



**GTTN**

Global Timber  
Tracking Network

## **Introduction to Workshop Topic B:**

Communication  
and promotion

Policy  
and advocacy

Phase II kick-off meeting  
15-16 February 2017

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# Goal

Develop and implement adequate communication tools to communicate, promote and advocate for the activities, achievements and opportunities offered by (being involved with) GTTN.



# Audiences





# Tools and activities

- Website
- Service portfolio and lab-finder
- Publications
- Regional workshops
- Global promotion



# Website

The central communication tool of the GTTN project.





# Website requirements

- Relevant up-to-date information
- Information exchange and networking
- Promotion of synergies
- Links to laboratories and databases
- Improve usability



# Service portfolio and lab-finder

A tool for the external GTTN network ('the customers') to find guidance on methods and expertise (as provided by GTTN 'service providers').



# Publications

- Leaflet
- Newsletter
- Guidelines
- Other?
  - E.g. research/servicing capacities
  - E.g. Research agenda as advocacy tool
  - E.g. Joint Roadmap





# Regional workshops

Three workshops in different regions  
(South-East Asia; Africa; Latin America)

- Strengthen institutional support
- Demo state-of-art tracking and identification techniques
- Networking
- Promotion



# Global promotion

Seek to contribute to relevant events around the world, e.g.

- EU FLEGT-EUTR expert group
- Forest Legality Alliance
- TNC-REAFT
- Law Enforcement Assistance for Forest Project
- UNODC Global Programme for Combating Wildlife and Forest Crime
- Chatham House Illegal Logging Updates
- FAO FLEGT
- Target also suitable private sector events



# New logo launch



# Concepts

- Idea of network, community, global platform
- Timber tracking
- Trees, forests worldwide
- Fresh
- Abstract



GTNN

Global Timber  
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# Workshop Topic B

Communication, promotion, policy  
and advocacy



# Workshop

- Website update
- Service portfolio and lab-finder
- Reach-out to audiences
- Regional workshops
- Associated events



**GTTN**  
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With support from



Federal Ministry  
of Food  
and Agriculture

by decision of the  
German Bundestag

The objective of the Global Timber Tracking Network (GTTN) is to promote the operationalization of innovative tools for wood identification and origin determination, to assist the fight against illegal logging and related trade around the globe.

GTTN is an open alliance that cooperates along a joint vision and the network activities are financed through an open multi-donor approach. GTTN phase 2 coordination (2017-2019) is financed by the German Federal Ministry of Food and Agriculture (BMEL).