

You are invited to the STTC Conference 2017

Thursday 21 September 2017, Aarhus (Denmark)

Sustainably sourced tropical timber – selling a positive story A European Networking Event

The [European Sustainable Tropical Timber Coalition](#) (STTC) Conference 2017 will be **the** opportunity to learn how to sell the positive story that sustainably sourced tropical timber has to tell; to discuss the challenges, share knowledge and best practice with colleagues from across Europe on marketing the material to a range of audiences. It will also be a great opportunity to network with buyers, suppliers and specifiers.



The STTC Conference 2017 will be under the expert guidance of key note speaker Nigel Hollis, Executive Vice President of and Chief Global Analyst of market researchers Kantar Millward Brown, and moderator Peter Woodward of Quest Associates.

It will explore how to improve the image of sustainably sourced tropical timber and market it as a rich and diverse resource that contributes to forest conservation – and do that in a way that appeals to specifiers, end users and consumers.

The STTC Conference 2017 will explore how to improve the image of sustainably sourced tropical timber and market it as a rich and varied resource that can contribute to forest conservation – and to do so in a manner that appeals to users and consumers.

Learn about

- progress made by STTC members
- new initiatives and projects marketing sustainably sourced tropical timber – how can you work with them?
- communicating the benefits of tropical timber use and best practice, looking at:
 - Life Cycle Analysis (LCA)
 - contributions to Sustainable Development Goals (SDGs)
 - Climate Change Mitigation
- marketing Lesser Known Timber Species
- opportunities for a European tropical timber and pulp and paper covenant
- sustainable sourcing promotion by timber trade federations.

Multi-sector open discussion

The STTC Conference 2017 will gather STTC partners and participants, timber trade federations, timber traders, construction sector representatives, NGOs and other stakeholders. It will also include opportunities for delegate input, including interactive plenaries and table talks.

The full program will be published soon at www.europeansttc.com.

Location

The venue is Centralværkstedet: Værkmestergade 9, 8000 Aarhus C.

You can book a room with 15% discount at the hotels Comwell and WakeUp mentioning the STTC conference at Centralværkstedet.

Excursion and Networking dinner, September 20, 2017, 14:00

Interested in seeing the city you are visiting from a sustainably sourced tropical timber perspective? Aarhus is among the cities with the highest, most diverse use of tropical timber in every day and iconic use. On September 20th, delegates can join an FSC Denmark-organised tour to the most interesting construction applications and other uses of tropical timber in the city. Meet the construction companies and designers behind the projects and learn why they chose sustainably sourced tropical timber.

The tour will end in the spectacular settings of Aarhus harbor, where the European STTC and FSC Denmark invite you to a networking dinner.

- 14:00 Walk to see showcase projects (3.5-5 km walk)
- 18:00 Networking dinner (costs will be announced soon)

Information and Registration

The STTC conference on September 21 is free of charge (including lunch, drinks and refreshments).

Please click here to [register](#), and for more information please contact

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We look forward to seeing you at the STTC Conference 2017!

Yours sincerely,

European Sustainable Tropical Timber Coalition (STTC)
FSC Denmark
Probos (Conference organizer)



Nigel Hollis

Nigel Hollis is an author, analyst, researcher, speaker, and commentator on marketing. He brings 30 years' research experience to how marketing communications can build and maintain brands. He is author of *The Global Brand: How to create and develop lasting brand value in the world market* and *Brand Premium*, which explains how to develop a strong brand to generate revenue growth and has won the 2015 Berry-AMA Book Prize for the Best Book in Marketing. Nigel is four-time winner of WPP's Atticus Award for original published thinking in marketing services.

Peter Woodward

For the fourth consecutive time, Peter Woodward of Quest Associates is moderator of the STTC conference. His engaging personality and twenty years of experience combine to lift the normal conference or workshop experience to new levels of energy and value. With the previous STTC conferences he managed to achieve outcomes beyond participants' expectations in a relaxed yet purposeful manner. Peter has a special interest and expertise facilitating dialogues and conferences related to the sustainable development agenda.

STTC – the background

The STTC launched late 2013 in Amsterdam against a background of falling European tropical timber imports, convened and supported by [IDH Sustainable Trade Initiative](#). Its aim was to halt and reverse this trend, while increasing the market share of sustainably sourced tropical timber.

One factor in European consumption decline was the international economic crisis. But there was broad consensus that tropical timber's poor environmental image was also an issue; a point confirmed at the 2016 STTC conference, '[Real impact through timber purchasing policies](#)'. Effective campaigning by NGOs on tropical deforestation and illegal logging had combined with lack of market awareness of the benefits of using sustainably sourced tropical timber. The result was to deter many consumers and specifiers from using the material at all and it was switched for alternatives across the market.

It was feared this unnecessary substitution could, in turn, lead to tropical timber suppliers turning to other, less environmentally concerned buyers than Europe. It might even result in forest conversion to other uses.

The role of the STTC is to boost awareness, specification and use of sustainably sourced tropical wood. The aim is to increase European sales to 50% above 2013 levels by 2020. Since its launch, Coalition partners and participants have worked on a range of initiatives to improve tropical timber's market image. They have focused on areas such as sustainably sourced material's carbon benefits and life cycle analysis and based their arguments on the [facts](#).

The 2017 Conference will be yet another milestone in the STTC's efforts to boost European imports of sustainably sourced tropical timber and, as a result, support growth in sustainable forest management in tropical countries.

www.europeansttc.com