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North America – A Multimodal Collaborative Tropical Timber Promotion Strategy

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IWPA Activities



- Advocacy for Free & Responsible Trade
- Assisting Members with Compliance
- Critical regulatory updates and market Intelligence
- Annual Convention to bring together suppliers and importers
- Promote Globally Sourced Wood Products



IWPA Core Purpose

To build acceptance and demand in North America for globally sourced wood products from sustainably managed forests.



IWPA is the only U.S. based trade association dedicated to the interests of wood importers.
Founded in 1956.



Timber Promotion

A Multi-modal Approach



Promotion Lessons

- Iconic Advertisements
- 91 % of American Adults were aware of the campaign
- Problem... **it didn't work**
 - Daily consumption of fluid milk has steadily *declined*
- Customer **needs changed**
- Health **claims challenged**

THE END OF GOT MILK?

By Kirk Kardashian February 28, 2014



In October of 1993, the California Milk Processor Board, with the help of the advertising agency Goodby, Silverstein & Partners, launched a TV ad called "Aaron Burr," about a history buff who couldn't enunciate the answer to a trivia question because he had just eaten peanut butter and didn't have a glass of milk to wash it down. It was the first of many Got Milk? advertisements, which most often featured celebrities with milk mustaches. Two years later, the Milk Processor Education Program (MilkPEP), the national promotion arm of





Confidence

Customer
Focus

Sustainable

Confidence

- Products
 - Fit for Purpose Requirements
 - Formaldehyde Emissions
 - Specific Specifications
 - Species
- Industry must be able to rely on government processes, permits, concessions & certificates
 - Professionalism
 - Integrity
- Certification Schemes & Claims



Sustainability



- Sustainable Forest Management
 - Requires Government, Industry and Communities working together
 - Communicating the benefits of Working Forests vs. impacts of other land uses
 - Connect with other initiatives
- Workable Processes to avoid land conversion

Customer Focus

- Requires asking **who** is the customer?
 - Retail Consumer
 - Retailer
 - Builder
 - Architect
 - Manufacturer
 - Importer / Distributor
- **What** do they expect & need?
- **How** can we exceed their expectations & anticipate needs?



Innovate



- Innovate to Increase Confidence
- E-CITES Permits
 - Paper-based system must be changed
 - Opportunity to leap forward to blockchain network & modernize processes
 - Steering Committee to establish protocols & test
- Other ideas?

Build Capacity



Build Capacity

Seeing the **FOREST** AND THE **TREES**



Wood Trade
Compliance Training
and Due Diligence Tools



USAID
FROM THE AMERICAN PEOPLE



WORLD
RESOURCES
INSTITUTE

Creates New Capacity Needs

Seeing the
FOREST
AND THE
TREES



ADVANCED
Wood Trade Compliance

Seeing the
FOREST
AND THE
TREES



Audits for the
Wood Trade Professional

Seeing the
FOREST
AND THE
TREES



Key Components
of Wood and Forestry
Regulatory Schemes



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Thank You

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