



GTTN

Global Timber
Tracking Network

GTTN Kick-Off Meeting Summary

15-16 February 2017, Bonn, Germany

Version: 0.2

Issued: 2017/03/31

Table of contents

1	Introduction	4
2	GTTN Phase II introductory presentation.....	4
2.1	Objectives.....	4
2.2	Activities.....	5
2.2.1	<i>Activity strand 1 - International standards & guidelines</i>	<i>5</i>
2.2.2	<i>Activity strand 2 - Service portfolio, lab-finder and reference database.....</i>	<i>5</i>
2.2.3	<i>Activity strand 3 - Communication, networking and outreach</i>	<i>5</i>
2.3	Benefits of network membership	6
2.4	GTTN – an open alliance	6
3	Breakout discussions	8
3.1	Introduction.....	8
3.2	Workshop on Standardisation	8
3.3	Workshop towards an updated GTTN database concept.....	8
3.4	Workshop on communication	9
4	Timetable	9
5	Annex 1: Workshop outcome	10
5.1	Workshop on standardisation.....	10
5.1.1	<i>What should be the subject of standardisation?.....</i>	<i>10</i>
5.1.2	<i>How should GTTN go about standardisation?.....</i>	<i>10</i>
5.1.3	<i>Who should be involved with standardisation?.....</i>	<i>10</i>
5.2	Workshop towards an updated GTTN database concept.....	11
5.2.1	<i>The expert database – a decision support system.....</i>	<i>11</i>
5.2.1.1	<i>Keeping data up to date and taking stock of existing initiatives.....</i>	<i>11</i>
5.2.1.2	<i>Method suitability and Making a Claim.....</i>	<i>11</i>
5.2.1.3	<i>Once a claim has been formulated: Selecting a lab.....</i>	<i>12</i>
5.2.1.4	<i>Other points.....</i>	<i>12</i>
5.2.2	<i>The reference database</i>	<i>13</i>
5.2.2.1	<i>Hosting and Safety.....</i>	<i>13</i>
5.2.2.2	<i>Inventory of data.....</i>	<i>13</i>
5.2.2.3	<i>Willingness to share data.....</i>	<i>13</i>
5.2.2.4	<i>Links to External databases.....</i>	<i>13</i>
5.2.2.5	<i>Design and New Features.....</i>	<i>14</i>
5.3	Workshop on communication	14
5.3.1	<i>Key messages</i>	<i>14</i>
5.3.2	<i>Audiences.....</i>	<i>15</i>
5.3.3	<i>Social media.....</i>	<i>16</i>

Dissemination level

PU	- Public (must be available on the website)	
RE	- Restricted to a group specified by the consortium (including the donor)	[X]
CO	- Confidential, only for members of the consortium (including the donor)	

Version indication

Version	Date	Distribution (who have reviewed)
V0.1	20170320	Tommi Suominen (EFI), Nele Schmitz (TI)
V0.2	20170321	Thorsten Hinrichs (BMEL)
V1.0	20170331	Meeting participants

Contributors

Chapter	Name (Affiliation)
Lead	Jo Van Brusselen (EFI)
3.2	Nele Schmitz (TI), Bernd Degen (TI)
3.3	Tommi Suominen (EFI)
3.4	Albert Garduño (EFI)

1 Introduction

The objective of the Global Timber Tracking Network (GTTN) continues to be the promotion and further operationalisation of innovative tools for wood identification and origin determination to verify trade claims. GTTN thus helps the mitigation of illegal logging and related trade around the globe. GTTN will further develop activities in support of researchers who are developing the tools; forest and timber trade and industry that need to exercise due diligence; and law enforcement agencies. GTTN is an open alliance that cooperates along a joint vision and the network activities are financed through an open multi-donor approach.

A kick-off meeting was held in Bonn on 15-16 February, kindly hosted at the premises of the German Federal Ministry of Food and Agriculture. In total 32 people participated from 21 organisations, from 12 countries. 11 participants represented the supply side of timber tracking services, and 10 participants represented the actual and potential customer base for such services.

The first part of the meeting started with a review of GTTN phase I activities, followed by presentations on the progress with the development of the different methodologies, and presentations on the actual and potential application in real-life business and law enforcement.

The second part of the meeting introduced GTTN phase II objectives, activities, modes of interaction and organisational setup. Breakout discussions focussed on the key GTTN activities: standardisation of methods, development of an expert and service portfolio, development of a reference database and promotion of the timber tracking tools. These meeting notes emphasize this GTTN phase II focussed part of the meeting.

The meeting materials can be downloaded from the following web-site: <http://www.globaltimbertrackingnetwork.org/news/news-detail/gttn2-kick-off-meeting/>

2 GTTN Phase II introductory presentation

2.1 Objectives

A pilot phase I (2012-2014) launched GTTN onto a global platform bringing together scientists, policy makers and other key players. The main goal of GTTN phase II (2017-2019) is to continue with the promotion of the integrated and holistic use of innovative timber identification and localisation technologies to combat illegal logging and associated trade worldwide. Key objectives are to further develop and expand the network, seeking new partnerships; facilitating active collaboration; and explore for new funding sources.

2.2 Activities

GTTN activities will be structured into three main activity strands: (i) international standards and guidelines; (ii) service portfolio, lab-finder, and [meta-]database of reference data; and (iii) communication, networking and outreach.

2.2.1 Activity strand 1 - International standards & guidelines

GTTN is seeking to promote and further operationalize timber-tracking methods that enable reliable identification of timber species and origin and can be used for combating illegal timber harvesting and trading. The aim is to objectively take stock of and contribute to international standard setting on sampling, material storage, documentation, material exchange, analysis methods and lab accreditation. These methods and standards would later be applied by national authorities and certified laboratories to conduct tests for the determination of timber species and origin.

2.2.2 Activity strand 2 - Service portfolio, lab-finder and reference database

GTTN participating service providers and experts will be able to document structured information on their expertise and services, which will help potential GTTN service users to find them. Forest-based industries, traders and operators, law enforcement and other public authorities—will be able to use the 'Finder' to identify the best available method to identify species and origin of a timber. The potentially best service provider may be determined by the type of product, the claim of species and geographic origin that needs to be verified and the location of the customer. Fibre-based or pulp-based products pose different levels of complexity than solid wood-based products and they will require a different method or combination of methods.

GTTN participating service providers will seek to further integrate, link and harmonize existing datasets for the reference database that was developed in GTTN phase I: geo-referenced DNA, stable isotope data, possibly also wood anatomy catalogues and mass-spectrometry data.

This concerns groups that have put their data into the database, signed a data sharing agreement, successfully participated in ring tests for standardisation and are ready to provide the lab services. The database will initially rely mainly on data from publicly funded projects. Organisations who shared data in phase I, through a data sharing agreement with Bioversity International, will most likely need agree once more once a final location of the reference database is agreed amongst the network.

2.2.3 Activity strand 3 - Communication, networking and outreach

GTTN will put a lot of effort in promoting the range of possibilities offered by the novel timber tracking methodologies at global and regional levels. Networking, promotion and adequate (internal and external) communication are crucial for the success of the GTTN network and the implementation of its tools and methods. For this purpose the GTTN

website will be further developed, newsletters with information from the GTTN network regularly published and general PR materials be produced (such as flyers and posters). This includes also support to GTTN network partners with their national GTTN related communication or events.

GTTN will organise three regional workshops (e.g. in South-East Asia, Africa, Latin America) to promote the expertise within the network, and to achieve stronger institutional support for the GTTN objectives and activities.

2.3 Benefits of network membership

Benefits of network membership on the service supply side of timber identification and location tracking are abundant. GTTN membership can add visibility to their work via events, website, and publications. GTTN can help broaden service providers' networks by bringing them into contact with experts working on similar topics, providing possibility to synergize efforts. GTTN membership can help raising a laboratory's profile by engaging on the international scene. Furthermore, GTTN aims to help create opportunities for new projects and funding through its advocacy work, which is essential to enlarge the reference database and widen availability of services.

Practitioners, operators, traders, law enforcement, those that are on the service demand side gain from GTTN membership by being at the forefront and being an early adopter of novel methods. It is important that users can influence prioritisation of systems development, species and geographic focus etc. to increase the relevance of GTTN activities and to help GTTN tailor the development of services to meet customers' demand. Network engagement will be visible through GTTN communications.

These benefits naturally count as well for donor organisations and non-governmental organisations that wish to input and join forces through GTTN participation.

2.4 GTTN – an open alliance

GTTN is an open alliance of service providers, service users, countries and donors to develop fit-for-purpose outputs jointly. Interested parties will be welcome to put forward a request to join the alliance at any time.

Experts and organisations can get involved with GTTN in various ways.

It will be the task of the GTTN Secretariat to continue actively maintaining and expanding the GTTN network. It is planned that this would be conducted at three different levels:

- Countries – at this level the political dialogue should be developed to support the actual implementation, at a country level, of the timber tracking standards and methods developed by the GTTN project
- Expert institutions – the institutions should help to ensure functioning and adequate infrastructure and institutional support for the implementation of the

- timber tracking methods. Such institutions can be labs or public authorities or other institutions involved in the timber trade (also see above).
- Experts – should provide expert (scientific) knowledge for the development of adequate internationally accepted standards and methods for timber tracking. Experts can be scientists or representatives of expert institutions implementing activities in the field of timber trade or timber identification methods.

GTTN will establish a number of Working Groups (WGs) that can include experts of any relevant background, relating to any relevant discipline. Each WG will appoint a WG leader for the whole duration of the project. A WG leader will represent the WG in the GTTN Expert Committee. The experts' contributions to the WG work will be voluntary. The GTTN project will be able to provide support when needed for participation in events organised by the project (e.g. WG kick-off meeting, regional events, expert missions). Working groups will in this phase II be developed round the key activity strands, which are cross-cutting with the methodological approaches (DNA, isotopes, anatomy, mass spectrometry etc.). An expression of interest will be organised during April 2017, to map experts' and organisations' interest to contribute to the work of the working groups. Two face-to-face meetings are planned for the working groups. Once established, the working groups will start the development of a joint work approach and joint roadmap, which will be finalized and agreed upon at working groups kick-off meeting in September 2017. A second face-to-face meeting will be organised one year later.

A GTTN Expert Committee (EC) will provide technical and expert support to the GTTN Steering Committee and the EC will act as the link between the GTTN Steering Committee and the GTTN Working Groups. The EC will therefore consist of leaders of GTTN Work Groups, (up to 5) representatives of leading GTTN partner institutions and the GTTN coordinator.

A GTTN Steering Committee (SC) has the responsibility to provide strategic guidance and advice on the operations of Project and to receive information and give feedback regarding the outputs, outcomes and impacts of the project activities. It reviews and provides feedback on the annual report. It reviews and approves annual work plan. It decides on establishment and necessary adjustments of the working groups (WG). It approves expert missions and provides guidance and advice to the Secretariat regarding planned project activities. It decides on the regional focus and location of the Regional Workshops; and it keeps oversight of potentially new network partners.

The SC consists of one representative of donor country Germany and one or more representatives of other politically supportive countries and partners, such as US, Australia and the European Commission, possibly with additional members to complement for regional representativeness. The SC is further completed by the GTTN Expert Committee chairperson and the GTTN project coordinator.

GTTN is currently financed by the German Ministry of Food and Agriculture. However, it is the intention to broaden the funding structure and develop a multi-donor trust fund. National donors can also support their experts directly to work on GTTN related activities.

3 Breakout discussions

3.1 Introduction

The goal of the workshops was to find a common ground for the development of the future GTTN activities. Participants of the kick-off meeting split up in three groups of less than 10 people each and discussed a set of questions guided by a facilitator about the three big goals of the GTTN: standardisation of methods, development of an expert and service portfolio, development of a reference database and promotion of the timber tracking tools. The facilitators presented the conclusions in a plenary session afterwards, of which detailed notes are included in the annex to these meeting notes.

3.2 Workshop on Standardisation

The objective of the workshop on standardisation was to review standardisation work in Phase I, and to start developing a joint vision on the work on standardisation in phase II. Why should standardisation be of concern? How would the GTTN community benefit from standardisation? Who should be involved in the development of standards? What are the practical steps that should be taken?

3.3 Workshop towards an updated GTTN database concept

Prime objective of this session was to develop a clear understanding and a joint agreement on the objectives of the work. The discussions in this session gave inputs towards consolidation of stakeholder views, both on the supply and demand side, and help make progress toward *an updated concept (focusing on "must have" characteristics) for the database*.

The Expert Catalogue: to provide interested external users (e.g. timber industries, public authorities) with the information which approach (wood anatomy, DNA test, stable isotopes) is available to check their specific claim (declared tree species and / or geographic origin) and whom to contact to perform the testing.

The Data Repository: to provide internal users (groups that have put their data into the data base, signed a data sharing agreement, successfully participated in ring tests for standardization and are ready to provide the lab services) with safe password protected access to a data repository center on geographic reference data (genetics + isotopes).

Following result needs to be discussed with the GTTN steering committee and expert groups. The database consists of two separate service elements, the data repository and the expert catalogue.

3.4 Workshop on communication

The goal of the communication workshop was to inform the development and implementation of adequate communication tools to communicate and promote the activities and achievements of the GTTN network. The discussions looked into key messages that GTTN should reach out with, identification of the key audiences that should be communicated with, and communication media that could be used to have a maximum and most effective outreach.

4 Timetable

This section offers an overview of the tentative GTTN timetable for the next steps in the further development of the network and network activities.

- 2017 April*** An 'expert identification' survey will be organised during April 2017, to map interest of individual experts and of organisations to join and contribute to one or more of the GTTN Working Groups.
- April-May*** Following the 'expert identification' survey, Working Groups will be constituted and Working Group coordinators will organise virtual meetings, during which each working group will start cooperation and appoint a working group leader, which will represent the working group in the GTTN Expert Committee.
- May*** The GTTN Expert Committee will convene a first time in a virtual meeting and will elect its chairperson.
- June*** A steering committee will be constituted during April-May and it will meet a first time in June.
- September*** The Working Groups are currently foreseen to have two face-to-face meetings. Once established, the Working Groups will start the development of a joint cooperation approach and joint roadmap, which will be finalized and agreed upon at the working groups' first face-to-face meeting in September 2017.
- 2018*** Two regional workshops and two expert missions are foreseen for 2018. A second round of face-to-face working group meetings is foreseen towards the end of 2018, organised possibly in combination with a regional workshop. One steering committee will be held in 2018. Activities can be broadened through complementary funding.
- 2019*** One regional workshop and two expert missions are foreseen for 2019. One steering committee will be held in 2019. Activities can be broadened through complementary funding.

5 Annex 1: Workshop outcome

5.1 Workshop on standardisation

5.1.1 What should be the subject of standardisation?

GTTN will support both forensic casework and mass screening by developing standardized guidelines for:

- Sampling (across methods)
- Storage (across methods)
- Creation of reference data (per method but with shared principles)
- Data analysis (per method but with shared principles and approaches for joint data analysis)

To guarantee the good reputation of timber tracking tools there will only be one set of guidelines. Labs could be supported to use these guidelines e.g. by offering video tutorials and training missions. The option to have the GTTN standards “accepted” or accredited by an international standardisation organisation (e.g. ISO) will be explored. A list of complementary tests that can be done in labs with fewer facilities or with developing methods that cannot be standardised yet will be established. Those tests will not be valid on their own but can be useful (and time/cost saving) complements.

Lab analyses do not have to follow standardised protocols and therefore a list of lab protocols that can be used will be set-up.

GTTN will organise ring and blind tests the results of which will be preconditions to be in the GTTN expert database. Also timeliness and consistency will be evaluated. Experts missions can be organised to support labs (and not to evaluate them).

5.1.2 How should GTTN go about standardisation?

A definition of *standards* and its distinction from *guidelines and protocols* is needed and should be unambiguously communicated throughout.

An exhaustive evaluation of the already available standards/guidelines and protocols across methods will be done. The assembled standards will then be reviewed and useful information from tracking standards from other sectors (food, water, ...) will be integrated.

5.1.3 Who should be involved with standardisation?

There needs to be a lead person who sets up a structure, collects everything and drives the work.

GTTN will be open for everyone interested to take part in the tasks but there will be two types of members: (i) those from developing countries with an interest to learn but also

to give input from a producing/processing country perspective (possibilities, issues, ...),
(ii) those from developed countries who have an interest in setting up standardised guidelines and become part of the expert database

Working Group composition will depend on the task. To set up guidelines for collecting reference material all disciplines should be represented. But even for the other steps it might be good to have mixed-method groups as there are shared principles. There should also be a good representation of different interest groups (public research institutes, private sector) in the working group.

There should each time be a core group of not more than 10 people driving the work. This should be combined with full transparency on the ongoing work and the work on the agenda giving all participants registered for a Working/Topic Group the chance to give input.

5.2 Workshop towards an updated GTTN database concept

5.2.1 The expert database – a decision support system

The development of the expert database should be a priority. There is a real need for enforcement authorities to know from where they can get information. A large fraction of the functionality of the expert database has already been implemented By Richard B in GTTN phase 1. The discussion focused around the following topics:

5.2.1.1 Keeping data up to date and taking stock of existing initiatives

The TRAFFIC database currently compiles information on 40 institutes and contains information on methods (Anatomy identification, microscopic at molecular level, isotope, DNA, genetic), which species are covered, geographic expertise, repository info, availability, training, time and cost. It was pointed out that the WRI has a complementary/overlapping dataset and that GTTN should aim for a combined effort. Action points include: a) engage in discussion with TRAFFIC and WRI on how to cooperate on this issue, and b) validate template with key partners before any next round of information collection round, with a final structure defined on the basis of what meta information on laboratories and organisations would be useful to have in the database.

An approach would need to be developed to keep information up to date.

5.2.1.2 Method suitability and Making a Claim

Different methods are suitable to answer different questions, but also reference data availability affects whether a method can be used to assess a particular claim. However, method availability based on reference data presence could be used by actors to “reverse engineer” and map out where data is not available, and tag shipments according to this info – to ensure that the origin/species could not be validated at point of import to e.g. an EU country. In principle we should have a decision tree for users to help them narrow

down what is the question that they want answered. Some possible questions can be: what species? what location? or when harvested?

We should also leave the possibility to make open claims for the experts to answer (Wood anatomist: They might ask me to tell me something about this table, the customer request can be very vague).

An observation was that dating/ date of logging can be a very relevant factor. This becomes an important question when looking at products where cascade input is used, or e.g. old furniture. For older samples, the species is currently CITES listed, but at the time of harvest (e.g. 50a ago), the utilisation of the species was legal. In products with a recycled/cascaded component – what if a fraction of the product recycled comes from a CITES species?

5.2.1.3 Once a claim has been formulated: Selecting a lab

Different criteria can be used when selecting the lab to analyse the claim, perhaps creating a filter for the experts by attributes (e.g. geographic proximity, amount of time to analyze a sample). Accreditation of labs as a measure of credibility was also discussed, but the discussion voted led to leaving out the lab accreditation for the moment. The type of lab/institution will affect willingness to provide service. E.g. university labs might not be interested or allowed to perform analysis services for commercial actors, but might be willing to do so in an academic context.

It would be possible to have a function to get a quote from a lab. The idea here was that after defining your claim and seeing the list of labs, there could be a button to press to “Ask for a quote for you claim”. The system would after guiding the user through defining the claim, know the claim details, and could formulate an email request to the lab with the specifics and the information that this request comes through the GTTN portal. This in turn might motivate the labs to keep the GTTN portal information up to date on their service provision capacities. If the description of the services they can provide is too narrow, they’ll miss out on business, but if it is too broad then they will get requests for work that they can’t address, causing inefficiency.

5.2.1.4 Other points

Usability was emphasized in many comments: the expert database should be practical and accessible to non-experts and might not be very interested in different scientific methods. They just want their questions answered. Once the service is deployed, awareness raising is needed to promote the service to relevant people.

5.2.2 The reference database

5.2.2.1 Hosting and Safety

The institute hosting the service should be carefully selected. It is not only a question of technical capacity, but the host should also be seen as: neutral, accepted, safe and be free of conflicts of interest. The access to database should be controlled through secure accounts. The access rules regarding who manages access and takes decisions on who has access and who not, needs to be settled.

5.2.2.2 Inventory of data

We should first have an overview of who has what data: species, site, data type and where reference samples are physically hosted. We should list publicly funded samples e.g. as provided by a government AND secure confirmation that these are ALSO available for users. The session discussion asked how to ensure reliability of data - how to ensure data correctness, e.g. through some sort of classification? One answer was that people who see possible errors should be able to flag these and suggest possible corrections. Part of discussion intersected with the expert database discussion on lab certification.

5.2.2.3 Willingness to share data

A key barrier to implementation of a functional service in Phase 1 of GTTN was the participants' hesitation to share reference data. The issue of willingness of institutes to share their data should be addressed as a matter of priority (noting that most of these are funded by public bodies), e.g. by better identifying what could be the potential benefits for the institutes. The discussion focused around how to motivate stakeholders to share data by service design. For example that you can only have access to data if you share: if you contribute a lot, you can access a lot. Similarly, it was suggested that we could only promote lab expertise on the expert portal based on data inputs, and thus motivate data provision.

While the prime mission of the GTTN is to facilitate actors to carry out analysis of claims, often on a commercial basis, a need exists to differentiate between commercial and public labs that contribute data. In some countries research data (e.g. Bolivia) cannot be used for commercial purposes as per legislation.

5.2.2.4 Links to External databases

Should we have a centralized or distributed database system? Even with the centralized system, some partners might only store metadata in the db. In e.g. wood anatomy there are large existing databases with lots of images, which surely cannot be entirely copied. How do we incorporate these? This goes down to the level of metadata used to describe those databases. If each record is described by metadata and that metadata can be provided in bulk through some metadata service, it might be possible to access individual records of those distributed databases via our GTTN service. If there is only a database

level metadata record, we will have to only direct the user to this external source's search interface. The conclusion from the database linkage discussion was that the database should be a hybrid solution that contains both metadata describing the data available from participating labs by request and contain actual data with its relevant metadata descriptions. This solution allows smaller labs to directly deposit their data in the database. Data providers did request that it should be possible to upload large data dumps into the reference database. If labs are not inclined to share their data openly with everyone, the "data search" interface will lead the user to the record describing the data and instead of a "Download data" button, there will be a button to "Send request to lab for reference data".

5.2.2.5 Design and New Features

The reference database should be simple and realistic to maintain to ensure that it can be managed over time with reasonable (limited) resources. It could be useful to have some economic background information – to highlight economically important timber species.

5.3 Workshop on communication

5.3.1 Key messages

Considerable discussion focussed on the key messages that meeting participants wanted to see brought forward by GTTN. Key messages addressed four main topics: a) the importance of implementing due diligence, b) clarification of how GTTN can help with the development of due diligence systems, c) communication about the GTTN service portfolio and service providers, and d) help communicating on the status of scientific development.

GTNN should start with the core messages that "We are building a global timber tracing database"; that "GTNN can help unambiguous determination of wood species and origin"; that "GTNN can support traceability from product to tree". Authorities and private sector should be shown a list of services are available from the GTNN network to assist due diligence or law enforcement. GTNN offers means also to audit (and as such complement) due diligence systems. Make clear that timber forensics are crucial to third party verification of claims.

GTNN should develop an overview of what kind of questions can be solved, e.g. by showing product specific application examples, to demonstrate a confirmation or exclusion of a claim of species and/or origin. Lead authorities and private sector to the institutes whom they could contact to verify a claim.

Relating to law enforcement and forensics, it is important to increase awareness of traders and operators how timber tracking helps detecting illegal activity and how it feeds into law enforcement. Argumentation can lean on cost-benefit comparison, putting

costs versus risks: “If you get caught, you lose more. Sloppy DDS might cost you much more than involving timber tracking know-how”. An overview of court cases could be developed to show where timber forensic methods were crucial, perhaps in a similar way as or linked to the EU-TWIX initiative (<http://eu-twix.org>). There was a call for the development of good practice guidance on timber forensics case building aimed at law enforcement practitioners, to show “What is the best way to take a case to court.”

Key messages need to be further crafted during the course of GTTN, and it will be an important part of the communication strategy to link key messages to key audiences.

5.3.2 Audiences

In a very basic format, on the one hand GTTN needs to bring together providers of services for identification of timber species and origin, and on the other hand it needs to reach out to promote these services and the network partners to those who may actually and potentially benefit from using the services (i.e. the users or customers). While most audiences were identified for these two groups, special attention needs to go to communication with the donor community, scientific networks.

Service users and intermediaries

- Regulators, Government, Authorities (e.g. incl. EUTR Competent Authorities, CITES authorities)
- Customs
- International organisations (UNEP-WCMC (ref EUTR support), Interpol, CITES, World Bank, UNODC, Europol, ICCWC, WCO, etc.)
- Third-party Certification bodies (e.g. FSC, PEFC)
- Trade associations (ETTF, national TF, CPI trading association), Timber suppliers, logistics, traders, importers, sellers
- Forest-based industries
- Architect networks, Green building council
- International and national environmental NGOs (IUCN, Traffic, WWF, Greenpeace, Client Earth, Environmental Investigation Agency, Global Forest Watch etc.)
- EU-TWIX network

Service providers

- Scientific and research institutions, Scientists and researchers
- People in charge of herbarium collections
- Wood collection curators
- Methods-based research networks e.g. experts of the International Association of Wood Anatomists
- Promoters of using less known timber species (includes also architects etc.)

Other important audience groups

- Donors (actual and potential)

- Scientific networks (in general)
- Media (journalists)
- Students
- Public Relations firms might be useful to reach certain target groups that require particular approaches
- Steps should be undertaken to ensure that the GTTN website will show up high in related query results in e.g. Google or other web-search engines.

5.3.3 Social media

As a result of the joint review of social media that GTTN should keep visibility on, Twitter, Youtube and LinkedIn came out as professionally the most-used social media. Flickr and Slideshare will be continued for distribution of e.g. meeting pictures and presentation slides. Scientists actively use ResearchGate to promote and share research results and GTTN should consider developing a profile on this medium as well.

With support from



by decision of the
German Bundestag

www.globaltimbertrackingnetwork.org

The objective of the Global Timber Tracking Network (GTTN) is to promote the operationalisation 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).