



# ITTO's outreach

## *Agenda item 10(c)*

R. Carrillo  
ITTO Secretariat

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54th Session of the International  
Tropical Timber Council  
Yokohama, Japan

INTERNATIONAL TROPICAL TIMBER ORGANIZATION (ITTO)

# Context



Outreach activities are part of the ITTO Strategic Action Plan and BWP 2018–2019

- Strategic priority 5: Improve the quality and availability of information on tropical forests, forest product markets and trade:
  - Activity 16, ITTO communication strategy
  - Activity 17, publication of ITTO's *Tropical Forest Update* (TFU)
  - Activity 18, enhance public relations, education and outreach
- Outreach efforts have supported other activities





# Purpose of ITTO's outreach



- Enhance knowledge-sharing and dissemination
- Leverage knowledge through partnerships
- Enable knowledge use
- Deliver key messages on SFM to the international community





# Key themes

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- Productive forests
  - Sustainable supply chains
  - Gender equality and empowerment of women
  - Wood security
  - Sustainable Development Goals
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- The background of the slide is a photograph of a man in a light blue shirt, seen from the side, holding a clipboard and a pen. He is standing in a lush green field with tall grass and dense foliage in the background. The image is slightly faded to allow the text to be legible.

# Target audiences



- ITTO members
- Current and potential donors
- International and regional organizations dealing with forest/environmental issues
- Partners and executing agencies
- Private sector
- Research institutions and universities
- Foresters and forest owners
- Citizens of ITTO host country
- General public





# Communication strategy (activity 16)



- Objective: to optimize the use of ITTO's knowledge, communication resources and outreach capabilities in fulfilling its mission, increase the visibility of ITTO's work and facilitate fundraising.
  - Enhance coherence and integration of ITTO's communication products



# Tropical Forest Update (activity 17)



- Three editions published to date in 2018:
  - **“Keeping track of the forest”**, highlighting ITTO’s recent efforts to help forest managers in the collection and analysis of field data for monitoring tropical forests and tracking their harvested products
  - **“The buzz on green supply chains”**, illustrating how tropical-timber supply chains could bring benefits to all stakeholders, from forest owners to end consumers
  - **“Putting the pieces together”**, highlighting the potential of sustainable forestry to supply wood and environmental services for a growing global population



# ITTO's website (activity 18(a))



- Repository of knowledge, information and databases
- [www.itto.int](http://www.itto.int) has been relaunched with a fresh look and more intuitive navigation, making it easier for users to find the information they need. It features:
  - A carousel presenting the latest stories on ITTO's work
  - Front-page access to ITTO's flagship publications—*Tropical Forest Update* and the *Tropical Timber Market Report*
  - A new “resources” section, giving easy access to ITTO guidelines and other policy documents, as well as technical reports, publicity materials, videos and other products
  - A photo gallery of ITTO's field work available for public download and use. The gallery has a multi-parameter search function to help users find the photos most relevant to their needs




# ITTO's website (activity 18(a))



- Links to ITTO's social media (Facebook, Instagram, Twitter and YouTube)
- Buttons for subscribing to the *Tropical Forest Update*, the *Tropical Timber Market Report* and *Tropical Forest News*
- The website also provides:
  - Links to general news on the tropical forest sector
  - Information on ITTO's calls for project proposals, the ITTO Fellowship Programme and forest-related events organized by ITTO, partners and other stakeholders
  - Front-page access to ITTO's project/activity search function that, among other things, enables the public download of project outputs
  - Quick links to various areas of the website to provide further insights into the Organization's work
- The website is responsive to tablets and smartphones

# Former website



**ITTO** International Tropical Timber Organization

Sustaining Tropical Forests


ITTO at work Council & Committees Projects Publications News & Events Statistics database About ITTO

SEARCH

Language : **English** Français Español 日本語

## Top Stories RSS

### Bouquets for ITTO project in new video




In a new 1-minute video, local woman Yolanda E. Rodriguez describes how an ITTO-funded project has built capacity and empowered women in the municipality of Sinibal, San Marcos, Guatemala, to produce flowers and vegetables for sale in local markets, thereby improving their livelihoods and raising awareness of the need for sustainable forest management and reforestation.

▶ [Watch the video \(Spanish only\)](#)

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### The trout and the volcano: local man speaks on fish-farming venture



The introduction of small-scale commercial trout farming has helped communities living near the Tacana volcano in Guatemala and Mexico improve their livelihoods and forest management. In a new 1-minute video, local man Noé Escalante describes how an ITTO-funded project has boosted incomes through aquaculture and forest conservation.

▶ [Watch the video \(Spanish only\)](#)

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### In shadow of volcano, local man speaks on benefits of ecotourism

## News RSS

- **2018/09/19**  
China-Europe railway linked to Chengdu timber distribution centre. Read the MIS report.
- **2018/09/03**  
Efforts to increase use of lesser-known species for marine works. Read the MIS report.
- **2018/08/28**  
A paper co-authored by ITTO's Steven Johnson, "25 years of criteria and indicators for sustainable forest management: why some intergovernmental C&I processes flourished while others faded", has been published in the journal *Forests*. The article compares and analyses the structure, activities and progress of 11 intergovernmental C&I processes, including ITTO's pioneering work.
- **2018/08/16**  
Myanmar launches legality certification system. Read the MIS report.

**ITTO is an intergovernmental organization promoting the conservation and sustainable management, use and trade of tropical forest resources.**

[More about ITTO ▶](#)

### Quick Links

- Tropical Forest Update
- Market Information Service
- Review of the World Timber Situation
- Fellowship Programme
- Fellowship Network
- SFM Tropics 2011
- Thematic Programmes
- ITTO-CITES Programme
- ITTO/CBD Collaborative Initiative for Tropical Forest



# New website



The screenshot shows the ITTO website homepage. At the top, there is a browser address bar with the URL <https://www.itto.int>. Below the browser bar is a dark green navigation bar containing social media icons (Facebook, Instagram, Twitter, YouTube, LinkedIn), language options (English, Français, Español, 日本語), a search bar, and a 'Members' portal link. The main header features the ITTO logo and the text 'INTERNATIONAL TROPICAL TIMBER ORGANIZATION'. A horizontal menu includes 'Home', 'About us', 'Council & committees', 'Projects', 'Resources', 'News & events', 'Statistics database', and 'Quick links'. The main content area is dominated by a large image of a woman in a green safety vest planting a sapling. To the right of the image is a green box with the heading 'Women help women to reforest' and a quote: "We plan to train women in other villages, because many women have not yet understood that, when growing food crops, we can also do reforestation. So we will explain to these women and then organize them so they can participate as well." In this new video, Mme Traore from the MALEBI women's association in Côte d'Ivoire talks about her work as part of an ITTO project. Below the quote is a 'Watch the video' link and a video player interface. At the bottom, there are three white boxes with green icons and text: 'Project/activity search' (Search for information on all ITTO projects), 'Tropical Timber Market Report' (Towards greater transparency in the tropical timber markets), and 'Tropical Forest Update' (A newsletter promoting the conservation and sustainable development of tropical forests).

# Publications, public relations, education and outreach (activity 18 (a), (b))



- Recent publications:

- Technical Series report, *A Tabling of Views*
- 2017 ITTO annual report

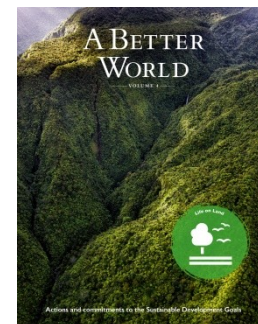
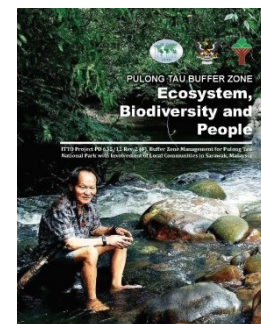
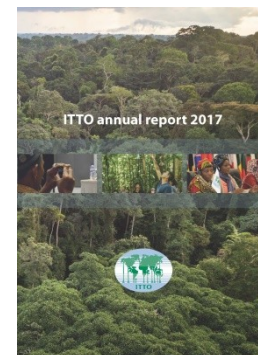
- ITTO is also featured in

*A better world, volume 4-Life on land* published

by UNCCD

- Relevant publications from ITTO projects/activities

- Promotional material (banners, calendar)





# Publications, public relations, education and outreach (activity 18 (b))



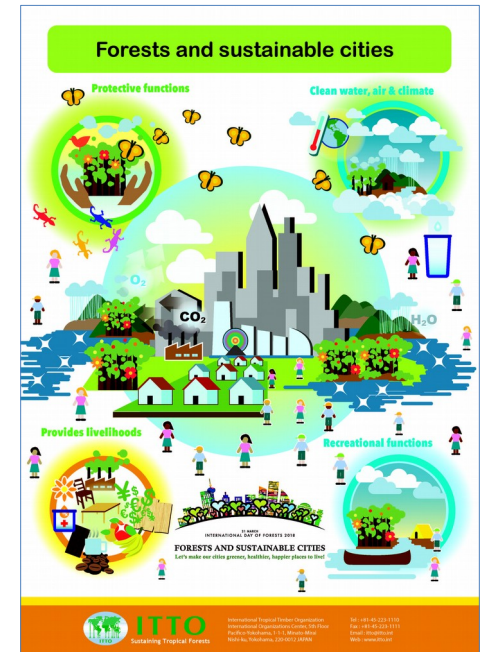
- Participation and outreach at international fora:
  - Working across Sectors to Halt Deforestation and Increase Forest Area, from Aspiration to Action
  - The Responsible Timber Trade Fair
  - COMIFAC-RIFFEAC-ITTO International Conference on Forestry Training in the Congo Basin
  - The Asia Pacific Regional Workshop on Trans-Boundary Biodiversity Conservation: Empowering Forestry Communities and Women in Sustainable Livelihood Development
  - UNFF-13
  - International Workshop on Global Green Supply Chain of Forest Products
  - Global Bamboo Congress 2018
  - Expo Forestal 2018
  - International Workshop for Heads of Forest Research Institutions



# Publications, public relations, education and outreach (activity 18 (a), (b))



- Ongoing contributions to celebration of International Day of Forests (21 March)
- Ongoing publication of ITTO e-newsletter *Tropical Forest News*
- Ongoing publication of promotional materials
- Ongoing delivery of lectures and participation in public events at schools, universities and other entities in Japan
- Collaboration with Yokohama Digital Arts Institute for production of a mascot





# Social media



- Connect with us:



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



@itto\_sfm



itto\_sfm



International Tropical Timber Organization



# Information on ITTO's governing body



- Daily highlights of Council sessions:
  - By both ITTO Secretariat and Earth Negotiations Bulletin for
    - ITTC-54:
      - [www.itto.int/ittc-54](http://www.itto.int/ittc-54)
      - <http://enb.iisd.org/forestry/itto/ittc54/>
    - ITTC-53:
      - [www.itto.int/ittc-53](http://www.itto.int/ittc-53)
      - <http://enb.iisd.org/forestry/itto/ittc53/>
    - ITTC-52:
      - [www.itto.int/ittc-52](http://www.itto.int/ittc-52)
      - <http://enb.iisd.org/forestry/itto/ittc52/>
  - By ENB for ITTC-51:
    - <http://www.iisd.ca/forestry/itto/ittc51/>







Thank you very much!

Merci beaucoup!

Muchas Gracias!

どうもありがとうございました！

[www.itto.int](http://www.itto.int)

