists in strengthening a partner country's capacity to meet the requirements set out in the VPA.

EFI has two representatives working with each VPA country who can facilitate IMM participation in JIC meetings and provide guidance to IMM on data sources and points of contact in VPA countries.

EFI Information Services based in Joensuu Finland is undertaking work with technical and financial assistance from IMM to redevelop their on-line trade flow database. ITTO has agreed to

provide seed funding to redevelop the database with funding for annual maintenance to be derived from EFI's core budget (see section 7.5).

10.2.3 Eurostat

Eurostat publishes separate EU import statistics twice a year for countries with which the EU is negotiating or already implementing a VPA. The statistics are available from the Eurostat COMEXT database and cover all the tropical wood species specified under Section 44 of the harmonised system. Eurostat's aim is to assist in documenting the potentially available volume of wood with FLEGT licences.

An issue with Eurostat data is that it needs to be cleaned of errors, an activity which may be better undertaken with input from IMM drawing on specific timber market knowledge.

Eurostat will be invited to participate in the TMMC (contact Marilise Wolf-Crowther).

10.2.4 EU Member State Competent Authorities

VPAs require that each EU Member State Competent Authority maintain and publish annually a record of FLEGT licenced timber received. IMM needs to access the publicly available annual data from the Competent Authorities as soon as possible after the end of each year and well in advance of preparation of Annual reports due before the end of the following year.

EC DEVCO will lead the process to develop procedures and protocols whereby IMM is given access to Competent Authority data.

Significant benefits in terms of data transparency and consistency would arise from development of a standard template for central collation of this information. To facilitate "real-time" market monitoring, the potential for Competent Authorities to report more regularly than once a year should be explored.

10.3 UN agencies

In the interests of inter-agency co-operation and efficiency, IMM will monitor on-going activities of other UN agencies of potential relevance to its work. IMM representatives may occasionally attend meetings of other agencies to report on IMM activities and market impacts of VPA Licensing and to gather relevant information.

A preliminary review indicates that IMM may benefit from regular liaison with the following agencies:

10.3.1 World Bank Program for Forests (PROFOR)

PROFOR's IMM-related work includes the development of a common framework for assessing and monitoring forest governance in collaboration with FAO, WRI, Chatham House, EFI and the UN-REDD Programme. A key aim is to strengthen collaboration and cooperation between the World Bank and its partners in the area of forest governance diagnostics, to foster agreement on common indicators for forest governance, and to reduce multiple reporting. As part of this effort, PROFOR has piloted an approach for data collection, based on questionnaires answered by multiple stakeholders so far used in several countries: Uganda, Burkina Faso, Kenya, Russian Federation, Madagascar and Democratic Republic of Congo.

10.3.2 UNECE/FAO

In February 2014, UNECE/FAO approved an Integrated Programme of Work 2014-17 for the Committee on Forests and the Forest Industry and the European Forestry Commission. This includes specific plans for development of a forest products data collection and reporting system including: collection, validation and dissemination of statistics on forest resources, products, functions and services, sustainable forest management, forest policies, institutions and instruments, and the contribution of the forest sector to a green economy; and analysis and assessment of the state of forests, sustainability of forest management and forest products markets; and monitoring the role of the forest sector in a green economy. UNECE/FAO states that data will be collected in partnership with countries, international organizations and the scientific community, based on agreed standards and rules.

10.4 Tropical wood marketing agencies

If the FLEGT VPA process is to fulfil its full market potential, it needs to be combined with consistent and effective marketing. While this is not a direct role of IMM, potentially strong mutual benefits will be derived from regular information exchange between IMM and those bodies mandated to promote FLEGT VPA licensed timber. IMM will contribute to more effective marketing by providing data which helps to identify market obstacles and opportunities and to prioritise market participants and end use sectors.

It may also be more efficient for some survey data required by IMM to be gathered by marketing bodies than directly by IMM. Assessment of end-user and specifier perceptions is often best combined with active marketing. Marketing is very much an iterative process involving development of a network of contacts throughout the trade, manufacturing, retailing, design and policy-making communities. This network receives technical and environmental information from the marketing entity. At the same time the network constantly informs the marketing entity of changing perceptions and market demands.

IMM will therefore liaise directly with the following organisations which are initiating market development strategies for FLEGT VPA Licensed Timber in the EU:

10.4.1 Association Technique Internationale des Bois Tropicaux (ATIBT)

ATIBT provides information, training and technical and scientific support to the tropical forest-timber industry through a network of more than 250 professional members from 39 countries. ATIBT is currently in a reform process with the aim of being formally recognised as an international organization bringing together government agencies as well as NGOs and industry associations.

Eradication of illegal logging in the tropical wood sector has been identified as a core objective of the reformed ATIBT. This would be combined with a generic tropical wood marketing campaign. ATIBT has expressed an interest in working closely with IMM as a source of market intelligence and monitoring.

10.4.2 EU Sustainable Tropical Timber Coalition (STTC)

STTC was launched in November 2013 with a mandate to promote European demand for certified and FLEGT Licensed timber products. STTC's target is to contribute to achievement of sustainable management of 10 million hectares of tropical forest by 2015 by making the business case for legality verification and certification more attractive. STTC aim is "to accelerate demand for certified or licensed timber from sustainably managed tropical forests to the tipping point of

30% and to put a halt to declining use of tropical timber in front-running countries in the EU, through creating momentum in legality and sustainability efforts."

STTC has financial support from the Dutch government and IDH, an agency jointly funded by the Dutch, Swiss and Danish Governments linking public and private partners in pursuit of sustainable trade. STTC members include trading and procuring organisations that are required to implement an action plan to increase the market share of FLEGT-licensed and sustainably produced tropical timber.

STTC will set up meetings between relevant national government authorities in the EU to co-ordinate efforts in support of STTC goals. Efforts are also being made to facilitate business encounters in the most important EU countries for tropical timber in Europe, initially focusing on a few big events such as BAU and Interzum in Germany, Carrefour du Bois in France and the Timber Expo in the UK.

10.5 Timber industry associations

A key challenge in gathering reliable market data is to ensure the participation and co-operation of the private sector. ITTO's and the IMM Lead Consultant's previous experience indicates that private sector co-operation is encouraged when industry associations recognise the value and help to facilitate surveys, for example by themselves issuing questionnaires or endorsing emails and letters of introduction.

The private sector is also encouraged to provide data when there are direct reciprocal benefits, for example in the form of free market reports or visible contributions to trade association member days and conferences.

To facilitate the process of data gathering and information exchange with the private sector, IMM will liaise closely with relevant trade associations. During the inception phase, the first priority will be to liaise with associations operating at global and European level, specifically the Global Timber Forum (GTF), the European Timber Trade Federation (ETTF), and ATIBT.

Other potential partner associations will be identified as IMM progresses, including those at national level in VPA partner countries and in priority EU markets. This process will be facilitated by IMM liaising with the GTF which is compiling a global database of forest products associations and surveying their need for capacity-building and market intelligence.

10.6 Independent research organisations

Several independent research organisations are engaged in survey work, much of which is funded by European government donors, which overlaps with the work of the IMM. IMM will liaise closely with these organisations through the TMMC and other mechanisms and some may be sub-contracted to undertake specific surveys for IMM. Relevant organisations include:

10.6.1 Royal Institute for International Affairs (Chatham House)

With funding mainly from the UK Department for International Development, Chatham House has provided support and assistance for ongoing UK and EU initiatives on the control of illegal logging and the trade in illegal timber. Chatham House work has included:

- the "Illegal Logging Website" to provide a free source of information on the main issues related to illegal logging and trade;
- the Illegal Logging Stakeholder Update Meetings held every six months; and

- "Measuring the Response to Illegal Logging: Indicators of Progress" involving the development of indicators to measure the extent and effectiveness of the response to illegal logging within producer, consumer and processor countries.

10.6.2 IUCN/TRAFFIC

TRAFFIC, the wildlife trade monitoring network, works to ensure that trade in wild plants and animals is not a threat to the conservation of nature. TRAFFIC is governed by the TRAFFIC Committee, a steering group composed of members of TRAFFIC's partner organizations, WWF and IUCN. Amongst other projects:

- TRAFFIC supports the work of COMIFAC (the Central African forests commission);
- TRAFFIC is working alongside VERIFOR to facilitate improved forest governance in the Amazonian regions of Ecuador, Peru and Bolivia;
- TRAFFIC has investigated the trade in various Asian timber species including merbau and ramin for use in flooring and decorative products in the EU;
- with WWF, TRAFFIC reported on China's timber trade

10.6.3 World Resources Institute/Forest Legality Alliance

The World Resources Institute (WRI) and the Environmental Investigation Agency (EIA), with support from the United States Agency for International Development (USAID), launched the Forest Legality Alliance in 2010. The Alliance is "an international, multi-stakeholder initiative designed to achieve better forest governance and biodiversity conservation by reducing demand for illegally harvested forest products and increasing the capacity of supply chains to deliver legal wood and paper". As part of this initiative, WRI has a mandate to monitor the development of international markets for legal forest products.

10.6.4 Forest Trends

Forest Trends is a Washington D.C.-based international non-profit organization combining conservation organizations, forest products firms, research groups, multilateral development banks, private investment funds and philanthropic foundations. It aims to promote sustainable forest management particularly by creating and capturing market values for ecosystem services and support for innovative projects and companies that are developing these markets. Forest Trends has been particularly heavily engaged in China preparing reports on trade in illegal wood and recommending policy measures to encourage responsible trade. Forest Trends has also launched a global forest finance initiative with the goal of raising transparency and accountability, and ultimately for improving practices by financial institutions that fund forestry investment.

11 Reports

11.1 IMM Organisation & Methodology

The IMM Organisation and Methodology described here was prepared and agreed with input from the ITTO Secretariat and PSC. It will be refined as necessary with input from stakeholders and as IMM acquires experience of market monitoring activities.

11.2 Annual Work Plan

An Annual IMM Work Plan with details of actions and budget for the following year and outline work plan for subsequent years is required to be prepared by the Lead Consultant in liaison with the ITTO Secretariat and approved by the PSC.

11.3 Baseline Report

The IMM Baseline Report finalised in the first quarter of 2015 provides comprehensive data on forest products trade flows into the EU market from VPA and potential VPA countries. The primary source of trade data was Eurostat, cleaned, analysed and summarised by the IMM Lead Consultant. EU import data was disaggregated by major product groups, VPA partner countries and EU Member States.

VPA country production data, primarily derived from ITTO, provided essential background to assess drivers of change and to monitor the relative importance of the EU market in overall trade by each VPA partner country.

Data is summarised in a variety of charts, maps and other visualisation tools supported by an Annex containing data tables. The data is supported by a commentary by the IMM Lead Consultant on market trends and potential drivers.

11.4 Annual reports

The IMM Annual Reports will be published before the end of every year starting in 2015. Each report will contain a Main Section to include:

- summary of the current status of licensing in VPA Partner countries
- an overview of major trends and issues arising in VPA-country specific Annexes (see below)
- an annual update of production and trade data and commentary contained in the baseline report
- a systematic review of market impacts against the "Global Indicators" (with progressively increasing scope each year in line with phases identified in Section 5.2)

The Main Section will be supplemented by a series of VPA Partner Country Annexes. These will include more detailed country-specific analysis of production and trade flow data. For Partners already delivering VPA Licensed Timber, it will also include a systematic review of market impacts against the VPA country-specific indicators (with progressively increasing scope each year in line with phases identified in Section 5.2).

Individual VPA Country Annexes may be adapted depending on the specific information needs of each country. However where possible, IMM will encourage VPA partners to agree a common reporting strategy to reduce costs and time and to allow for comparability of information between FLEGT partner countries.

Compilation of IMM Annual Reports must be timed to allow access to and rigorous analysis of data for the full previous year derived from Eurostat, VPA Licensing Authorities and EU Member State Competent Authorities. It must also be timed so that final versions of the report, fully reviewed and signed off by the PSC, are available to the JICs in time for their deadline of mid-January the following year.

This implies that the main work of drafting the reports must be undertaken before end September each year.

Progressive increase in scope, both as more countries begin to supply VPA Licensed timber and the number of indicators rises in accordance with the phased approach, dictates the need for a progressive increase in the personnel required to prepare each Annual Report.

12 Data protection and confidentiality

IMM is obliged to develop a transparent and robust protocol guiding data protection and confidentiality which will be agreed by the PSC.

Prior to agreement of a formal protocol by the PSC, IMM may make publicly available information on the overall objectives, structure and working procedures of the IMM together with statistical trade data compiled from existing published sources. However no contact details of stakeholders or commentary of market impacts of the VPA process or data collected from VPA partner and trade contacts will be made publicly available prior to publication of the Baseline Report and agreement of the formal Protocol.

The formal protocol must accommodate VPA countries' requirements for access to information which vary widely. It must also accommodate standard text contained in the VPAs on the information that should be in the public domain.

A preliminary review of the VPAs indicates that, in each case, each party is bound by its national laws not to disclose confidential information exchanged under the Agreement. Each party is required not to disclose to the public, nor permit its authorities involved in implementation of the VPA, to disclose information that constitutes trade secrets or confidential commercial information.

However, in each VPA there is recognition that data relating to the number of FLEGT licences issued by the VPA Partner and received by the EU and the volume of timber and derived products traded between the two should not be confidential.

In practice, this latter information is the most relevant for market impact assessment and there is unlikely to be any need for IMM to have access to more sensitive information, for example on the volumes traded by individual companies. Therefore the data confidentiality terms of the VPAs are not expected to be a significant constraint to IMM analysis and reporting.

IMM will maintain large databases of contacts. In exercising this function, IMM is obliged to conform to legal requirements for data protection prevailing in countries where it operates.

The IMM Lead Consultant is subject to the requirements of the UK Data Protection Act which requires that those responsible for using data follow a set of "data protection principles". The IMM Lead Consultant is obligated to ensure that information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

13 Publicity and outreach

13.1 IMM public identity

The IMM Lead Consultant will liaise with ITTO staff on issues related to IMM's public profile and visual identity (use of EU, ITTO and IMM logos, business cards, report and presentation templates).

Public information on the IMM will be aligned with the Communication and Visibility Manual for EU External Actions (http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en)

13.2 Introducing IMM

The following materials will be prepared and maintained to introduce interested parts to the IMM process for regular use at workshops and conferences and for distribution via the website:

- A short introductory brochure to the IMM
- An 15-minute introductory powerpoint presentation on the IMM Organisation, Methodology and Work Plan;
- A more detailed presentation including analysis of global and EU trade flow data and the position of VPA Partner and other tropical countries in relation to those flows (for use in international conferences);
- A more detailed presentation introducing the IMM Methodology and Work Plan combined with the most recent data on timber and timber product exports from each VPA country and imports into the EU (for use in national workshops as appropriate).

13.3 Website

The website is seen as a core component of the IMM and will be developed as a tool for: raising the public profile of the IMM, ITTO and the FLEGT VPA process; regular dissemination and visualisation of data relating to trade in and impacts of VPA licensing; management of IMM contact and distribution lists; and collection of on-line survey data.

The IMM Website will be fully integrated with the ITTO website. Since a key IMM aim is to develop ITTO capacity/profile, the IMM will not have a separate high-level domain name. The IMM website is accessible at www.itto.int/IMM.

ITTO will develop a Content Management System which will allow IMM to make amendments to the IMM sub-section of the ITTO site subject to their access rights. It will be used for regular distribution of news and other reports, compilation of blogs, and links to access databases.

The Lead Consultant will liaise regularly with ITTO on IMM-related materials for inclusion on the www.itto.int/IMM web page and for possible highlighting as ITTO news items.

13.4 Quarterly e-newsletter

IMM will prepare a regular quarterly e-newsletter for distribution via email and the ITTO IMM website. The newsletter will be issued in March, June, September and December each year, starting in March 2015.