



ENSURING TIMBER LEGALITY IN THE DOMESTIC MARKET & PROMOTE THE USE OF LEGAL & SUSTAINABLE TIMBER IN VIETNAM

Nguyen Tien Thanh

Center for Education and Development



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1. Background information

The project “Ensuring the legality of timber and promoting sustainable and legal use of timber in Vietnam” is funded by the Food and Agriculture Organization (FAO) and implemented by the Center for Education and Development (CED) during 2020 and 2021. CED proposes activities to target the domestic market and to reduce consumption of natural forest timber products.

2.1. Objectives

- Increased understanding of the knowledge, attitudes and practices of legal timber and timber products amongst Vietnamese users, in particular amongst women and young people.
- Promoting responsible domestic timber procurement amongst private sector organizations and responsible timber consumption amongst the young people of Vietnam.
- Strengthen capacity for the Vietnam Multi-Stakeholder Implementation Core Group (Core Group) through communication, information exchange and training.

2.2. Target groups

- Deploying the activity through the cooperation with our partners and young environmental leaders who are studying faculties related to interior design, construction, and architecture.
- The direct beneficiaries are customers who purchase timber and timber products, and enterprises, as well as young architects, engineers, construction managers, and interior designers.
- The indirect beneficiaries are smallholders, local communities and members of the multi-stakeholder core group.

2.3. Activities

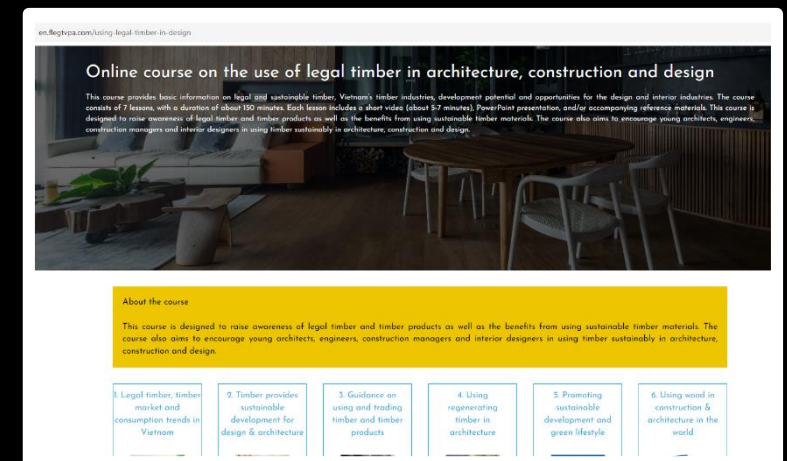
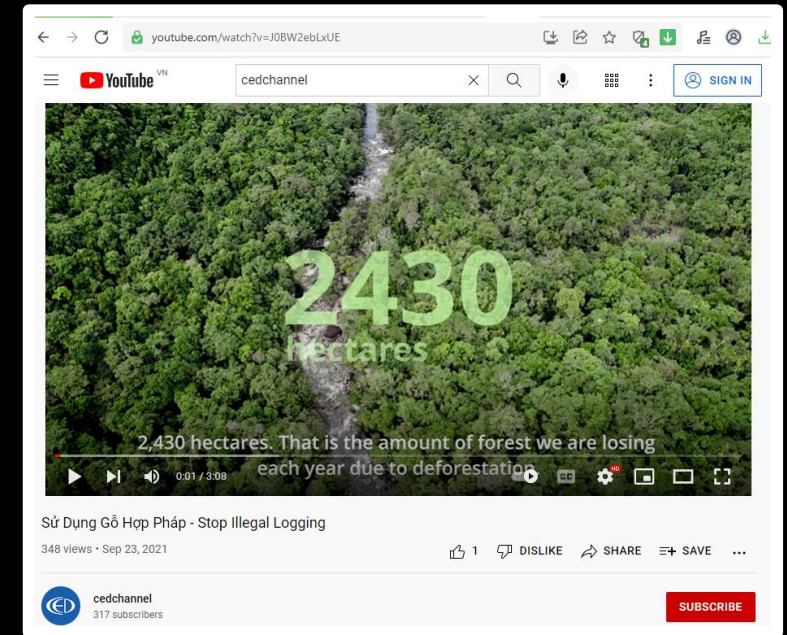
- Implementing an innovative communication plan to target the domestic market and to reduce consumption of natural forest timber products.
- Support development of innovative projects and ideas that use timber sustainably.
- Develop sustainable timber guidance for consumers on sustainable procurement and consumption.
- Toolkit for VPA communication and guide for compliance
- Maintaining the website/portal on FLEGT and core group

3.1. Achievements

- KAP survey methodology and sampling design (a report outline, a set of three questionnaires, and pilot survey before actual survey).
- An online and site survey has been conducted and reached 304 people and eight organizations all over Vietnam.
- Report - KAP survey on using legal timber and timber products amongst Vietnamese consumers, including community vision statements.
- An action plan for communication to target the domestic market to promote responsible consumption of timber products

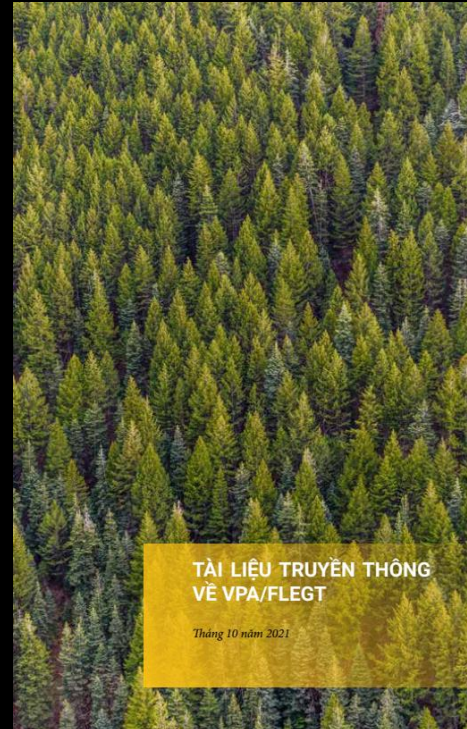
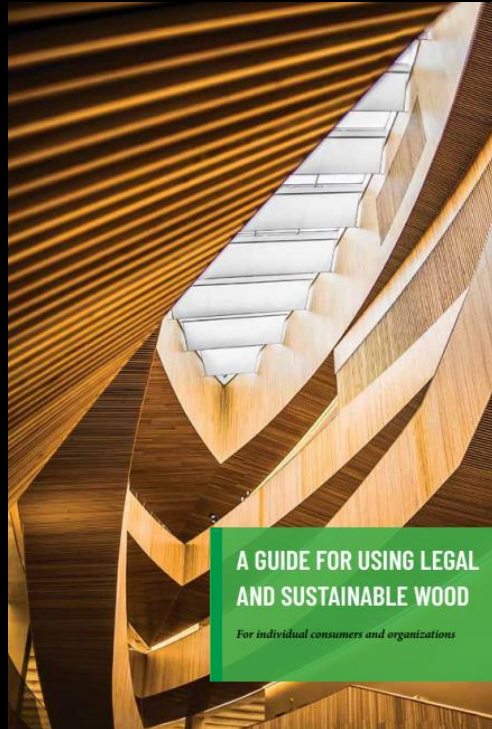
3.1. Achievements (continued)

- A communication plan leveraging social and modern media including 1 high quality trailer to enhance responsible consumption of timber products and specific campaigns to target youth.
- Develop materials and documents for teachers/professors/youth leaders to promote the use of legal, sustainable timber among young designers and youth.
- The website/portal on FLEGT and Core Group is maintained and updated.

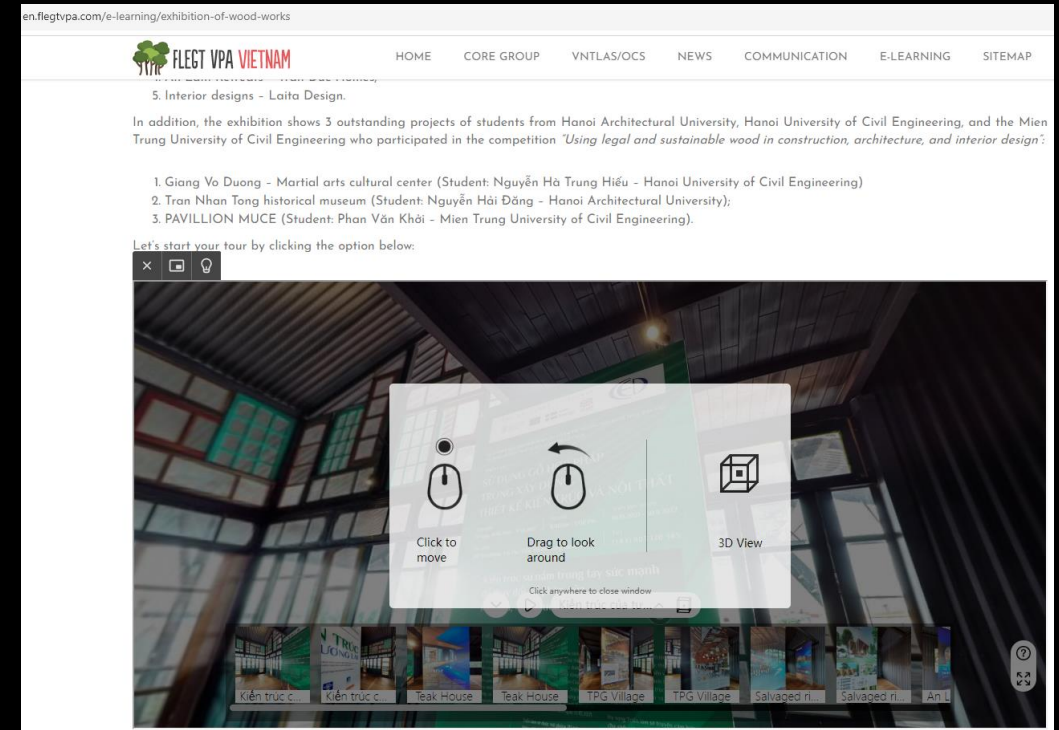


3.1. Achievements (continued)

An online Exhibition of wood works



Communication guide



3.2. Challenges

- Lack of interaction between young environmental leaders and CED in person
- The commitment of young environmental leaders is not too high.
- The shortage of human recourse is another challenge due to we always have to work with the third partner to contact or delivery activities to local communities, smallholders, so sometimes, inefficient or misunderstanding is unavoidable.

4. Conclusions

- To transform awareness into action: raising awareness is necessary but not enough to translate into action => need policies for smooth and effective implementation
- Young people's participation is a potential activity and can have a good impact on communication with young people of the same age – but it takes clear support to keep it going.
- There should be a source of support for policy advocacy and communication activities in the coming time

Thank you!

Center for Education and Development

18thA Floor, MD Complex Tower, #68 Nguyen Co Thach Street, Nam Tu Liem District, Hanoi, Vietnam

Project website: en.flegtvp.com

Tel: (84-4) 3562 7494

E-mail: thanhnt@ced.edu.vn

For further information about other CED's projects please visit our website: ced.edu.vn