



ITTO's outreach

Agenda item 10 (a) (i)

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ITTO Secretariat

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INTERNATIONAL TROPICAL TIMBER ORGANIZATION (ITTO)

Context



- Outreach activities are part of the extended BWP 2015–2017
 - Strategic priority 5: Improve the quality and availability of information on tropical forests, forest product markets and trade:
 - Activity 15, publication of ITTO's *Tropical Forest Update* (TFU);
 - Activity 19, enhance public relations, education and outreach;
 - Activity 20, improve branding, positioning and marketing of ITTO.
 - Other activities have been supported by outreach efforts.



Purpose of ITTO's outreach



- Enhancing knowledge-sharing and dissemination.
- Leveraging knowledge through partnerships.
- Enabling knowledge use.



Tropical Forest Update (activity 15)



- TFU is distributed in hard copy to approximately 15 000 individuals in 160 countries.
- Twelve issues have been published in 2015–2017
- Themes and topics for 2017 issues included:
 - **“Know your timber”**, presenting technical knowledge of tropical timber
 - **“Holding the ground on mangroves”**, making the case for halting the loss of mangroves and restoring degraded mangrove ecosystems
 - **“All is not lost”**, highlighting the potential of tropical forests to address global challenges
 - **“Flying under the radar”**, exploring the impacts of artisanal operations in the tropical timber sector



Tropical Forest Update (activity 15)



- Themes and topics for 2016:
 - **“Council appoints new head of ITTO”**, presenting outcomes of ITTC-52 and work on the ITTO C&I
 - **“Measures that add value”**, putting the case for value adding in the tropical timber sector
 - **“Getting it done locally”**, presenting evidence that local communities are good forest managers
 - **“ITTO and CITES: an enduring partnership”**, highlighting the results, benefits and impacts of the ITTO–CITES Programme on its 10th anniversary
- TFU app is launched in August



Available on the
App Store

ANDROID APP ON
Google play

Tropical Forest Update (activity 15)



- Themes and topics for 2015:
 - **“Forests rise to the top”**, highlighting ITTO’s updated guidelines on SFM and field-level efforts to implement SFM
 - **“Testing the mettle of tropical timber”**, exploring efforts in developing environmental product declarations for tropical timber and tropical timber products
 - **“Putting a brake on wildfire”**, showcasing ITTO’s work on integrated fire management in the tropics
 - **“Moving beyond the conflict of procurement”**, highlighting the impact of tropical timber public procurement policies



Public relations, education and outreach (activity 19)



- ITTO's website (www.itto.int) :
 - Regularly updated in four languages with a wide range of information on the Organization's work and other relevant news and forthcoming events
 - Improvements in the project search function (www.itto.int/project_search):
 - Displays contact details of executing agencies
 - Displays project photos, videos, websites, social media, as well as regular outputs



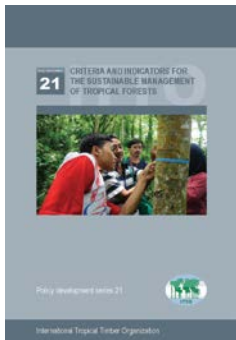
Public relations, education and outreach (activity 19)

- Education and outreach:
 - Photo exhibition of ITTO projects and activities during ITTC-52 and ITTC-53
 - Photo exhibition hosted at Yokohama Central Library (Sep–Oct 2017)
 - Lectures at universities and schools in Japan, and to JICA trainees

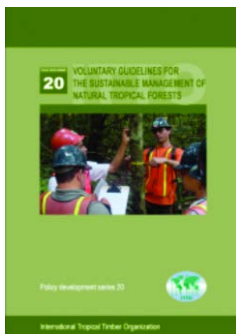




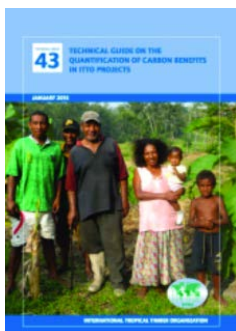
Public relations, education and outreach (activity 19)



- Publications (ITTO Policy and Technical Series):
 - PS-21 “Criteria & indicators for SFM”
 - PS-20 “Voluntary SFM guidelines”
 - TS-46 (to be discussed under agenda item 14)
 - TS-45 “Europe’s changing tropical timber trade”
 - TS-44 “Impact of timber procurement policies”
 - TS-43 “Technical guide on the quantification of carbon benefits”



- Annual reports for 2014, 2015 and 2016
- Production of posters, flyers, calendars and other publicity materials
- E-newsletter ***Tropical Forest News***, with 15 issues published to date



Public relations, education and outreach (activity 19)



- Videos and YouTube:
 - “The dialogue on forests”
 - “Criteria and indicators for SFM”
 - “Local communities, forest managers *par excellence*”
 - ITTO’s YouTube channel hosts 50 videos, as of today, and more are coming:

www.youtube.com/user/ittosfm



Public relations, education and outreach (activity 19)



- Exhibiting ITTO's work at relevant international fora:
 - 2017:
 - Global Landscape Forum (upcoming)
 - UNFCCC COP 23
 - IUFRO Division 5 Conference on “Forest Sector Innovations for a Greener Future”
 - 2016:
 - CBD COP 13
 - UNFCCC COP 22 and Global Landscapes Forum
 - CITES COP 17
 - COFO 23 and World Forest Week
 - Asia-Pacific Forestry Week
 - APEC' s Third Senior Official Meeting
 - IUFRO Regional Congress for Asia and Oceania
 - 2015:
 - UNFCCC COP 21
 - XIV World Forestry Congress





Public relations, education and outreach (activity 19)

- Coverage of Council sessions:
 - By both ITTO Secretariat and Earth Negotiations Bulletin for
 - ITTC-53:
 - www.itto.int/ittc-53
 - <http://enb.iisd.org/forestry/itto/ittc53/>
 - ITTC-52:
 - www.itto.int/ittc-52
 - <http://enb.iisd.org/forestry/itto/ittc52/>
 - By ENB for ITTC-51:
 - <http://www.iisd.ca/forestry/itto/ittc51/>



Other activities supported with outreach efforts



- Activity 4, promote the publication, dissemination and application of the ITTO Voluntary Guidelines for the Sustainable Management of Natural Tropical Forests:
 - Guidelines printed and disseminated,
 - Promotional material produced
- Activity 8, enhance cooperation between ITTO and CITES:
 - Publication of TFU issue 25/1 “**ITTO and CITES: an enduring partnership**”
- Activity 10, promote the conservation, restoration and sustainable management of mangrove ecosystems:
 - A dedicated website was developed to disseminate videos presentations and outcomes of the conference www.itto.int/mangrove2017,
 - Publication of TFU 26/3, “**Holding the ground on mangroves**”

Other activities supported with outreach efforts



- Activity 14, contribute to national and international efforts in the prevention and management of fire in tropical timber-producing forests:
 - Publication of TFU 24/2, **“Putting a brake on wildfire”**
- Activity 24, development of Environmental Product Declaration (EPD) for selected tropical wood products:
 - Publication of TFU 24/3, **“Testing the mettle of tropical timber”**
- Activity 27, cooperation with the Collaborative Partnership on Forests
 - Provide regular updates for the CPF website
- Activity 44, disseminate information on project results

Things to look for



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- New ITTO website

Social media



- Connect with us:



<http://www.youtube.com/user/ittosfm>



@itto_sfm



itto_sfm



International Tropical Timber Organization



Thank you
for your kind attention!

www.itto.int

