

Innovative NTFP Marketing Channels and Mechanisms

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Clark, Pampanga, Philippines

Context

- ASEAN is recognizing more the benefit of community forestry and resource tenure instruments
- Market players and consumers are greening trade
- But connectivity, trust and long term engagement of community-based NTFP enterprises (CFEs) with the private sector is lacking
- Certification systems may be helpful but are not always appropriate

Objectives

- To present new developments and emerging strategies related to NTFP marketing channels and mechanisms
- To create and promote cross-stakeholder synergies and links around emerging NTFP marketing channels and mechanisms
- To stimulate private and public sector awareness and growing trust for emerging community forestry products and labels

Mechanics

- Introductions
- Set 1: ***Public and Private support for community-based NTFP enterprises (CBNEs)***
 - Short Inputs – 4 speakers
 - Q&A with moderators
 - Q&A with the audience
- Set 2: ***New market mechanisms***
 - Short Film
 - Short Inputs – 4 speakers
 - Q&A with moderators
 - Q&A with the audience
- Conclusions and Closing Remarks