

**PROJECT NAME: Advancing Responsible Purchasing of Wood Products**

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- 1. Project duration: January 2024–January 2026 (24 months)**
- 2. Budget (C\$): 300,000**
- 3. Short statement of the issue(s) under this topic, need/gap identified; the project objective(s) and activities to address the issue; and expected outcomes and benefits/beneficiaries (max. 200 words):**

Sustainable forest management (SFM) is fundamental for the achievement of national, regional and international environmental objectives, particularly as governments transition to low-carbon economies and work toward improving the quality of life in communities, among other things. Illegal logging,<sup>1</sup> and the trade in illegally logged timber, is a domestic, regional, and global issue. It has negative economic, environmental, and social impacts, including—but not limited to—forest degradation, loss of traditional homelands for Indigenous and tribal communities, and the creation of unfair market conditions that disadvantage legal and sustainable sources of wood and wood products.

The Parties’ renewed commitment to increased economic integration and environmental protection under the USMCA presents them with an important opportunity to learn from each other and educate other participants (i.e., consumers<sup>2</sup>) in the North American wood products industry about various ways to foster SFM and avoid the negative consequences of illegal logging. To that end, this project will deepen the knowledge of the extent, risks, and awareness of illegal logging within each country’s forest product supply chains. This project will aim to increase the understanding of wood product consumers and how they can support SFM and contribute to fight against illegal logging through their purchasing power and by the responsible purchasing of wood products. The project will also encourage the use of key mechanisms for civic participation in environmental protection to address citizen complaints and by informing consumers of the consequences of purchasing illegal timber (applicable fines and penalties).

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<sup>1</sup> JPAC acknowledges that it can be difficult to define “illegal logging,” as its definition may vary, given different country and Indigenous community perspectives. For the purpose of this project, “illegal logging” refers broadly to circumstances in which timber is harvested, bought or sold, in violation of national laws and international agreements such as CITES. The project will also include the perspectives of Indigenous communities (e.g., regarding Free, Prior and Informed Consent (FPIC), as well as Access and Benefit Sharing (ABS) in the three countries when conducting assessments on SFM, illegal logging, and third-party certifications.

<sup>2</sup> For the purpose of this project, “consumers” refers to different actors across the product supply chain, that buy wood products (e.g., importers, final producers, end-consumers (general public), etc.).

North American governments have put in place forest management laws and regulations, voluntary incentive programs, and enforcement activities to ensure that forest practices are sustainable and to limit adverse impacts from illegal logging. In addition, market-based tools exist, such as third-party forest certification, and the industry and NGOs have provided training in due diligence. The CEC has conducted projects promoting the legal, sustainable and traceable trade of wood products from selected North American species covered by CITES,<sup>3,4</sup> as well as furthering knowledge among government officials and border officers in the three countries.<sup>5</sup> However, public awareness is still lacking about SFM and its importance, including knowledge about the negative impacts of illegal logging and its extent, and how SFM, legality, and the necessity for maintaining healthy wood markets are all linked.

This project seeks to understand the current level of consumer awareness among different groups in the supply chain and gaps in existing awareness-raising initiatives. The project will address the gap through the development of awareness campaigns tailored to the three countries and their context, with an emphasis on the impact of illegal logging on forest communities, ecosystems, and Indigenous communities, and access to information on surveillance actions in which the population can participate. It will also answer some of the public comments received as part of the [Public Consultation](#) on the CEC's current trilateral projects (CEC Operational Plan 2021), highlighting the need to increase consumer responsibility through education and awareness campaigns that provide information on the procedures to be followed in the event that illegal forestry activities are identified, in order to promote compliance with environmental forestry legislation and legality in the supply chain.

**4. Select the strategic pillar(s) from the 2021–2025 Strategic Plan that the project addresses:**

- Clean Air, Land and Water
- Preventing and Reducing Pollution in the Marine Environment
- Circular Economy and Sustainable Materials Management
- Shared Ecosystems and Species
- Resilient Economies and Communities
- Effective Enforcement of Environmental Laws

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<sup>3</sup> [CEC Operational Plan 2015-2016](#)

<sup>4</sup> [CEC Operational Plan 2017-2018](#)

<sup>5</sup> [CEC Operational Plan 2021](#)

**5. Describe how the project uses strategic cross-cutting approaches in its implementation: Innovative and Effective Solutions and/or Diverse and Inclusive Stakeholder Engagement and Public Participation (including gender and diversity effects and opportunities, and youth) (max. 100 words)**

Public participation is the core of this project. The project's goal is to raise consumer awareness of the importance of SFM and how consumers can contribute to supporting SFM practices and helping to combat illegal logging, by using their purchasing power throughout the supply chain, and denouncing in a timely manner to the corresponding authorities when such activities are detected. The project's public awareness campaigns will thus seek to empower consumers at various levels of the supply chain who purchase wood products, helping them to become actors of change by promoting citizen participation in monitoring compliance with environmental legislation and by informing the population about the negative impacts of illegal logging, particularly in forest communities, ecosystems, and indigenous communities, and the applicable penalties. Specifically, a broad number of actors and stakeholder groups will be invited to participate in workshops, including youth, women, and Indigenous People, and they will be the target audience for the public awareness campaigns. In context-setting activities, the project will also include Indigenous perspectives and TEK as they relate to forestry management, and illegal logging, as well as third-party certifications. Furthermore, one of the project's outcomes will be the promotion of supply chains that support the sustainable management of natural resources (i.e., Innovative and Effective Solutions). The project will also integrate a gender perspective, particularly regarding the links between illegal logging and gender-based violence, and will seek to maintain gender balance, diversity, and promote the participation of youth, women, and Indigenous Peoples in all of its events.

**6. Explain how the project can achieve more impact through trinational cooperation (max. 100 words):**

Canada, Mexico and the United States share forest ecosystems and are major partners in the trade of wood products. Supporting SFM and addressing illegal logging are shared responsibilities across the wood product value chain, and the three countries will benefit from increasing the awareness of wood product consumers. Furthermore, the project can achieve more impact through trinational cooperation by increasing the visibility and the audience reach of the public awareness campaigns activities.

**7. Describe how the project complements, or avoids duplication with, other national or international work (max. 100 words):**

The project will carefully review previous and existing efforts (i.e., studies on SFM, illegal logging, third-party certification, consumer patterns and awareness in North America, as well as public awareness campaigns) undertaken by North American governments, international organizations, private entities, and other organizations, and build upon them, according to the CEC's

needs, to develop the public awareness campaigns activities that target wood product consumers of certain subsectors in non-duplicative ways, to enable them to identify the negative impacts of illegal logging, the key participatory mechanisms that allow them to report forestry crimes and, in particular, the penalties applicable, in the event of acquiring illegally sourced timber.

**8. Describe how the project engages traditional ecological knowledge (TEK) experts or Tribal/First Nations/Indigenous communities, if applicable (max. 100 words):**

TEK and Indigenous perspectives will be considered part of the context-setting activities for assessing SFM, illegal logging, and third-party certifications in the three countries. Special emphasis will be placed on traditional resource management systems for identifying cross-cutting issues that consider aspects of dissemination such as language barriers. Indigenous representatives will also be engaged in the workshop on forest management practices, illegal logging, and third-party voluntary measures in the three countries.

**9. Describe how the project engages new audiences or partners, if applicable (max. 100 words):**

The CEC has conducted previous work on the topics of forest ecosystems and the illegal trade of wood products (i.e., CITES projects focusing on building the capacity of enforcement officials, the sustainable trade of selected species, and projects assessing North American forest carbon dynamics), as well as on the development of communication and public awareness campaigns (i.e., food loss and waste, marine litter, monarch conservation, etc.). The current project, however, will engage new audiences and partners by focusing on forest management practices, illegal logging, third-party voluntary certifications, and wood product supply chains as part of its assessment and public awareness campaigns activities.

**10. Identify agencies or organizations to be consulted as well as other organizations that could be involved, or benefit from it, including through outreach efforts, collaborations, or partnerships (e.g., federal agencies, other levels of government, academia, NGOs, the private sector, civil society, and youth):**

Agencies or organizations	Country
Environment and Climate Change Canada	Canada
Natural Resources Canada	Canada
<i>Secretaría de Medio Ambiente y Recursos Naturales</i> (Semarnat)	Mexico
National Forestry Commission (Conafor)	Mexico

Federal Attorney for Environmental Protection (Profepa)	Mexico
US Environmental Protection Agency	United States
US Forest Service	United States
<b>Other organizations/individuals (if applicable)</b>	<b>Country</b>
North American Forestry Commission	
North American Forest Communicators Networks	
Consumer Information Programme	
<i>Comités de Vigilancia Ambiental Participativa (CVAP)</i> (Participatory Environmental Monitoring Committees)	
International Wood Products Association	
UNECE/FAO Team of Specialists on Sustainable Forest Products	
Members of the Collaborative Partnership on Forests, including: <ul style="list-style-type: none"> <li>- Centre for International Forestry Research (CIFOR)</li> <li>- Food and Agriculture Organization of the United Nations (FAO)</li> <li>- International Tropical Timber Organization (ITTO)</li> <li>- International Union of Forest Research Organizations (IUFRO)</li> <li>- United Nations Environment Programme (UNEP)</li> <li>- United Nations Forum on Forests (UNFF) Secretariat</li> <li>- World Agroforestry Centre (ICRAF)</li> <li>- World Bank</li> </ul>	
APEC Experts Group on Illegal Logging and Associated Trade (EGILAT)	
NGOs (e.g., FSC, SFI, PEFC, ATFS, WWF, etc.)	
Consumer groups	
Businesses	
Academia	

11. In the following table, describe: the project objective(s) and the activities and subtasks planned to achieve the objective(s); the corresponding outputs, expected results, and how they will be measured (performance measures); baselines (if known) and targets by end of the project; and the timeline and budget.

<b>OBJECTIVE 1</b>	<b>Identify current trinational context for sustainable forest management (SFM), illegal logging, forest law enforcement, third-party certifications, and consumer awareness</b>
<b>Activity 1</b> <b>Budget: C\$90,000</b>	Conduct a review of available literature and existing programs aimed at raising consumers' awareness of sustainable forest management and illegal logging, and an analysis of the state of consumer knowledge within the three countries.
<b>Output(s)</b>	<ol style="list-style-type: none"> <li>1. A report summarizing existing programs aimed at raising consumers' awareness of sustainable forest management and illegal logging, including their impacts on forest communities, ecosystems and Indigenous communities, and participatory environmental monitoring activities that combat illegal logging.</li> <li>2. Gather information and analyze the gaps in consumer knowledge and awareness of SFM and illegal logging, including their impacts on forest communities, ecosystems, and Indigenous communities. Consider results of surveys of B2B procurement behavior, such as: APEC EGILAT Survey of Private Sector Organizations in the Forest Products Supply Chain   APEC. To add some value to the existing body of work, the consultant will consider ways to gather more information on the state of knowledge/buying habits concerning wood products.</li> </ol>
<b>Expected results, performance measures</b>	The report will provide key information to support the development and targeting of effective awareness campaigns tailored to specific consumer groups and each country and their context (Activity 2). It will consider aspects such as language barriers and the need for differentiation by gender and age.
<b>Baseline (current status), if known</b>	Several national, multilateral, and private sector-led programming exist that are addressing awareness-raising on SFM, illegal logging, and responsible procurement, including literature and studies on consumer behavior, especially B2B. Studies on awareness and consumer behavior of end-consumers and SMEs may be limited.
<b>Target (by project end)</b>	A report which summarizes existing literature and programs aimed at raising consumer-awareness of sustainable forest management and illegal logging, as well as an analysis of the state of consumer knowledge within the three countries, and potential gaps that would inform the development of targeted public awareness campaigns.

<b>Subtask 1.1</b>	Review available literature and existing programs aimed at raising consumer awareness of sustainable forest management and illegal logging.	<b>When:</b> January–April 2024
<b>Subtask 1.2</b>	Gather information on the state of knowledge/buying habits of the end consumer of wood product (e.g., a person who buys a table from a furniture store or SMEs, from whom it has been hard to obtain information). Also, identify the most effective means for expanding consumer knowledge and awareness of SFM and illegal logging.	<b>When:</b> April–May 2024
<b>Subtask 1.3</b>	Hold a workshop to share and validate information that has been compiled. Workshop participants would include relevant experts, such as government representatives, Indigenous Peoples, NGOs, academia, wood product producers, community representatives, members of the Participatory Environmental Monitoring Committees (CVAP), etc. Due to limited project funds, the workshop will be held virtually.	<b>When:</b> October 2024
<b>Subtask 1.4</b>	Finalize the report on trilateral context, based on output from subtasks 1.1, 1.2. and 1.3.	<b>When:</b> November 2024
<b>OBJECTIVE 2</b>	<b>Increase public awareness of the importance of responsible consumption of wood products, Sustainable Forest Management, and illegal logging in North America, including recognition of the impact on forest communities, ecosystems, and indigenous communities</b>	
<b>Activity 2</b> <b>Budget:</b> C\$210,000	Based on findings from objective 1, develop and implement non-duplicative public awareness campaigns targeting wood product supply chain actors and consumers in specific subsectors, on the importance of responsible purchasing of wood products, SFM and illegal logging, and participatory law enforcement mechanisms, such as citizen complaints, tailored to the three countries and considering aspects such as language barriers and the need for differentiation by gender and age.	
<b>Output(s)</b>	<ol style="list-style-type: none"> <li>1. Key messages and public awareness campaign materials developed</li> <li>2. Public awareness campaigns implemented with the support of partners (if applicable)</li> <li>3. Process to evaluate the effectiveness of the awareness campaigns is developed</li> </ol>	
<b>Expected results, performance measures</b>	Key messages and public awareness campaign material tailored to each country made available in the three languages, to communicate the importance of responsible purchasing of wood products, sustainable forest management, and illegal logging in North America, including the recognition of the	

	impact on forest communities, ecosystems and Indigenous communities, and to raise awareness of the citizen participation mechanisms that can be used to identify illegal logging practices in North America and the applicable sanctions.	
<b>Baseline (current status), if known</b>	Sustainable forestry and consumption initiatives exist at the national, regional, and international levels (e.g., Sustainable Wood for a Sustainable Future Initiative (a FAO, ITTO, CIFOR initiative partnership). Numerous companies, NGOs, and third-parties market forest certification standards and also have their own public awareness and outreach campaigns.	
<b>Target (by project end)</b>	<ul style="list-style-type: none"> <li>- Communication tools and materials conveying the importance of SFM (including importance of SFM for forest communities, ecosystems, and Indigenous communities), the status of illegal logging, and of the responsible purchasing of wood products are disseminated and made available to the public.</li> <li>- Target audience possesses an increased awareness of the importance of SFM, for responsible purchasing of wood products,<sup>6</sup> and of the penalties applicable when purchasing wood of illegal origin, as well as of the status of illegal logging and how to contribute to the fight against illegal forest products.</li> </ul>	
<b>Subtask 2.1</b>	Hold a workshop(s) on effective public awareness campaigns for targeted sectors. During this workshop, the effectiveness of previous campaigns and lessons learned will be shared, as well as best practices for influencing consumer behavior. Workshop participants would include relevant experts, such as government representatives, NGOs, members of the Participatory Environmental Monitoring Committees (CVAP), representatives of Indigenous groups, academia, consumer groups, retailers, members of the targeted sector, industry associations, communication/public relation firms, etc. Due to limited project funds, the workshop will be held virtually.	<b>When:</b> February–June 2025
<b>Subtask 2.2</b>	Based on results from Activity 1 and subtask 2.1, develop a public awareness campaign strategy, including target audience, key	<b>When:</b> February–September 2025

<sup>6</sup> It should be noted that, due to the complexities of wood trade and different legislations/governance frameworks, there is no one global mark that designates legal timber. This is an extremely sensitive issue and there is a need to respect sovereign laws of each country. Moreover, while third party certification is one tool, it is not the only tool to determine legality nor is it a market access requirement in any of the three countries. Therefore, the public awareness campaigns should be carefully developed, with an eye to these sensitivities and ensuring that public governmental funds (CEC funds) used for this project are not subsidizing the promotion activities of third-market certification bodies, which should be undertaken with their own marketing funds.

	messages, calls to action, and supporting communication material with relevant partners (if applicable), considering aspects such as language barriers and the need for differentiation by gender and age.	
<b>Subtask 2.3</b>	Develop a monitoring and evaluation process to measure the impact of the public awareness strategy to be implemented as part of this or a future project phase, depending on availability of funding/timeline.	<b>When:</b> February–September 2025
<b>Subtask 2.4</b>	Implement the public awareness strategy based on results from subtasks 2.2 and 2.3.	<b>When:</b> September 2025–January 2026

**12. Describe post-project expected impacts:**

<b>Expected impact (by when: month, year)</b>	<b>SMART performance measure(s)</b>
By December 2025, wood product consumers of specific subsectors will have a better understanding of the importance of SFM, of tools for civic participation such as popular complaints, of the penalties applicable to the purchase of illegally sourced wood products, and of how they can support SFM and contribute to fight against illegal logging through their purchasing power and the responsible purchasing of wood products and the timely reporting of illegal logging.	Number of consumers exposed and/or participating in public awareness activities. Number of consumers exposed and/or participating in public awareness activities who are able to identify social participation instruments that allow them to contribute to the fight against illegal logging.
	Number of consumers who participated in public awareness activities. Number of consumers who participated in public awareness activities and who are able to identify the penalties applicable in the event of acquiring wood products of illegal origin.
	Consumer survey assessing impact of public awareness activities (TBC depending on availability of funding) or other method recommended as part of subtask 2.3.
By December 2025, wood product consumers of specific subsectors have changed their purchasing habits or have actively consulted/sought wood product information detail on product origin and/or sustainability related information.	Consumer survey assessing impact of public awareness activities (TBC depending on availability of funding) or other method recommended as part of subtask 2.3.

