

# UNECE/FAO Timber Branch Market Related Outputs Survey 2005-Results

Team of Specialists on Forest Products Markets and Marketing  
Annual Meeting – Geneva

September 26, 2005

Richard Vlosky



**UNECE** Timber  
Committee



**European  
Forestry  
Commission**

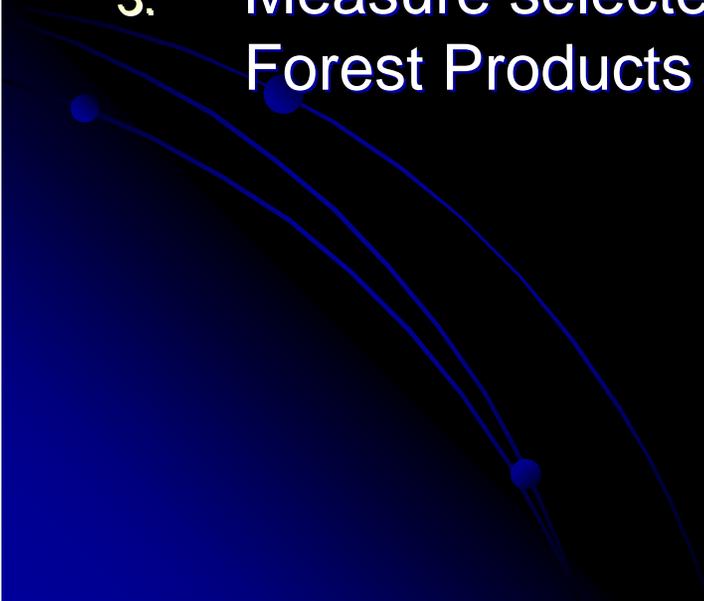
# Outline

- Overview
  - Objectives
  - Methodology
  - Results
    - Stakeholder Respondent Demographics
    - Publications
    - Website
    - Participation
  - Where do we go in the future?
- 

# Overview

The UNECE/FAO Team of Specialists on Forest Products Markets and Marketing conducted a survey of the UNECE/FAO Timber Branch's market-related outputs in March 2005, at the request of the FAO/UNECE Working Party on Forest Economics and Statistics, and in fulfillment of one of its mandate items.

# Mandate Item Objectives

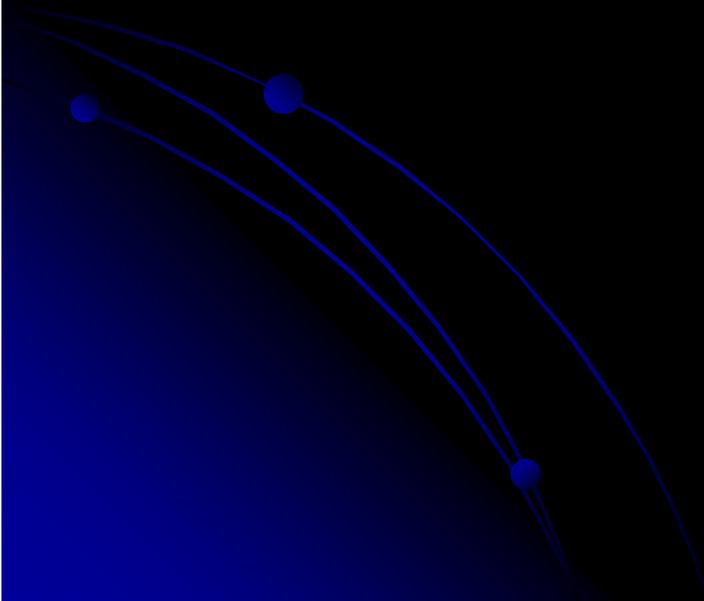
1. Evaluate all market-related outputs to enable a sound basis for decision on their content, timing and quality level.
  2. Facilitate a Timber Branch stakeholder analysis.
  3. Measure selected achievements of the UNECE/FAO Forest Products Marketing Programme.
- 

# Methodology

- The Team drafted the survey to include all market-related outputs, including publications, UNECE Timber Committee Market Discussions, and the Timber Committee/European Forestry Commission Website.
- Preceded by a pre-notification message, the survey was sent by e-mail to the Timber Branch's entire contact database (approximately 1,300 e-mail addresses), followed by a reminder notice.
- Survey allowed respondents to find more information via web links and to skip questions for unfamiliar outputs.

# Results

- Response rate was 10%.
- All stakeholder groups were represented: family, partners, policy heads, supervisors, beneficiaries, contributors, commentators, opinion makers and “outsiders”.

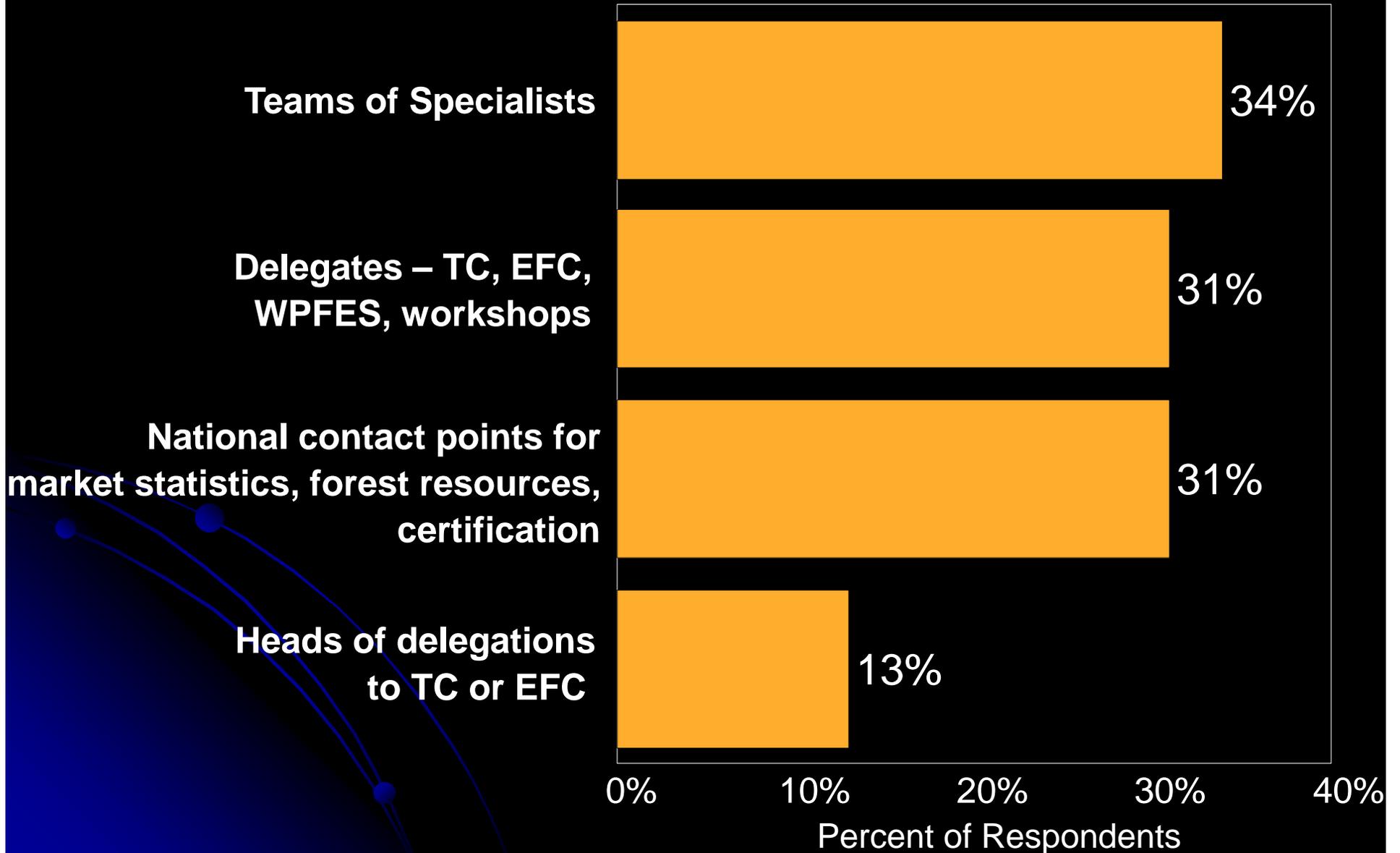


# Stakeholder Respondent Demographics



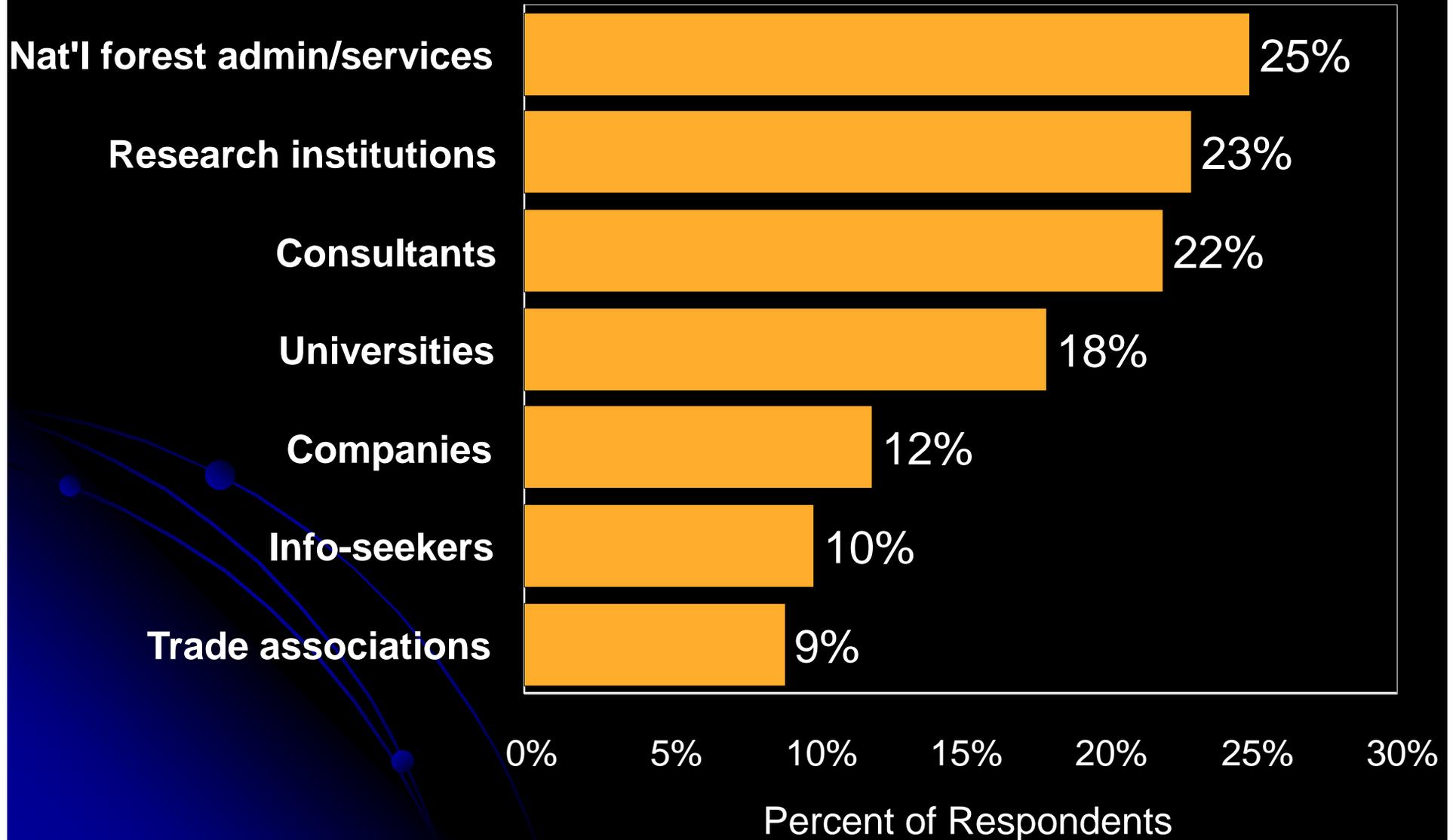
# Demographics

Stakeholder Class (Multiple Responses Possible)  
"Family"



# Demographics

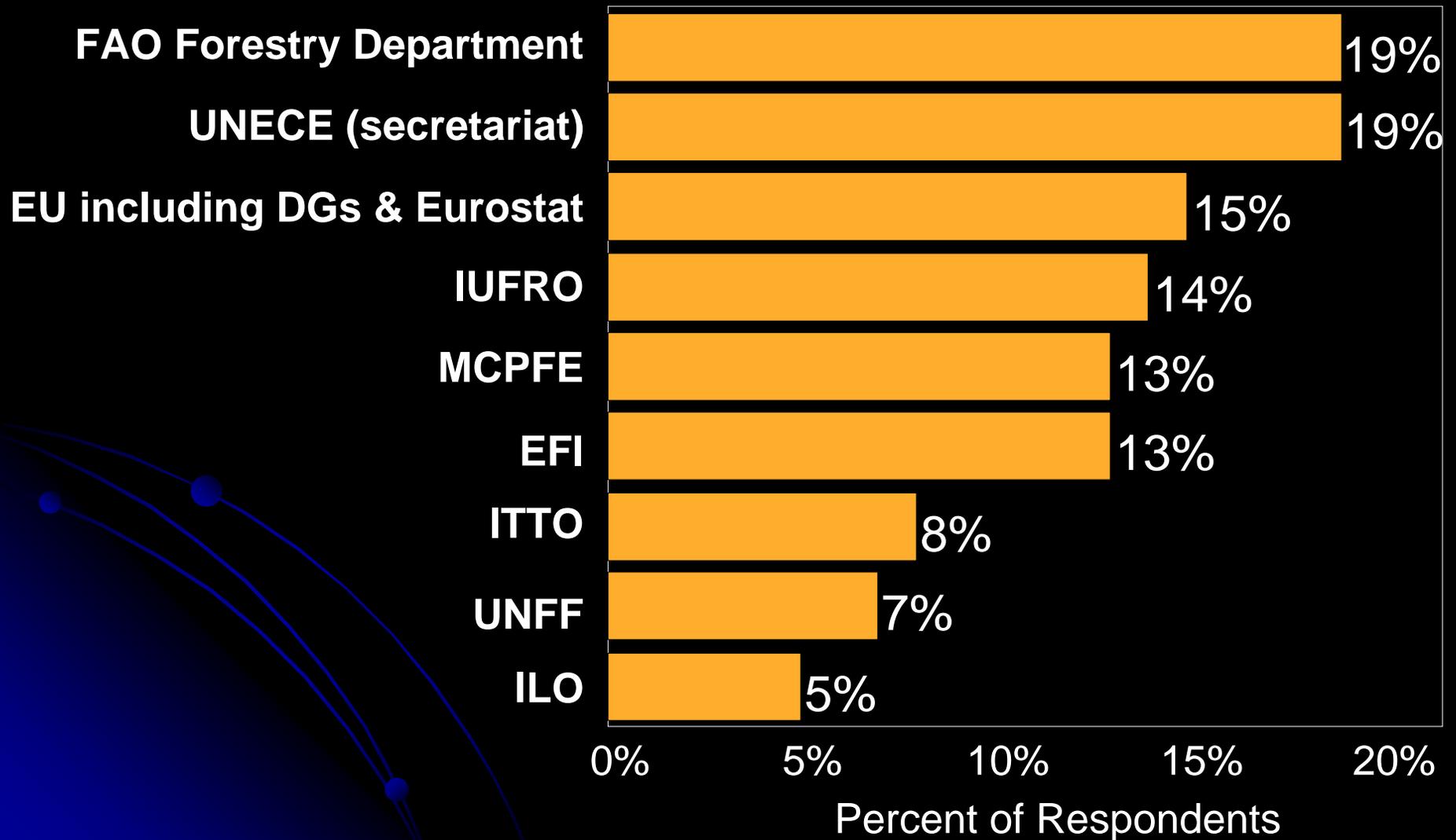
Stakeholder Class (Multiple Responses Possible)  
"Beneficiaries/Contributors"



# Demographics

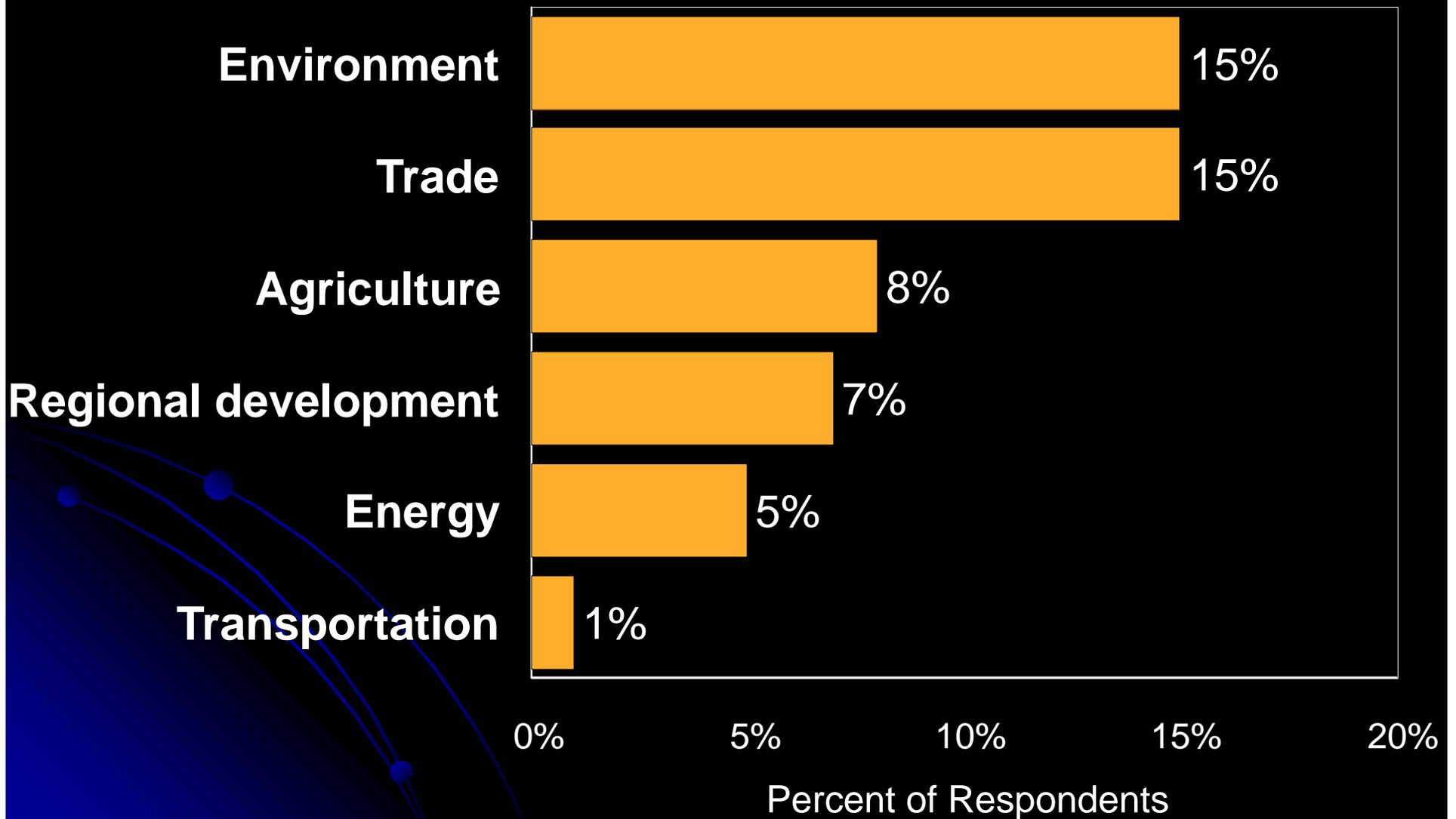
Stakeholder Class (Multiple Responses possible)

"Partners"



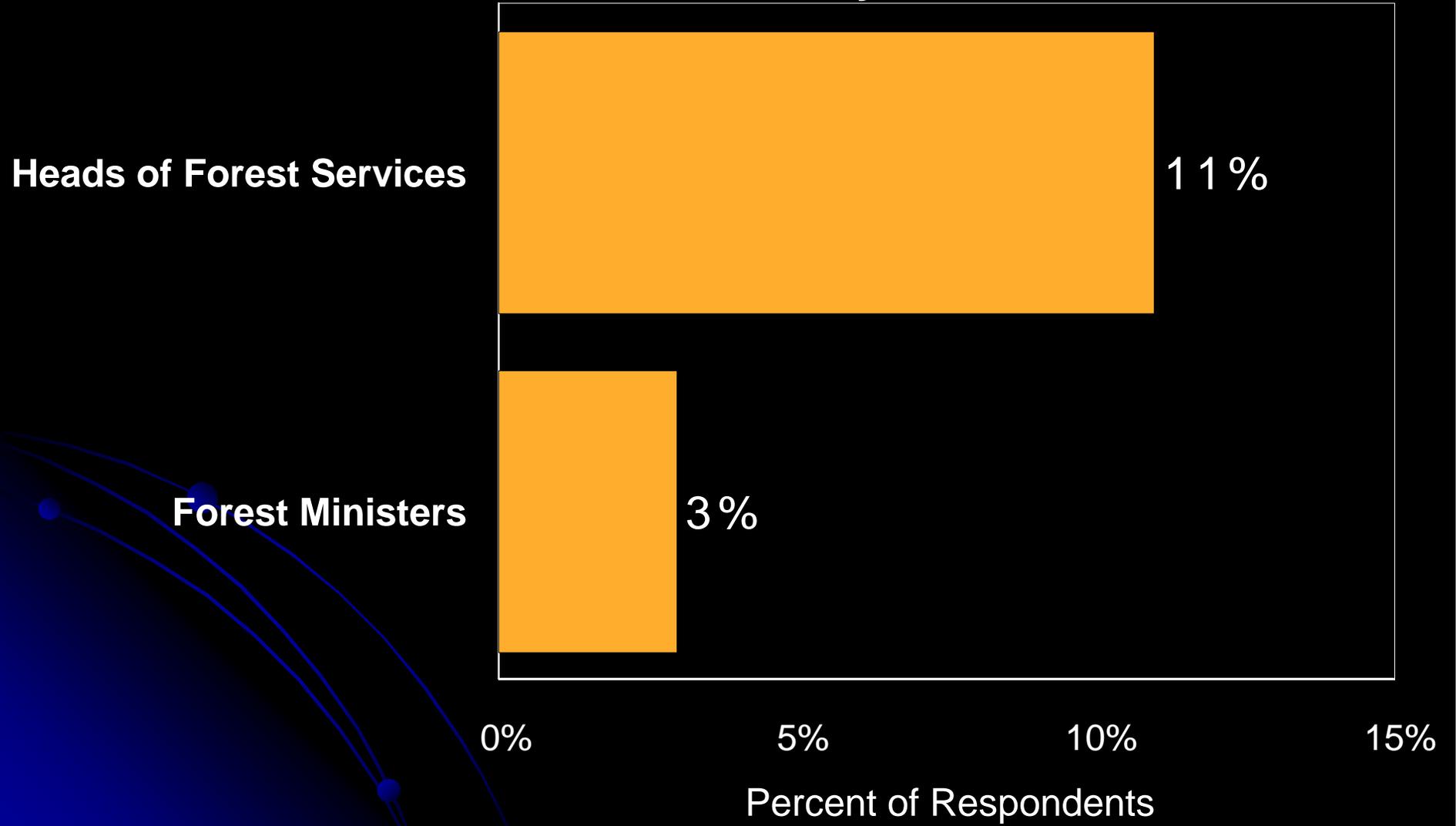
# Demographics

Stakeholder Class (Multiple Responses Possible)  
"Outsiders" in Other Sectors



# Demographics

Stakeholder Class (Multiple Responses Possible)  
"Policy Heads"



# Demographics

Stakeholder Class (Multiple Responses Possible)  
"Commentators/Opinion Makers"

NGOs

11%

Media

11%

0%

2%

4%

6%

8%

10%

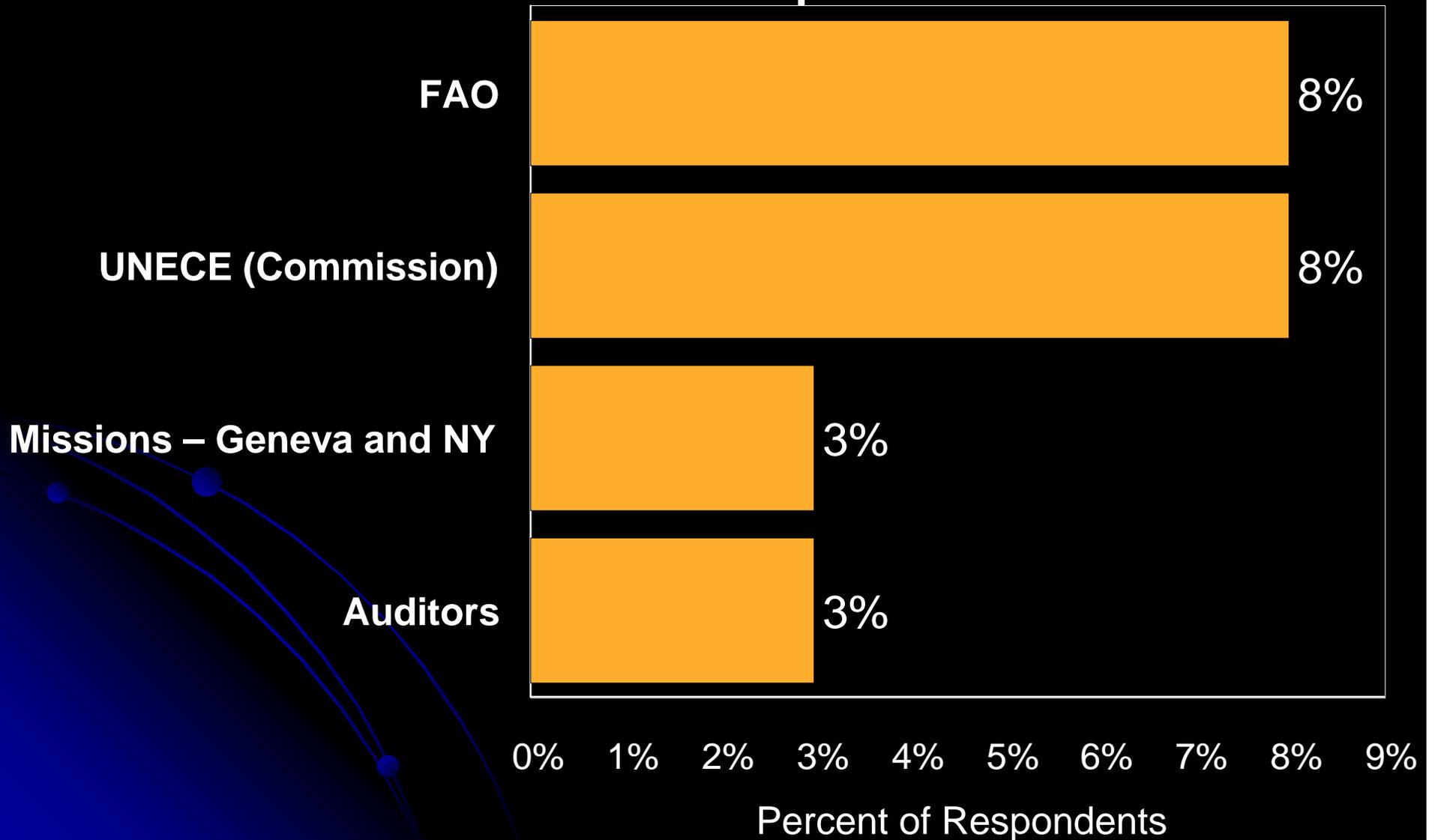
12%

Percent of Respondents



# Demographics

Stakeholder Class (Multiple Responses Possible)  
"Supervisors"

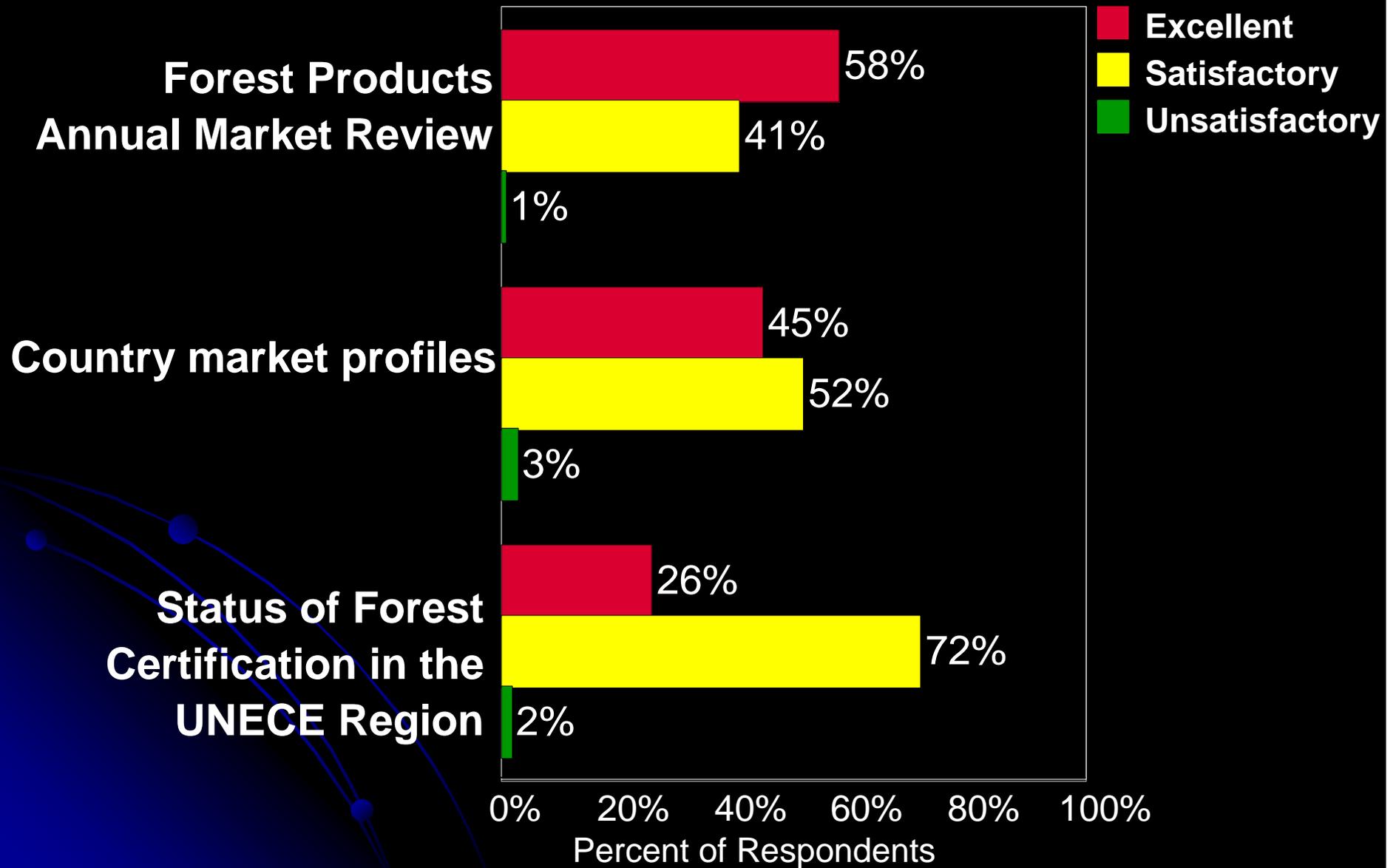


# Publications



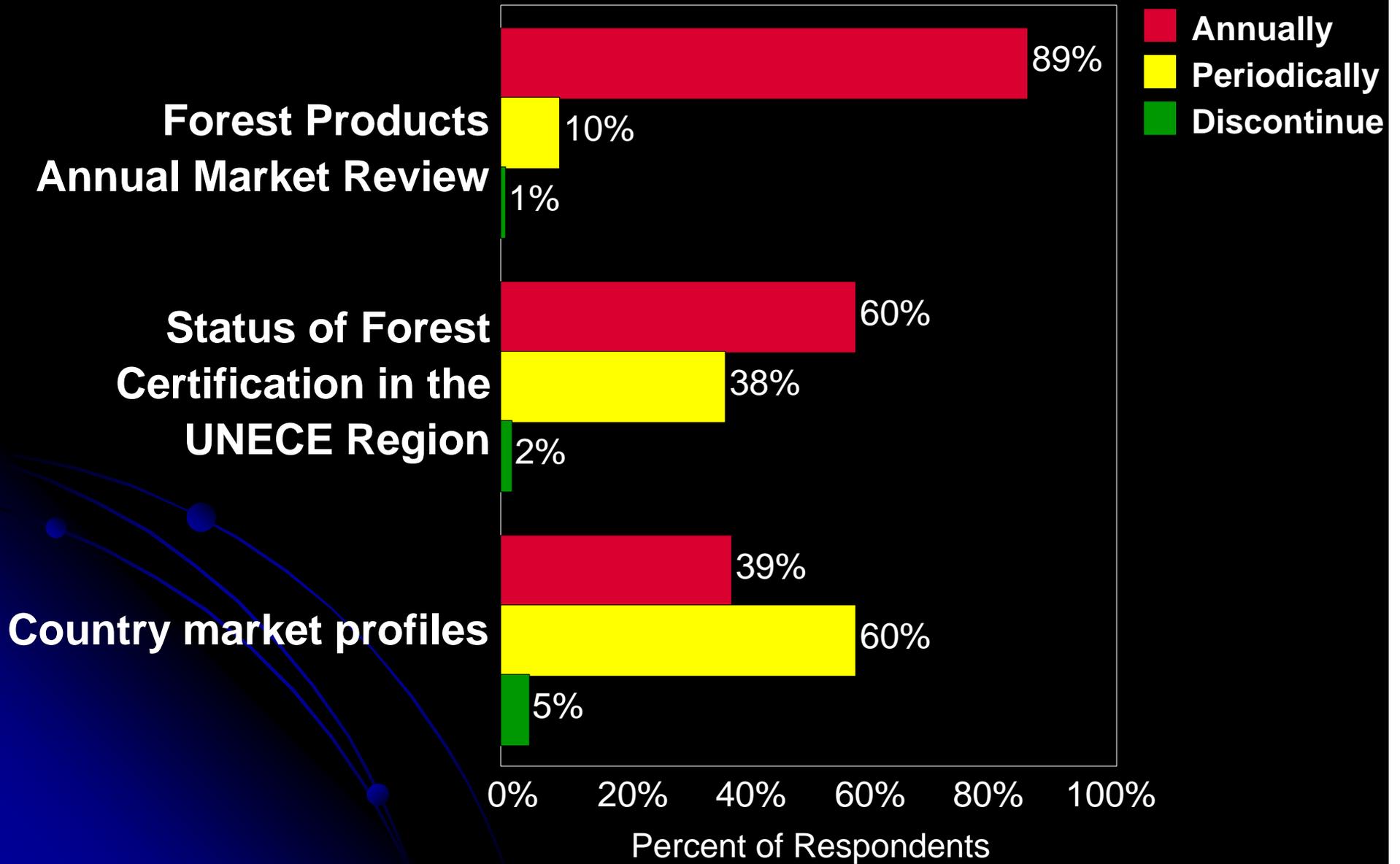
# Publications

## Rating of Content and Quality

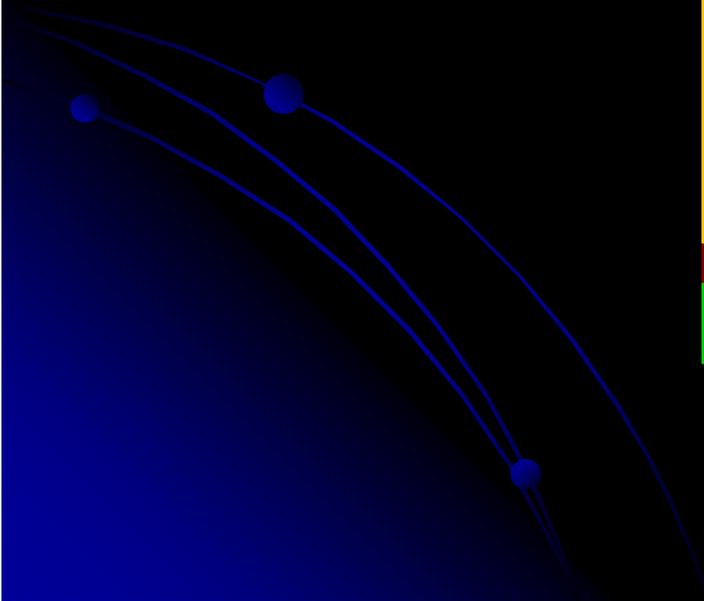
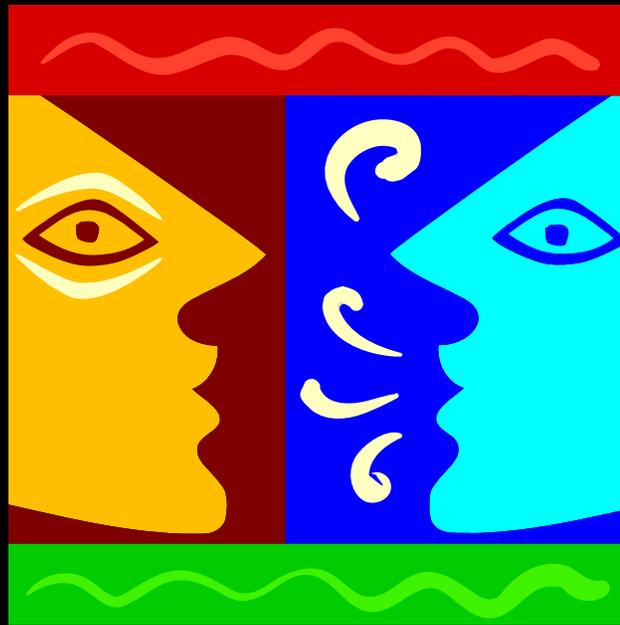


# Publications

## Recommended Frequency of Publication

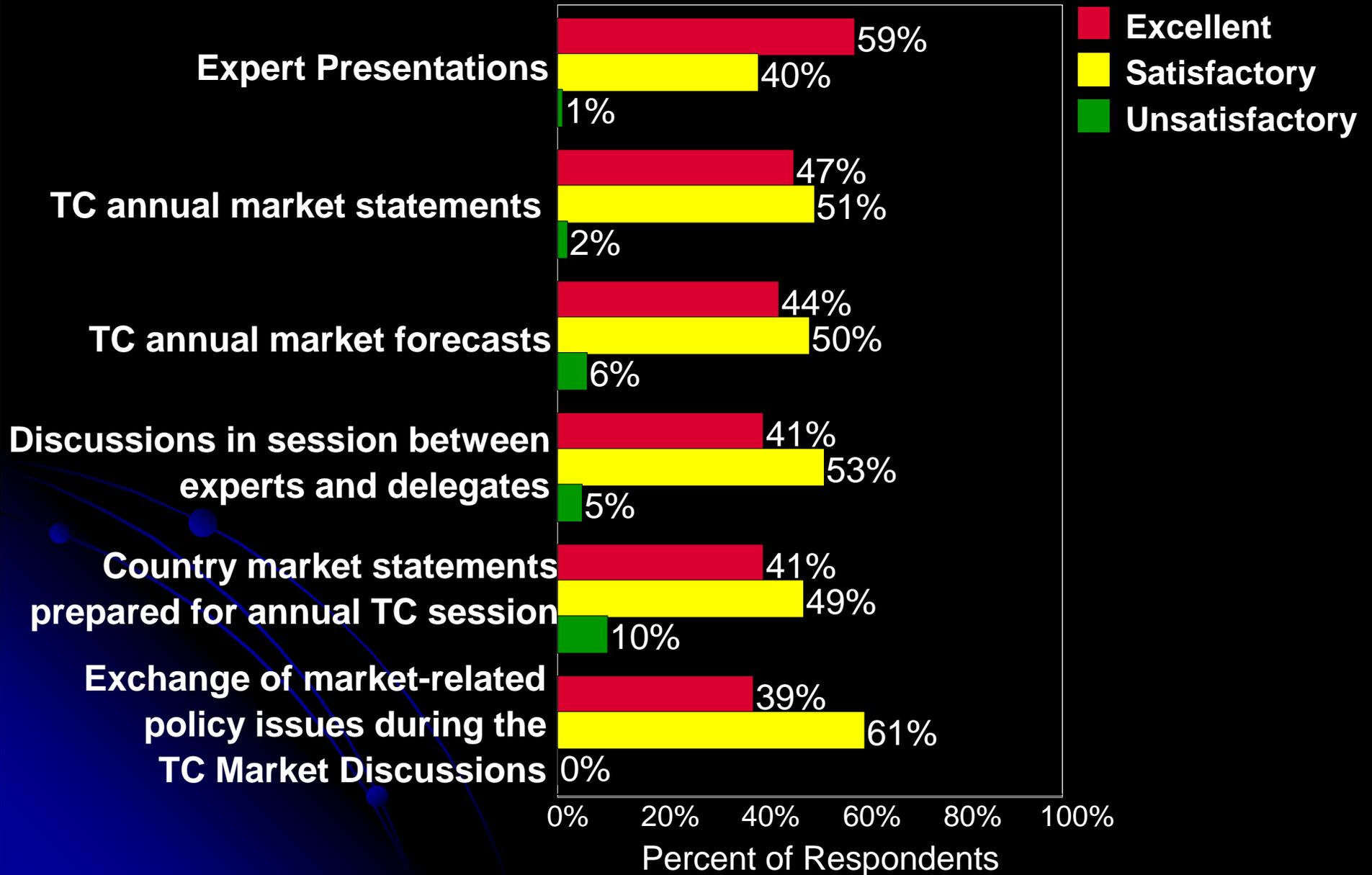


# Timber Committee Market Discussions



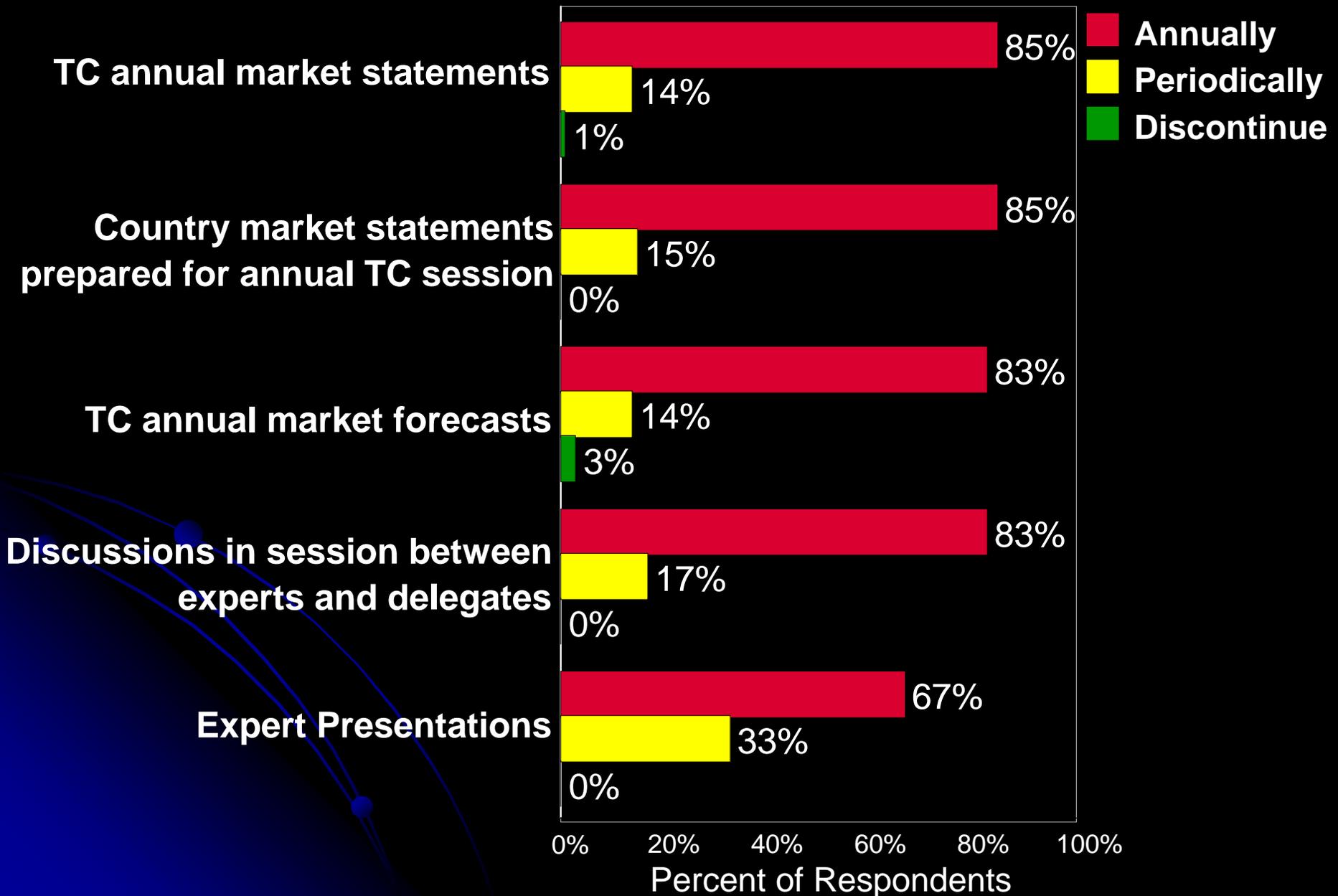
# Timber Committee Market Discussions

## Rating of Content and Quality

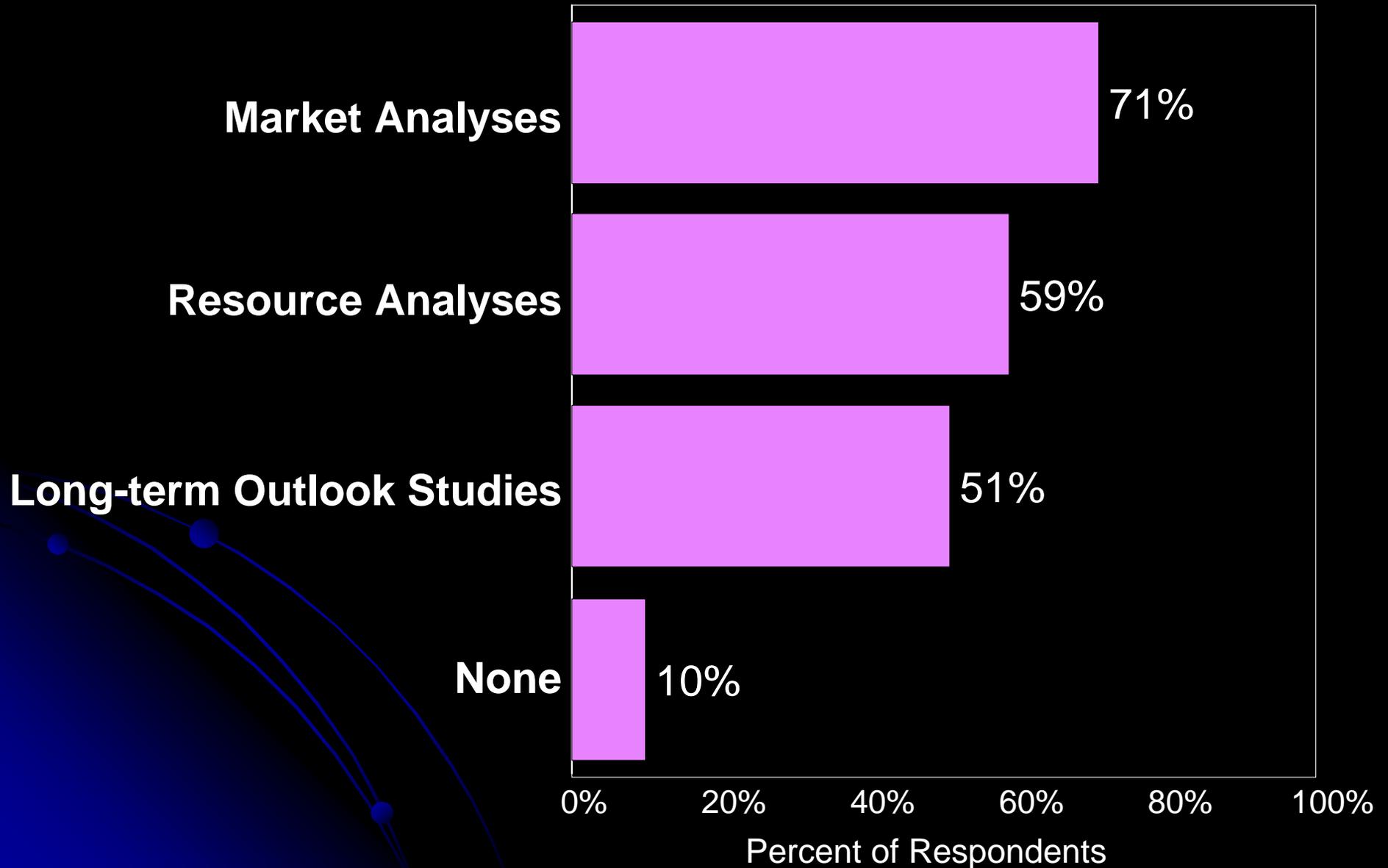


# Timber Committee Market Discussions

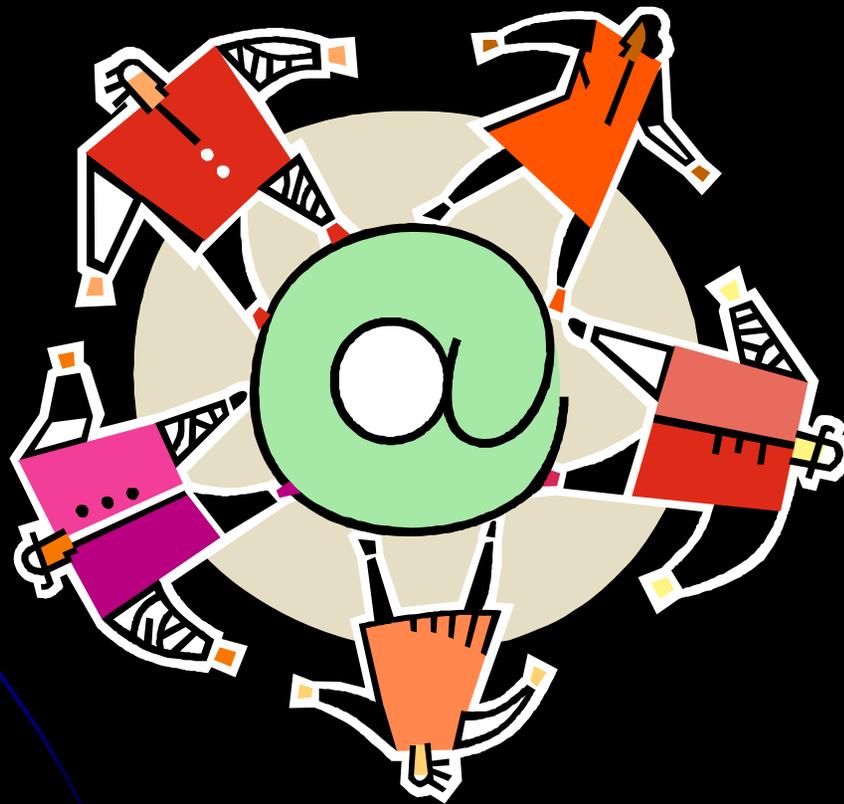
## Recommended Frequency



# Outputs Redistributed to Respondent Clientele (Multiple responses possible)

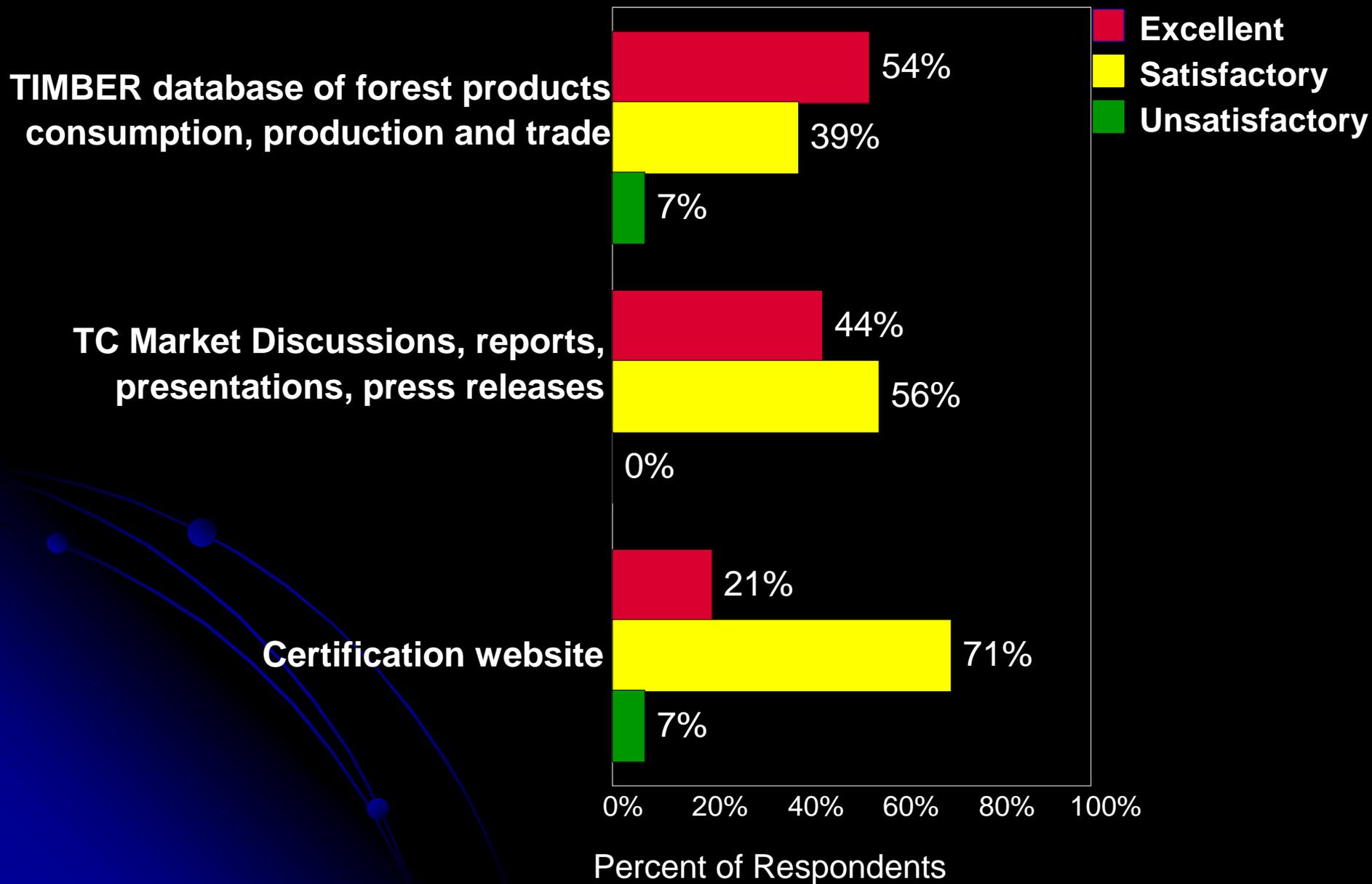


# Website



# Website

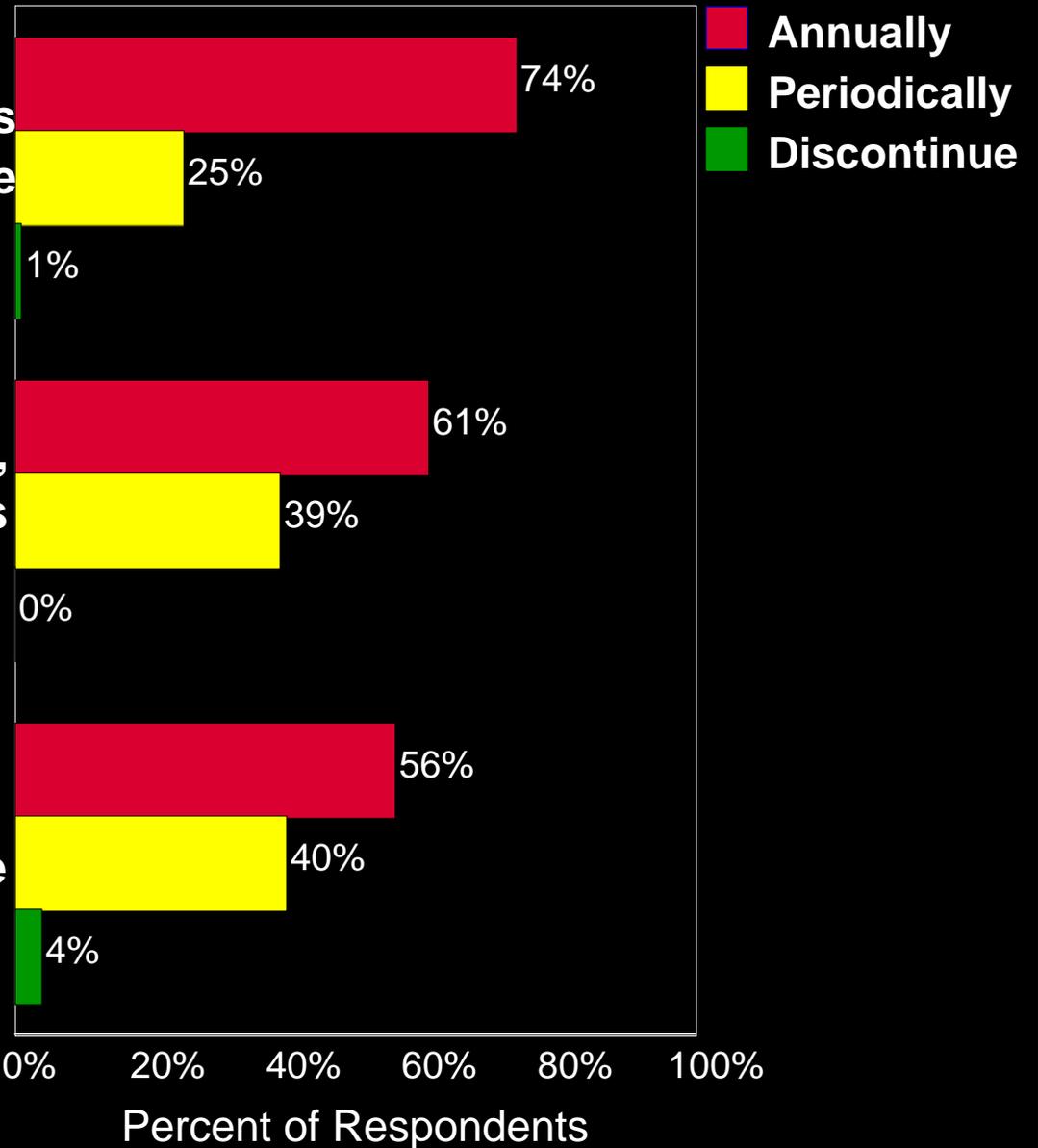
## Rating of Content and Quality



# Website

## Recommended Frequency

TIMBER database of forest products consumption, production and trade



TC Market Discussions, reports, presentations, press releases

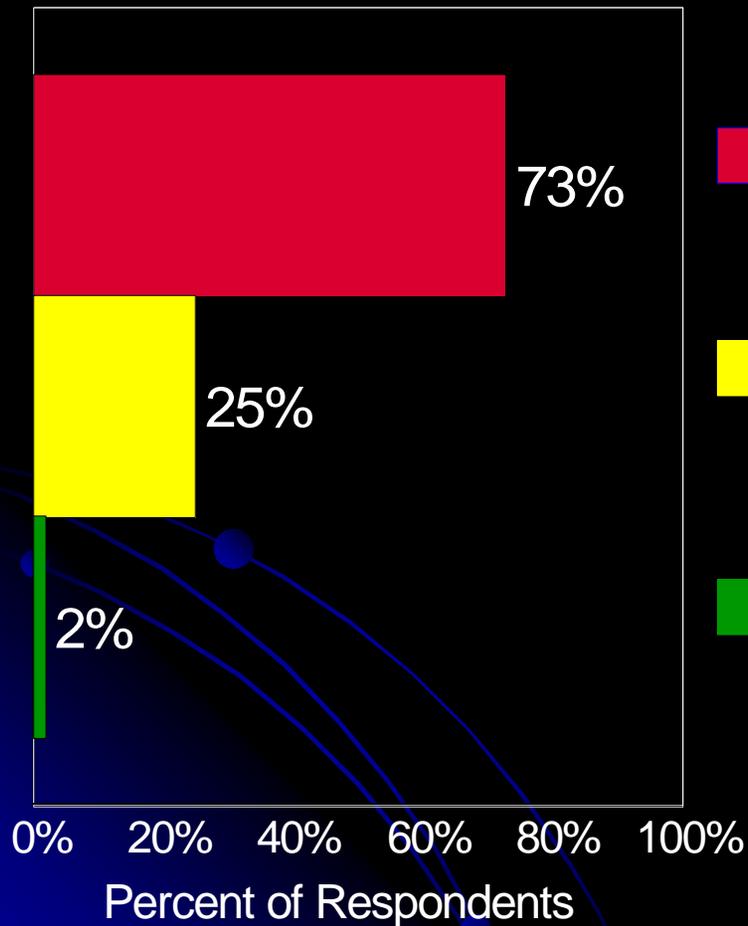
Certification website

Percent of Respondents

# Website

TIMBER database of forest products  
consumption, production and trade

## Ease of Use



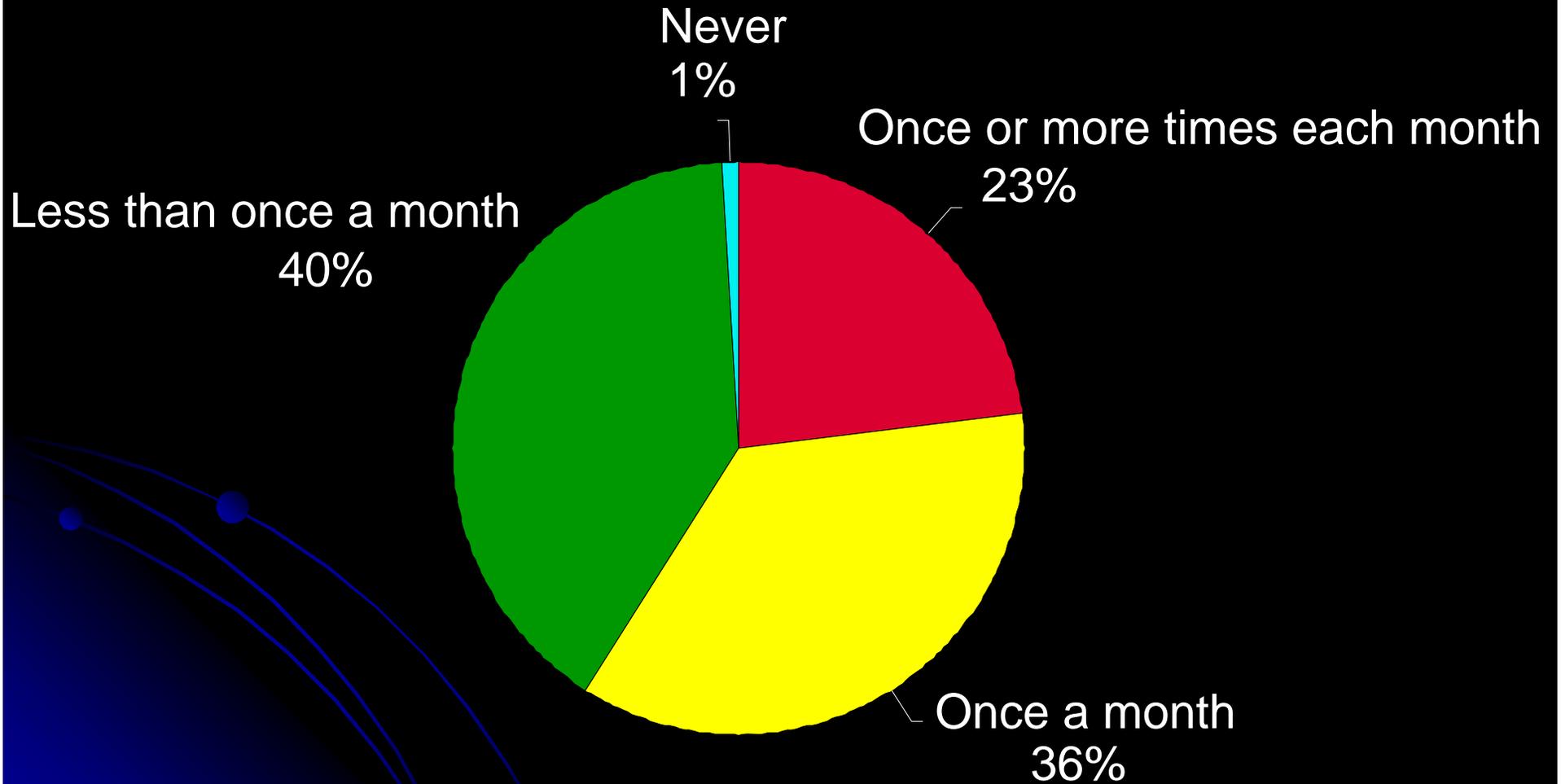
**■ The statistics are easy to find, download and use**

**■ I have difficulty finding the specific statistics I need**

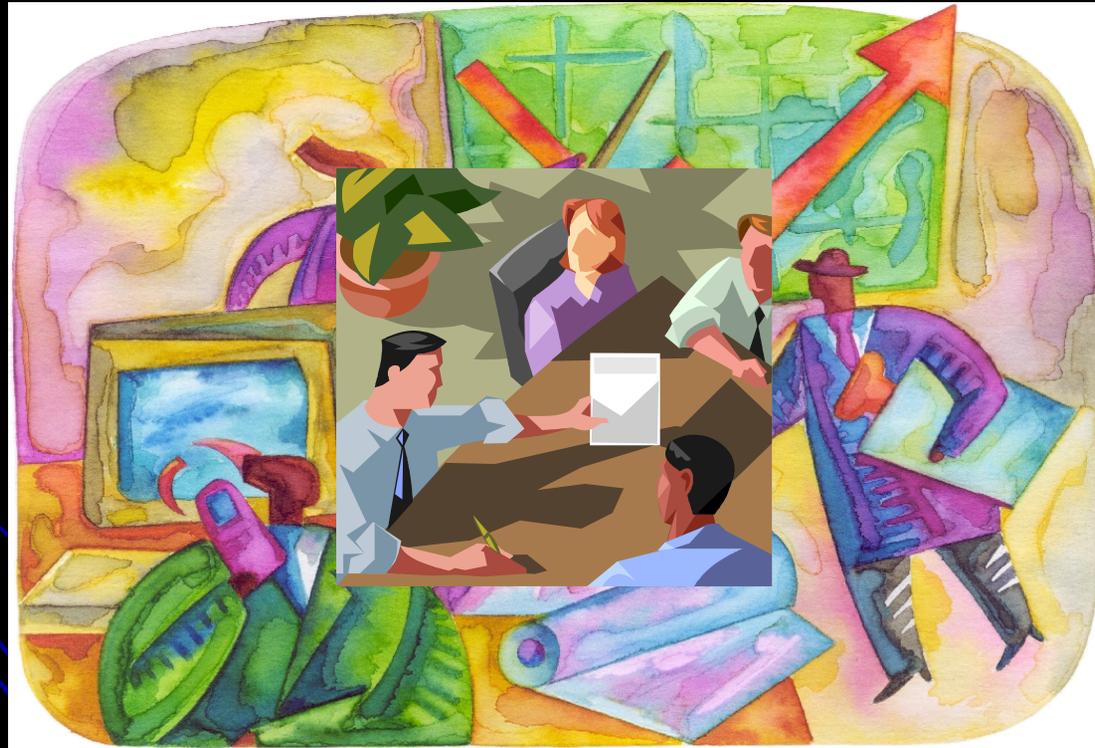
**■ I find access to TIMBER statistics impossible**

# Website

## Frequency of Checking the TC/EFC Website

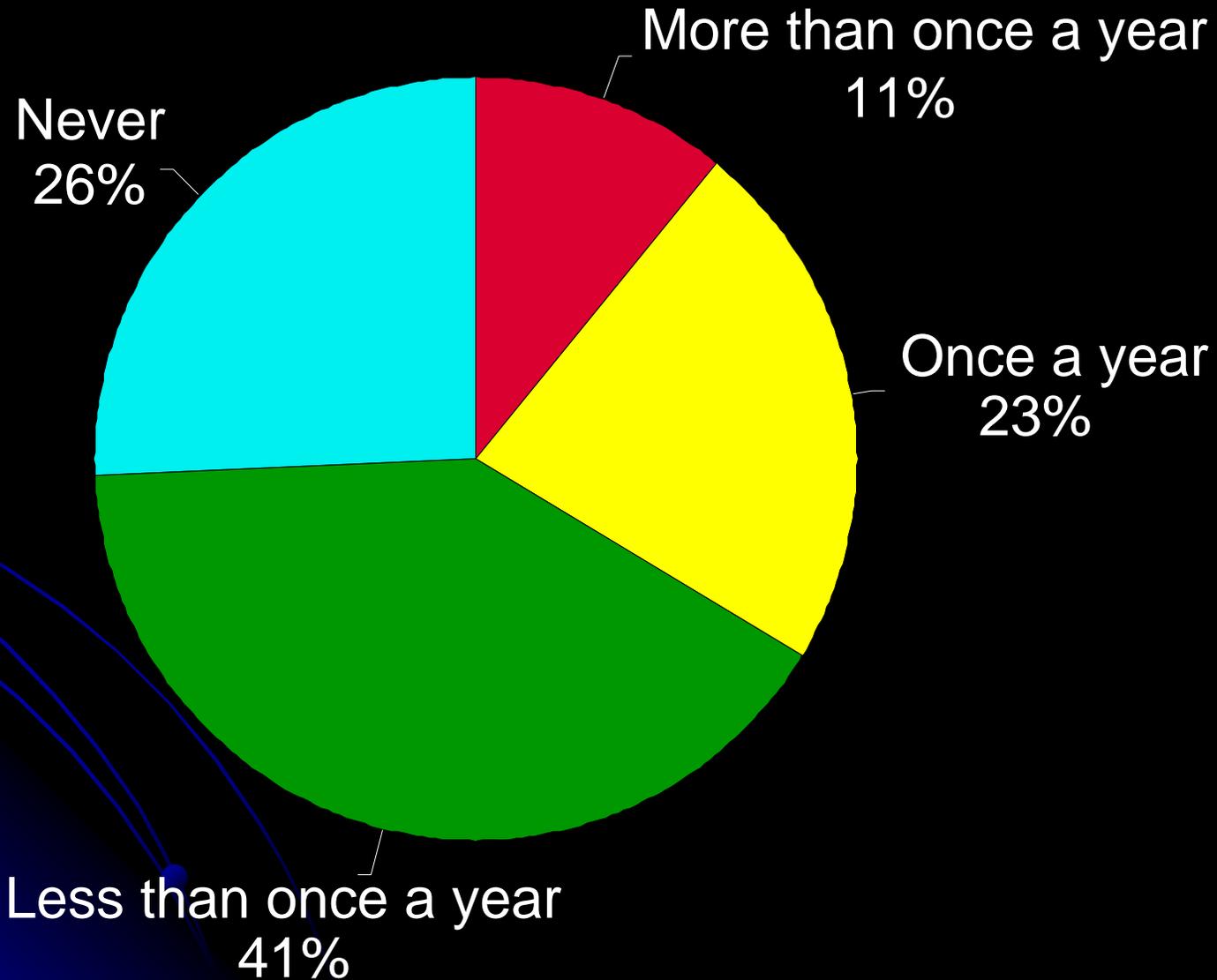


# Participation



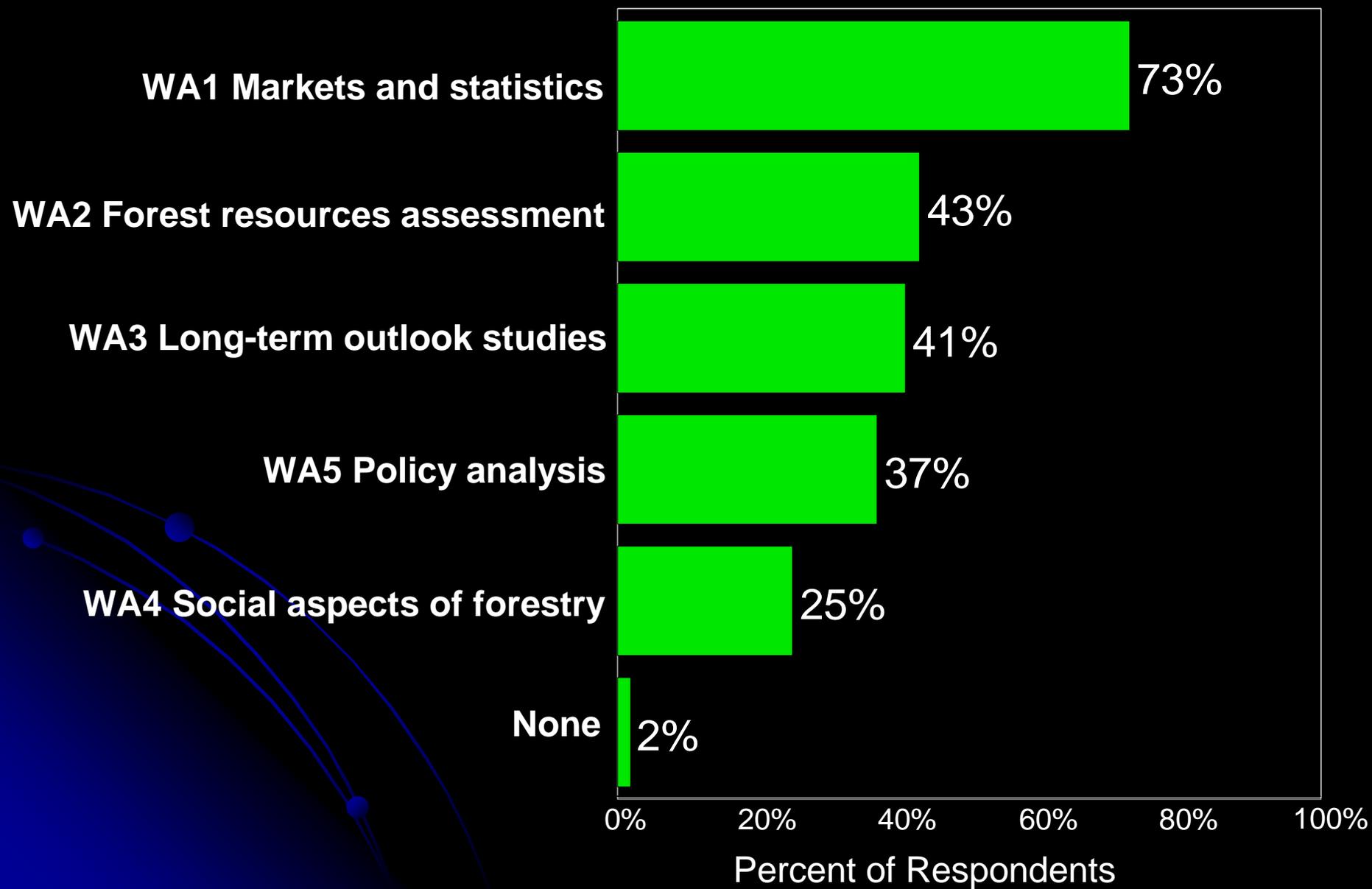
# Participation

How often do you participate at one of our meetings?



# Participation

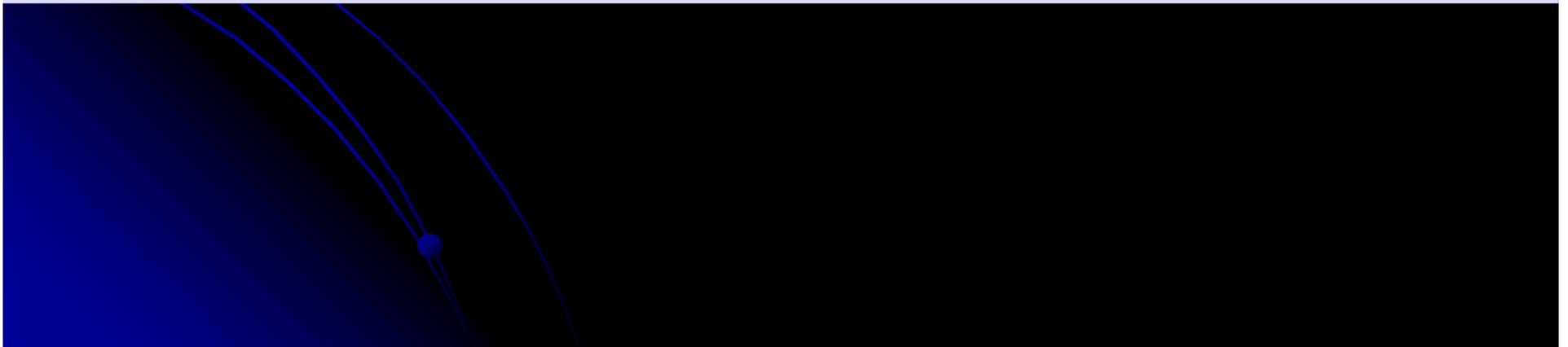
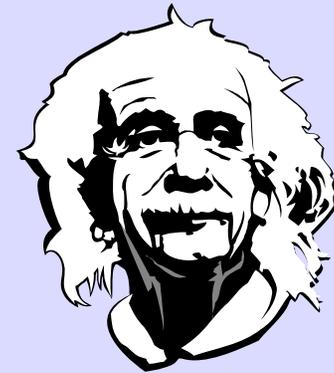
Which work area(s) within the Timber Branch do you interact with?



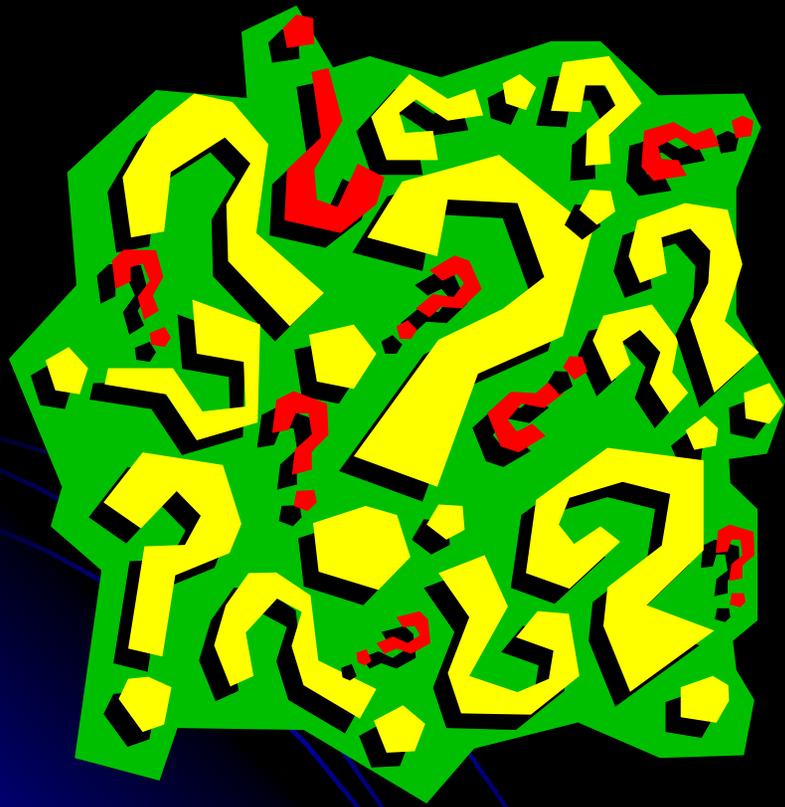
**Where do we go in the future???**



# ToSFPMM Value Offering Will Need to Continue to Evolve Based on Stakeholder Needs



# Questions?



# Comments?

