



**Timber Committee
Economic Commission for Europe**



**European Forestry Commission
Food and Agricultural Organization**

TEAM OF SPECIALISTS ON FOREST PRODUCTS MARKETING

**Meetings during Joint UNECE Timber Committee/ FAO European Forestry Commission Week
12 October 2011, Antalya, Turkey:**

Meeting Report

The meeting was called to order by Richard Vlosky (Chair of the ToS on Forest Products Marketing). Eoin O'Driscoll (Co-chair), Paola Deda, Douglas Clark and Matt Fonseca welcomed the Team to Antalya.

1. Adoption of the agenda

The agenda was approved, proposed by Eoin O'Driscoll and seconded by Branko Glavonjic.

2. Team Leader's Report

Before presenting his report, Richard Vlosky invited Paola Deda, Chief of the Forestry and Timber Section, to say a few words.

Paola Deda described the challenges in producing the Forest Products Annual Market Review 2010-2011 recalling the uncertainty that had led to the delay in starting the work; due to a combination of staffing changes and lack of funding. The support provided by the governments of Finland and Switzerland, as well as from CEI-Bois, had allowed the work to go ahead. Paola thanked everyone for their understanding and support for the *Review*. The changes that had been introduced this year had been welcomed by almost everyone and Paola was pleased with the final product, which had attracted many compliments from delegates and others.

Unfortunately, the funding issues were unlikely to be any easier in 2012 as the cash available to the Forestry and Timber section would be reduced significantly for the two following years. Extra-budgetary funding would again be necessary to allow publication of the FPAMR 2011-2012. She discussed various options for fund-raising and assured the Team that the Forestry and Timber Section would explore every option.

Action: Paola Deda

The Team discussed options for fundraising and agreed to the setting up of a sub-group to develop these various options (Proposal by Eoin O'Driscoll and seconded by Chris Gaston), to be led by Rich Vlosky, together with Eoin O'Driscoll, Francisco Aguilar and Chris Gaston. **Action: Rich Vlosky**

Among the ideas put forward was the possibility of some form of financial sponsorship for individual chapters. Paola welcomed the various proposals. She explained that donors' contributions would be suitably acknowledged in the *Review*. However, UN rules limited the use of logos in UN publications.

Richard Vlosky encouraged all team members to give further consideration to opportunities to raise funds and to pass ideas to members of the sub-group, whose names are listed above.

Action: ToS members

He reviewed briefly the team's work in the past year, which had include a capacity building workshop held from 7-9 December 2010 in TFYR Macedonia entitled, "Improving forest products marketing to help drive sustainable rural economic development in southeast Europe."

3. Sub-group reports

Eoin O'Driscoll reported about the workshop, "Does Banning Illegal Logging Rule Out Wood?", which was held in Brussels on 13 April 2011. The workshop had been organized by him and Jeremy Wall, together with support from the European Economic and Social Committee; the American Hardwood Export Council (AHEC); Canada Wood, CEI-Bois; and the Malaysian Timber Council (MTC).

Both Eoin and Jeremy were critical of the lack of funding, support from the dedicated UNECE/FAO staff, which had made their task more challenging than it need have been. This was summed-up by views from both sub-group leaders (Jeremy Wall, while not in attendance, sent a written statement, which was read at the meeting). Paola Deda expressed her appreciation for the great job that Eoin and Jeremy had done, in spite of the difficulties. Circumstances in the early part of 2011 had been exceptional and Paola expressed optimism that future events would be better supported, as new staff would be joining the section. Funding would remain a challenge, however.

4. Discussion on future goals

Sylvain Labbé commented on the exclusion of the word 'policy' from the name of the Team, which he believed might lead people to assume wrongly that the team worked only with marketing issues. He suggested that a change of name might help in attracting funding support for the team's work. Paola Deda commented that sustainability was an equally important element of the Team's mandate. A proposal to change the name of the Team to ToS on Sustainable Forest Products, to reflect better the Team's mandate and terms of reference, was agreed. For this change of name to take effect, the chair would table a proposal at the Timber Committee (Note: The new name, **The Team of Specialists on Sustainable Forest Products**, was adopted by the Timber Committee on 14 October 2011, without any opposition)

Branko Glavonjić, Deputy Chair, informed the team about a workshop on wood energy that would take place in Belgrade on 22-23 November. Professor Eduard Akim, ToS Deputy Leader, drew the team's notice to the recent "Larch" workshop in Russia, as well as the forthcoming meetings in Russia on "Technical Wood Use", which is a joint venture between academia, government and the private sector. Rich Vlosky discussed the upcoming IUFRO meetings and how having joint meetings with this group has been mutually beneficial. Paola mentioned that a workshop (topic to be decided), would be held jointly with the Joint Working Party in March 2012. Sylvain Labbé argued that the Team should consider intensifying efforts towards involvement with meetings of the construction sector on relevant topics, such as "Green Building". Sylvain would submit proposals on how this might be achieved.

Action:

Sylvain Labbé

Douglas informed the Team of another capacity building workshop that would be held in Slovenia on 29 November and 1 December, "Development of new cooperation for sustainable mobilisation of the forest-based sector in the countries of south east Europe." The workshop would be funded by UNECE; FAO Rome; FAO SEU; the Slovenia Ministry of Agriculture, Forestry and Water Economy; the Slovenian Forestry Institute; the company Mikran d.o.o., and would benefit from matched funding from the Central European Initiative.

5. Presentation of the results of the survey of FPAMR users

Chris Gaston presented a summary of the results of his recent survey, which had attracted 355 replies, all of which were highly positive about the value and usefulness the Forest Products Annual Market Review. The publication was well-liked and widely used. Responses had been received from every Member State. They included suggestions to improve usability of the publication via the use of hyperlinks to make it easier to browse the publication and to find underlying data. Having online discussion forums was another possibility revealed by the survey. The readership was split, roughly 50/50 between online users and those with a preference for hardcopy: it was clear that the printed version of the FPAMR was still much appreciated. The majority of the survey respondents were from government and academic or research backgrounds. Industry was less well represented and the team expressed the view that greater effort was needed to raise awareness of the FPAMR and to try to increase readership from the industry. Team members themselves could help greatly by using opportunities at conferences and other meetings to raise awareness of the FPAMR.

Further information on the survey results would be posted after the end of November 2011.

Eduard Akim, Deputy Chair, commented on the long delay between publication of the English edition of the FPAMR and the availability of the Russian language version. He wondered what could be done to speed up the process. The delay was the result of waiting for translation and then finding a slot in the printing department. Eduard believed that he might be able to find a sponsor to have the FPAMR translated in the Russian Federation. In this way, the translated text could then be checked by the UN before publication. Thus Eduard hoped it might be possible to have a Russian language version of the FPAMR available in the same calendar year as the English version. He offered to investigate possibilities and report back.

Action: Eduard Akim

6. Future team meetings

The past practice of holding meetings jointly with IUFRO meetings was recognized as pragmatic, given the scattered nature of team members and the difficulty of getting together physically, other than once or twice a year, coinciding with the Joint Working Party on Economics and Statistics and the Timber Committee. The secretariat would not normally be represented at the IUFRO meetings and there was the risk that the ToS aspects could be overshadowed. Team members would be happier if the ToS meetings could take place as discrete events, properly recorded.

Secretariat, Antalya, 12 October 2011

The list of participants is on the following page

List of attendees

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