I.IV. Reaching, raising awareness and building capacity

> Fields marked with * need to be filled in before the form can be submitted to the next level.

I. Application context

I.IV. Reaching, raising awareness and building capacity of different target audiences regarding EUTR (ref. EUTR Article 13)

For an effective and efficient application of the EUTR, the awareness and capacity of the duty-holders (operators, traders, and monitoring organisations), as well as of those involved in compliance verification and enforcement is crucial. Also civil society, in particular consumers, should be aware of the risk of illegally harvested timber/timber products being placed on the market and of the measures taken to address this issue. The type of information campaign, the level of involvement of the audience and estimated size of the audience can serve to assess, in how far which audience is reached, made aware and /or its capacity to comply with or verify compliance with the EUTR.

For the purpose of reporting, three levels of attaining audiences are differentiated:

Reaching an audience means information is being received by that audience. It is a necessary first step of awareness-raising and can indicate possible awareness raising. However, proof of reaching an audience, like reception of mails, visits of a website, viewing of an emission, cannot serve as a proof of awareness raising.

Raising awareness of an audience means ensuring that the audience reached becomes conscious of a concept, here the EUTR or one of its components, but not necessarily fully grasping it or retaining the details. Proof of interaction with an audience regarding the EUTR, direct e-mail exchanges, chats or other interactive communication can be considered proof of awareness raising. Awareness raising includes having been reached.

Building capacity of an audience means providing or improving skills and knowledge, thus enabling the audience to actively and autonomously use them. Proof of participation in a targeted, interactive activity for a closed audience like participation in a training course, seminars, conferences or meetings can be considered proof that capacity building has been achieved. Capacity building includes awareness raising and thus also reaching the audience.

Please use the form below to record details of particular actions/campaigns/events/emissions/press releases during the reporting period to increase awareness of the EUTR and/or the capacity to apply it. For each campaign fill in a new form throughout the reporting period.

1 Description or name of action/campaign/event/emission/press release:

> Regarding imported timber, most awareness raising and capacity building happens via direct e-mail exchanges, phone calls and face-to-face communication before, during or after inspections as well as in no connection with inspections.
> EUTR information is published on the CA's website.
> Occasionally main federation representatives are met by the CA, therefore, if they wish, they can further inform their members.
>
> Domestic timber operators get informed and educated in many different ways, via federations, by CA, via special magazines and courses, etc.

* 2 Which types of communication tools were used in this case to reach, raise awareness, or build capacity of the target audience(s)?

- ○ Training courses, seminars, conferences, meetings (counts as capacity building, awareness raising and reaching the participants)
- ○ Direct e-mail exchanges, chats or other interactive communication, contacts at fairs, inspections (counts as awareness raising and reaching the persons interacting)
- ○ Information emails, newsletters, flyers (counts as reaching the recipients)
- ◉ Website, social media, publicly available webinars, downloadable information material (counts as reaching the users counted)
- ○ TV, radio programmes (counts as reaching the estimated audience)

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

- ☑ EUTR overall purpose, obligations, and implementation
- ☑ EUTR traceability obligations
- ☑ EUTR due diligence obligation in general
- ☑ EUTR specific risks and related risk assessment and/or mitigation measures
- ☐ Other EUTR related issues (please specify under 'Description')

* 4 Please specify the audience(s), which was/were targeted for reaching/raising awareness/building capacity:

- ☑ Operators of domestic timber/timber products (general)
- ☑ Operators of imported timber/timber products/traders (general)
- ☑ Small and Medium Sized Enterprise operators/traders
- ☑ Federations of operators/traders
- ☐ Own staff, staff of other national authorities, judiciary
- ☐ Other EUTR Competent authorities
- ☐ Third country Competent authorities
- ☐ Civil society organisations/Scientific bodies
- ☑ Monitoring organisations
- ☐ General public/consumers

Please specify the estimated/known number of individuals of the targeted audiences.

5 Operators of domestic timber/timber products (general)

6 Operators of imported timber/timber products/traders (general)

7 Small and Medium Sized Enterprise operators/traders

8 Federations of operators/traders

13 Monitoring organisations:

Submission info

16 Country:

- ○ Austria
- ○ Belgium
- ○ Bulgaria
- ○ Croatia
- ○ Cyprus
- ○ Czechia
- ○ Denmark
- ○ Estonia
- ○ Finland
- ○ France
- ○ Germany
- ○ Greece
- ○ Hungary
- ○ Iceland
- ○ Ireland
- ○ Italy
- ● Latvia
- ○ Liechtenstein
- ○ Lithuania
- ○ Luxembourg
- ○ Malta
- ○ Netherlands
- ○ Norway
- ○ Poland
- ○ Portugal
- ○ Romania
- ○ Slovak Republic
- ○ Slovenia
- ○ Spain
- ○ Sweden
- ○ United Kingdom

17 Location:

Latvia

18 Organisation name:

State Forest Service

19 Reference number:

20 Submission ID:

34512

21 Submission status:

SUBMITTED_TO_EC

Contact

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