



FAIR &
PRECIOUS

BY **atibt**

TROPICAL TIMBER, MUCH MORE THAN TIMBER

FAIR & PRECIOUS

A collective brand that relies on international forest management certification and regulation to steer buyers toward tropical timber companies that are committed to a sustainable development approach.

SUSTAINABLE FOREST MANAGEMENT



«Hyper-consumption» must gradually disappear in favour of more qualitative and participatory ways of thinking. Fair&Precious forest managers want to shape a new way of doing things. With Fair&Precious, they are creating a collective that allows them to promote their values and pool their actions together.

They are therefore developing modes of «positive activism», offering models that are respectful of both the planet and humans*.

** COP 21: signature of the Paris Agreement (12/2015) highlighting the role of forests as a solution to limit climate change (Article 5)*

PROMOTING BEST PRACTICES

Created at the initiative of ATIBT*, the collective Fair&Precious brand aims to:

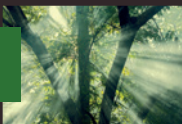
- **raise awareness among European buyers and consumers of the importance of certified forest management,**
- **ensure that eco-certified tropical timber is recognised as both a remarkable and a responsible material.**

Through this approach, ATIBT and forest managers aim to ensure the economic viability, the social equity and the preservation of forest ecosystems. They stimulate the entire supply chain through the development and promotion of best practices.

**Association Technique Internationale des Bois Tropicaux
International Tropical Timber Technical Association*

FAIR & PRECIOUS' 10 COMMITMENTS

01



**MANAGING AND PROTECTING
FORESTS TO COMBAT
GLOBAL WARMING**

02



**PRESERVING FOREST RESOURCES
BY HARVESTING LESS THAN
IS NATURALLY GROWN**

03



**DEVELOPING KNOWLEDGE ON
BIODIVERSITY TO FACILITATE
THE RENEWAL OF THE SPECIES**

04



**ENSURING THE
PRESERVATION OF THE
LIVING SPACE OF WILDLIFE**

05



**IMPLEMENTING
PROGRAMMES THAT
COMBAT POACHING**

06



**CONTRIBUTING TO THE WELL-BEING
OF POPULATIONS BY FACILITATING
ACCESS TO EDUCATION,
MEDICAL CARE AND HOUSING**

07



**STIMULATING THE ECONOMIES OF
PRODUCER COUNTRIES BY ENHANCING
THE VALUE OF THE FOREST AND FAVOURING
THE LOCAL PROCESSING OF TIMBER**

08



**SETTING UP TRAINING
COURSES FOR THE FOREST
AND TIMBER TRADES**

09



**PROVIDING TECHNICAL
KNOWLEDGE ON THE DIVERSITY
OF TROPICAL TIMBER
SPECIES AND THEIR USES**

10



**PROMOTING RESPONSIBLE
PURCHASES OF THIS
EXCEPTIONAL MATERIAL**

RIGOROUS RIGHTS REGARDING USAGE OF THE BRAND

In order for a forest manager to claim the right to use the Fair&Precious brand, he or she must be an ATIBT member and have a monitoring procedure that is approved by ATIBT's board of directors, such as forest certification in sustainable management (SFM- Sustainable Forest Management) FSC and/or PEFC.

To show that it is serious and to protect the virtuous character of the brand, ATIBT reserves the right to suspend a forest manager's right to use the brand in the event of a demonstrated degradation of its practices from an environmental, social, economic or regulatory standpoint.

JOIN THE MOVEMENT

You are a service-based company, a prescriber, a buyer, a distributor, a user of tropical timber... You are a professional organisation, a training or research entity, a government organisation, an NGO...

You share the values conveyed by the Fair & Precious brand and you agree with its commitments. Show your support by becoming an official partner.

Please visit www.fair-and-precious.org



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FOR SUSTAINABLY MANAGED TROPICAL FORESTS

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