



FAIR&PRECIOUS

The collective brand for legal and eco-certified African timber celebrates its first anniversary

PARIS, November 13, 2018 – To mark the first anniversary of the international Fair&Precious brand, created by the ATIBT (International Tropical Timber Technical Association) whose mission is to promote the development of a sustainable, ethical and legal tropical timber sector, the time has come to take stock of the brand's missions and to open up new perspectives.

Fair&Precious: a landmark for sustainable forest management

Created in November 2017, the Fair & Precious collective brand aims to persuade European consumers to purchase products that use ecological and responsibly-sourced materials. By allowing the final consumer to clearly identify African timber and guaranteeing that it does not come from illegal distributors but from logging producers that are managed sustainably and responsibly, Fair&Precious has become a real landmark.



Total commitment of its members for a global CSR approach

Whether promoters or prescribers of the brand, F&P members believe in the emergence of a more humane economy, protecting both humans and nature in a relocated economy. Beyond the environmental dimension of its commitment, F&P puts all its energy into defending social and societal causes such as respect for local populations, their education and their health.

Many partners committed to promoting the brand on a daily basis

States, communities, funders, certification bodies, NGOs, associations, unions, research centres, universities... All are determined to be part of the Fair & Precious

community and share its values to promote the Fair&Precious brand and best practices in forest management.

Open collaboration with several prestigious certification labels

In order for a forest concession holder to benefit from the Fair&Precious brand, they must both be a member of ATIBT and use a control procedure approved by the ATIBT Board of Directors, such as FSC or PEFC sustainable forest management certification. These labels are controlled by certification bodies such as Bureau Veritas and are there to guarantee the application of strict rules to ensure the traceability of the material from the forest to the finished product.

The symbolic brand of collective awareness and behavioural change

The initiative has not gone unnoticed and the first collaborations were not long in coming. The SNCF group for example, has chosen for its sleepers ecological tropical wood, a material highly appreciated for its natural resistance which does not require any chemical treatment. Or the Republic of Congo and Gabon, whose aim is to gradually impose certification on all forest concession holders.



Forest certification, an essential issue for the planet

In 2016, only 30%* of the products made in the European Union with tropical wood were certified as being produced in a sustainable way. If the Netherlands (63% in 2016), the United Kingdom (49%), Germany (20%), France (12%), Belgium (12%), Italy (5%) and Spain (4%) committed to a 100% Fair&Precious target, this would represent 85.6% of all EU purchases and especially 5.3 million additional protected hectares.

Benoit Jobbé Duval, Director of ATIBT "We are very proud to have brought together so many prestigious partners around our project, all of whom are fighting the same battle, to guarantee the future of tropical forests, to participate in their sustainable management and above all to make citizens aware of their missions and their importance."

Fair&Precious' 10 commitments through its manifesto

- Manage and protect forests to combat climate change
- Preserve forest resources by harvesting less than naturally grows
- Develop knowledge on biodiversity to facilitate the restocking of species
- Ensure the maintenance of the wildlife's living space
- Implement programmes to combat environmental crime against fauna and flora
- Contribute to the well-being of populations by facilitating their access to education, health care and housing
- Stimulate the economies of producing countries by enhancing the value of forests and promoting local wood processing
- Set up training courses in forestry and woodworking professions

- Provide technical knowledge on the diversity of tropical species and their uses
- Promote the responsible purchase of an exceptional material

About us

The ATIBT (International Tropical Timber Technical Association) was founded in 1951 at the request of the Food and Agriculture Organization (FAO) and the Organisation for Economic Co-operation and Development (OECD). At the service of the "tropical timber" sector, from the forest to the final consumer, the association plays a leading role in the implementation of international projects dedicated to the sustainable and responsible management of tropical forests. It is also one of the best technical and scientific references on tropical timber resources. In 2016, ATIBT experienced a nearly 50% increase in the number of members, bringing its membership to over 140. Alongside European actors in the "African tropical timber" sector, the ATIBT brings together states (Republic of Congo, Republic of Côte d'Ivoire, Central African Republic), NGOs (such as WWF and the Prince Albert II Foundation) and large companies. www.fair-and-precious.org

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