

I.IV Reaching, raising awareness and building capacity

Fields marked with * are mandatory.

I. Background to the application

I.IV. Reaching and raising the awareness of different target audiences regarding the EUTR (see Article 13 of the EUTR)

To ensure the effective and efficient implementation of the EUTR, awareness-raising and capacity-building are essential among those responsible (operators, traders and enforcement organisations), as well as those in charge of monitoring and enforcing compliance with the Regulation. Civil society, in particular consumers, should also be aware of the risk of illegally harvested timber and timber products being placed on the market and of the measures taken to address this problem. The type of information campaign, the level of involvement and the estimated size of the audience can be used to assess the extent to which the audience has been reached and is aware and/or able to comply with or verify compliance with the EUTR.

For reporting purposes, there are three levels of access to different audiences:

Reaching an audience means that the information has been received by that audience. This is a necessary first step in raising awareness, and may indicate that the public has been made aware. However, evidence that an audience has been reached, such as receiving letters, visiting a website or watching a programme, does not prove that the audience has been made aware.

Raising awareness means ensuring that the audience has become aware of a concept, in this case the EUTR, or one of its components, but without necessarily fully understanding it or remembering its details. Evidence of interaction with an audience regarding the EUTR, such as direct email exchanges, online conversations, or other interactive communication, may be considered evidence of awareness. Raising awareness implies having reached an audience.

Capacity-building means developing or improving people's skills and knowledge so that they can use them actively and independently. Evidence of participation in a targeted interactive activity for a limited audience, such as a training course, seminar, conference or meeting, may be considered evidence of capacity-building for that audience. Capacity-building involves raising awareness and thus reaching the audience.

Please use the form below to detail specific initiatives, campaigns, events, broadcasts or press releases that have been carried out during the reporting period to raise awareness of the EUTR and/or build capacity for its application. For each campaign, please complete a new form for the entire reporting period.

1 Description or name of the initiative/campaign/event/broadcast/press release:

Life project with Nepcon: SD awareness

* 2 What types of communication tools were used in this case to reach and raise awareness or build capacity among the target audiences?

Training, seminars, conferences, meetings (evidence of capacity-building, awareness-raising and reaching participants)

- Direct exchanges via email, online conversations or other interactive communication, contacts at trade shows or inspections (evidence that those who interacted were reached and educated)
- Informational emails, newsletters, flyers (evidence that recipients were reached)
- Websites, social networks, publicly accessible webinars, downloadable information content (evidence that the users counted have been reached)
- Television and radio programmes (evidence that the estimated audience has been reached)

* 3 Please specify the subject (select all that apply):

- General objective, obligations and implementation of the EUTR
- Traceability obligations of the EUTR
- EUTR due diligence obligation in general
- Specific EUTR risks and their assessment and/or mitigation measures
- Other issues related to the EUTR (please specify under 'Description')

* 4 Please specify the audiences that have been targeted for information, awareness-raising or capacity-building initiatives:

- Domestic timber and timber product operators (general)
- Domestic timber and timber product operators/traders (general)
- Operators/traders working in small and medium-sized enterprises Federations of operators/traders
- In-house staff, staff of other national authorities, legal staff Other competent authorities for the EUTR
- Competent authorities of third countries
- Civil society organisations/scientific bodies Inspection organisations
- General public/consumers

Please specify the estimated/known number of people in the target audiences.

6 Domestic timber and timber product operators/traders (general)

2,000

7 Operators/traders working in small and medium-sized enterprises

1,800

8 Federations of operators/traders

5

9 In-house staff, staff of other national authorities, legal staff

8

Contact

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