

# Promovendo a legalidade do comércio de madeira tropical

Atividades 2014-2020



# Exploração madeireira ilegal e comércio de madeira

Cerca de 50% da madeira tropical em todo o mundo ainda procede de fontes ilegais.

## Contexto

- Governos de vários países consumidores introduziram regulamentações rigorosas sobre o comércio de madeira para resolver o problema da ilegalidade (EUTR, Lacey Act).
- Os comerciantes de madeira devem garantir a legalidade da madeira através de processos de diligência e avaliação de risco antes de colocá-la no mercado consumidor.

## A proposta da BVRio

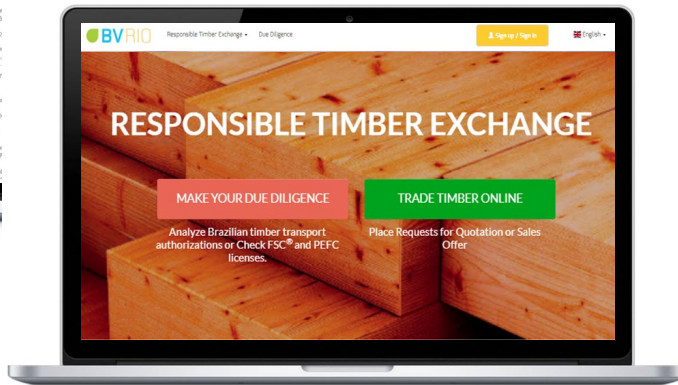
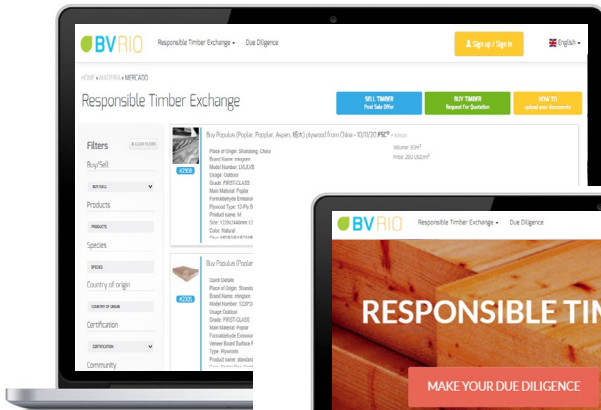
Para auxiliar no cumprimento destas regulamentações, desde 2014 a BVRio tem desenvolvido:

- Ferramentas e orientações para a diferenciação entre madeira legal e ilegal.
- Um *marketplace* para a aquisição de madeira legal que atenda às exigências de mercado.



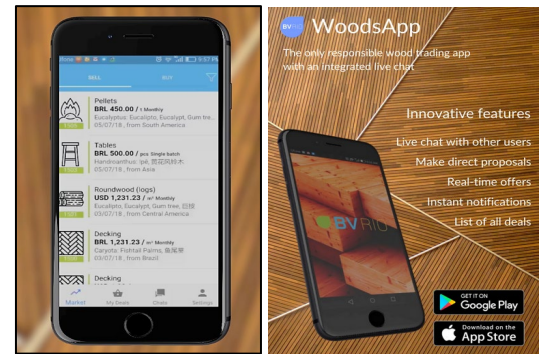
# Responsible Timber Exchange

Fundamos, em 2016, esta plataforma online gratuita de comércio de madeira tropical para a promoção da compra de produtos madeireiros de fontes legais.



Disponível para desktop e telefone celular

'Woodsapp' na GooglePlay e AppStore



Disponível em 6 idiomas

INGLÊS, PORTUGUÊS, ESPANHOL, FRANCÊS, MANDARIM E BAHASA INDONESIA.

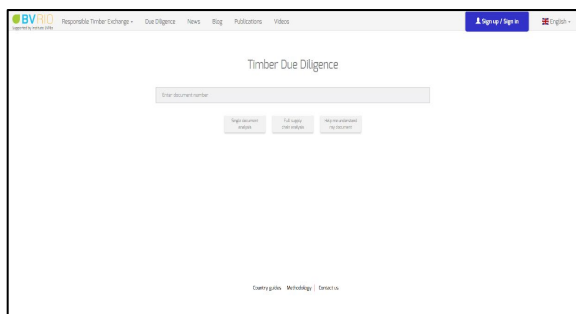
Até o final de 2020:

- 1000+ usuários em 52 países
- 1500+ ofertas e pedidos de cotações
- 86 milhões de metros cúbicos de produtos de madeira à venda



# Sistema de Due Diligence & Avaliação de risco

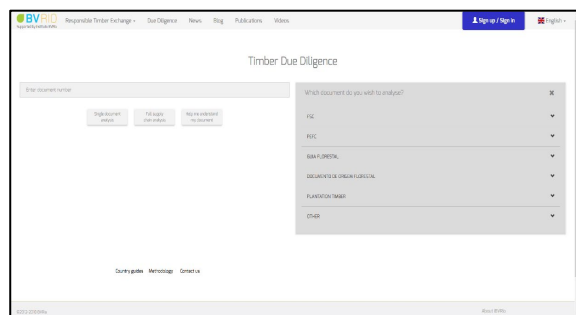
Nossa ferramenta serve a importadores e agências de fiscalização que operam no Reino Unido, Europa, Austrália e EUA para avaliar a legalidade da madeira brasileira.



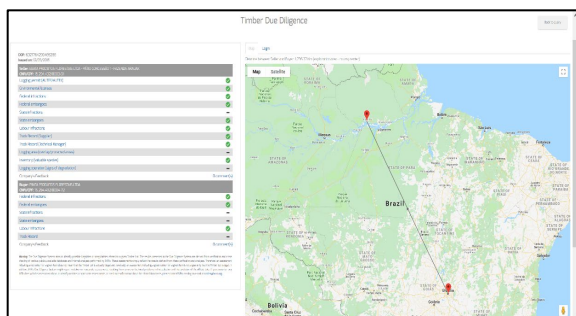
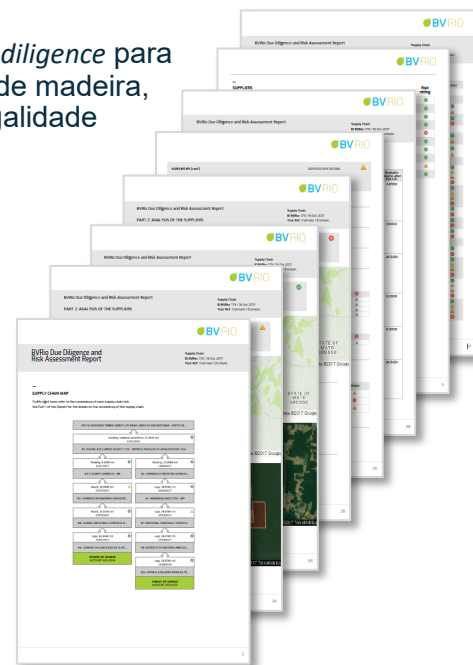
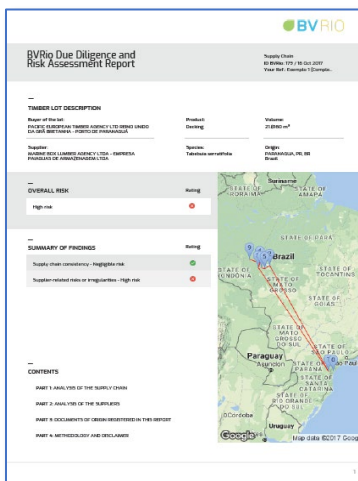
Sistema on-line acessível para verificar a cadeia de suprimento de madeira, e certificados FSC e PEFC

## Análise por remessa de madeira:

- Baseado em análises de dados, criptografia de *blockchain* e imagens de satélite;
- Fornece classificação de risco.



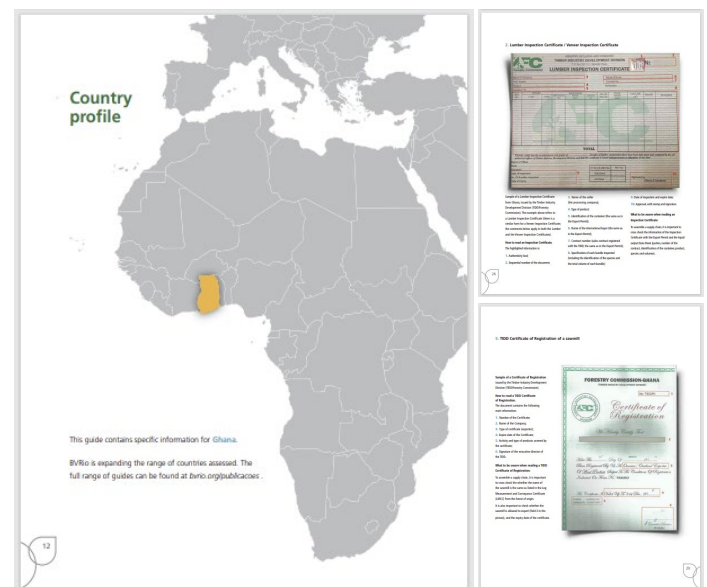
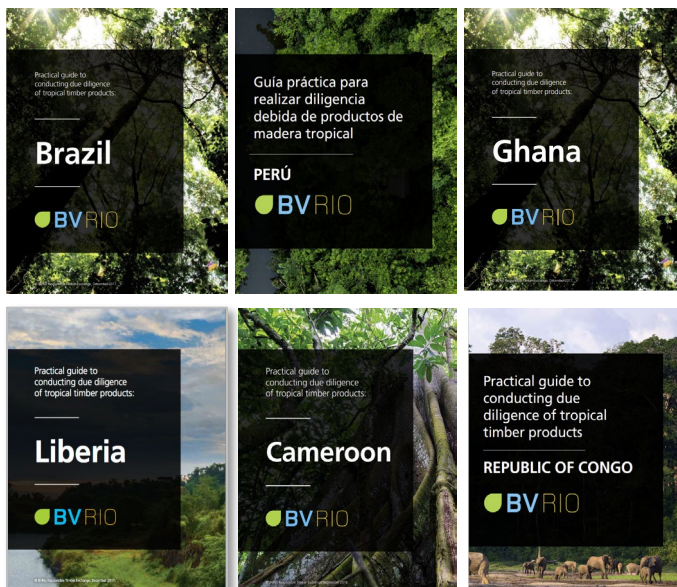
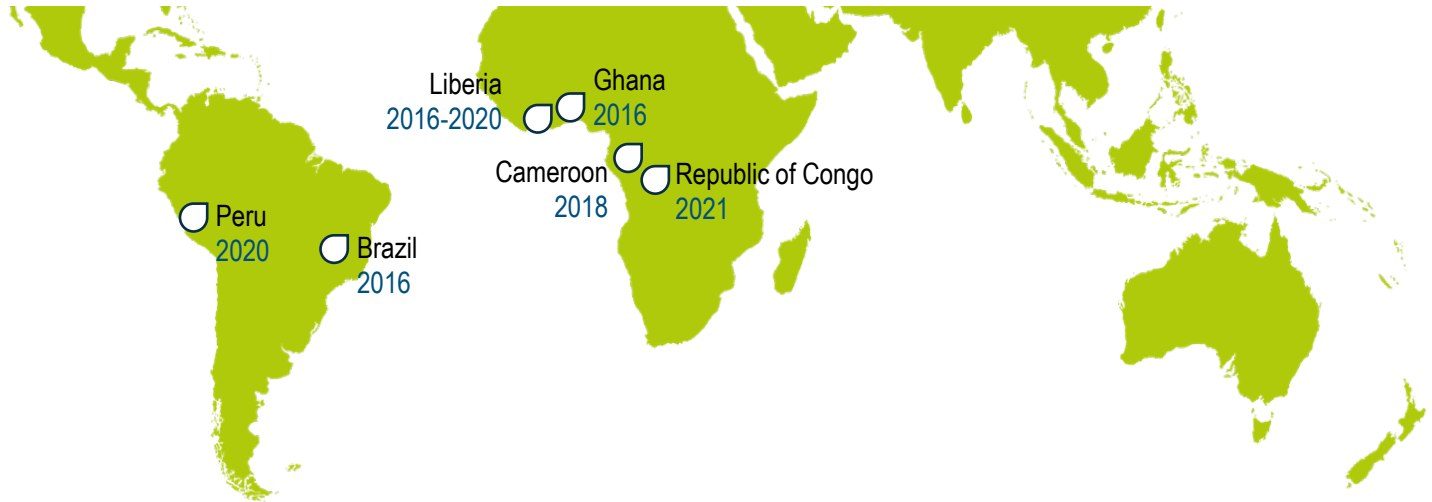
Relatórios detalhados de *due diligence* para toda a cadeia de suprimento de madeira, descrevendo os riscos de ilegalidade



**500+** usuários ativos  
**20.000+** relatórios de *due diligence* gerados

# Guias práticos para conduzir due diligence de produtos de madeira tropical

Guias específicos dos principais países exportadores de madeira tropical, descrevem o quadro normativo do país produtor, os riscos potenciais e indicam os principais documentos que precisam ser coletados, incluindo uma explicação sobre como interpretá-los.



## Promovendo o mercado de madeira legal

De 2014 a 2020, a BVRio sediou e participou de eventos em todo o mundo para conscientizar e promover a legalidade da madeira tanto nos países produtores quanto nos compradores.

**30** eventos

em **13** países

**8** Conferências Internacionais



**3** Webinars globais



**18+**

Associações reunidas nos eventos sediados pela BVRio



**440+**

Profissionais da indústria madeireira envolvidos nos eventos da BVRio



**5** Feiras de negócios



**6** Workshops realizados



Participação em **3** Semanas de Legalidade Florestal



# BVRio em Eventos de Madeira Sustentável 2016-2020



为家具生产、装饰装修、工程应用领域提供最具精良装备和材料的优质平台  
Provide Best Woodworking Machinery and Furniture Raw Materials for Furniture Production, Decoration and Engineering Fields

**4TH CHINA WOOD EXPO 2017**  
**2017第4届中国国际木业博览会**

木材 | 板材 | 竹材 | 木塑 | 木制品 | 木工机械 | 家具装饰材料及成品  
Timber | Sheet | Bamboo | WPC | Wood Products | Woodworking Machinery  
Furniture raw and Supplementary Materials Related Products

地铁2号线徐泾东站4、5、6号口直达展览馆  
2017.9.11-14  
国家会展中心(上海) 8.2馆 <青浦区 崧泽大道333号>  
National Exhibition and Convention Center (Shanghai) <No.333 Songze Avenue, Qingpu District >

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Salone del Mobile  
VISIONS VISITORS  
2017

# Eventos em países produtores 2016-2020

August 2016, Peru: Presentation in the Workshop 'Strengthening Forest Control Systems and Market Chains in APEC Economies'.

March 2017, Ghana: Regional Workshop on 'Legality and Sustainability in the Timber and Agricultural Commodity Supply Chains', attended by 65 participants from Ghana, Liberia, Brazil, and UK.

March 2017, Brazil: Presentation in the TFA General Assembly, "Forest risk in supply chains – a dialogue on how to practically manage risks"

May 2017, Liberia: Timber legality workshop presenting the RTX, attended by 41 participants from timber companies and government institutions, with very positive feedback from the Forestry Development Authority (FDA).

August 2017, Indonesia: Presentation of the Responsible Timber Exchange Platform as a tool to help promote FLEGT-licensed timber products from Indonesia on the international markets, attended by 10 representatives of the timber industry and certification bodies.

September 2017, Indonesia: Roundtable 'Online Trading Platform for Legal and Sustainable Wood Products', attended by 35 participants representing producers, associations, social enterprise, certification bodies, and the Indonesian Government

September 2017, Cameroon: Workshop to promote legal timber trade in the international and domestic markets, organised the workshop in partnership with WWF, Proforest, and The Cameroonian Ministry of Forest and Wildlife, with a total of 32 participants.

February 2018, Ghana: Responsible Timber Trade Fair in Ghana in collaboration with the Timber Industry Development Division (TIDD) of the Ghana Forestry Commission as part of the 27<sup>th</sup> Ghana International Trade Fair in Accra, 55 participants attended.

September 2018, Indonesia: Responsible Timber Exchange Outreach event in Surabaya, in collaboration with FSC Indonesia. Representatives from 18 timber companies attended.

March 2019, Indonesia: Good Wood Expo trade fair event, attended by 117 participants and recruiting new subscribers to the RTX, adding an amount of 64,208 m<sup>3</sup> of FLEGT-licensed Indonesian timber.

November 2019, Republic of Congo: Workshop titled 'Promoting legality in the timber sector in Republic of Congo', attended by 47 participants, including representatives from the Ministry of the Forest Economy, timber companies and civil society.

August 2020, Peru: BVRio held a webinar in collaboration with FSC Peru to explain the benefits of using the Responsible Timber Exchange and discuss the impact of coronavirus on timber trade in China, attended by 20 participants.



# Eventos em países importadores 2017-2020

2017, France: Presentation of the Due Diligence tool to a Competent Authorities meeting in Paris.

2017, USA: International Wood Products Association conference in Austin Texas.

2017, Guatemala: Forest Legality Alliance conference.

2017, Spain: EU FLEG Facility in the European Forestry Institute.

April 2017, Italy: 'Salone Internazionale del Mobile'.

May 2017, China: .1st Shanghai Responsible Timber Workshop. organised by BVRio, CAF and CDP in cooperation with CINFT, Carbon Disclosure Project (CDP), China-UK Collaboration on International Forest Investment and Trade (InFit), and Traffic, with 30 attendees.

June 2017, UK: Timber Trade Federation at the Brazilian Embassy in London workshop.

July 2017, UK: BVRio presented the RTX in the Illegal Logging Conference hosted by Chatham House.

September 2017, 7<sup>th</sup> China Global Wood Trade Conference.

September 2017, 4<sup>th</sup> China Wood Expo.

2017, China, Furniture Fair FMC.

October 2017, USA: Washington Timber Legality Week, participation as panellist and organisation of a side event.

October 2017, Italy: FAO Conference: Sustainable Wood for a Sustainable World.

November 2017, Finland: PEFC Forest Certification Week.

November 2018, China: BVRio co-hosted a Global Sustainable Hardwood Supplying Conference in collaboration with the China Timber and Wood Products Distribution Association (CTWPDA), the International Tropical Timber Organisation (ITTO) and the Chinese Academy of Forestry (CAF), 315 people attended.

November 2019, China Nanxun: Global Sustainable Hardwood Trade Conference, 7 associations attended.

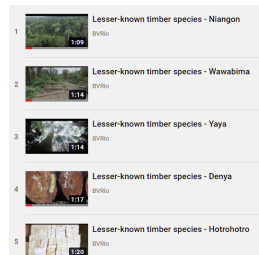
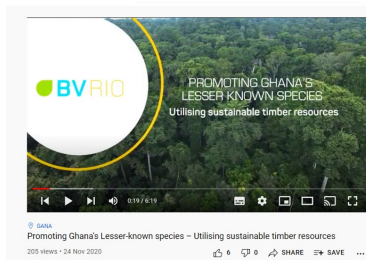
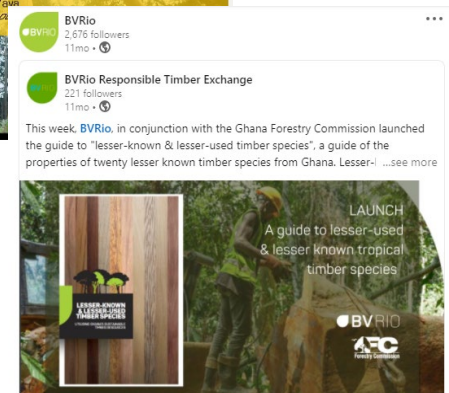
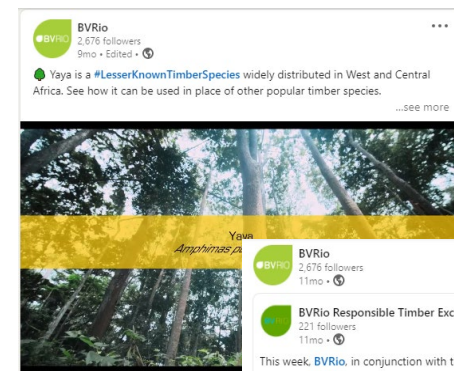
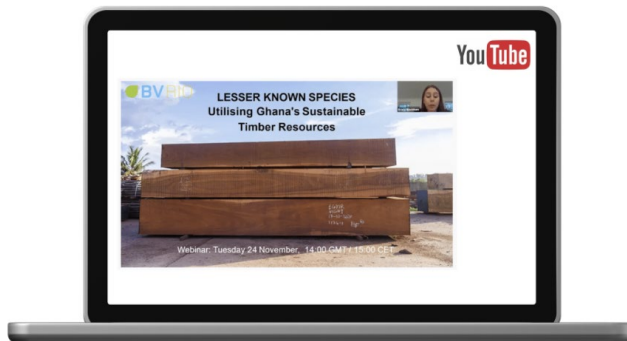
October 2019, China Shanghai: International Forum Together Towards Global Green Supply Chains, 7 associations attended.

March 2018, UK: NEPCon conference on Sourcing Legal Timber 2.0.

# Espécies de madeira pouco conhecidas

Promovemos a diversidade da madeira para evitar a colheita excessiva das espécies mais comerciais e seus impactos negativos.

- Guia das características e vantagens de 20 espécies pouco conhecidas (LKTS);
- Série de cartazes anexados ao guia;
- 6 vídeos promocionais enviados a interessados do setor para utilizarem em suas atividades publicitárias;
- Postagens nas mídias sociais;
- Dois webinars de lançamento do guia e discussão dos benefícios do LKTS direcionados aos importadores do Reino Unido, UE, EUA e China, ambos com a presença de várias empresas madeireiras.



## Parcerias e coalizões

Parcerias estabelecidas com as principais organizações envolvidas no comércio de madeira legal.



**FOREST  
LEGALITY  
INITIATIVE**



# Publicações e divulgação de informações

10 publicações

9 artigos no blog da BVRio

23 artigos WeChat

70+ notícias na imprensa

**Tetekon is the new iroko : Lesser-Known Timber Species are the best way to go!**  
 Posted on 05/04/2021 by Isabel NUNES de Paula  
 Tagged: Sustainable Timber, L475, Lesser-known species, Ghana, Responsible Timber, Responsible Timber Exchange

There are over 100,000 species of timber in the world, but only a small fraction is widely used commercially. This, however, does not mean that the rest of the species are unsuitable for a variety of commercial uses. They underutilized species are known as Lesser-known and Lesser-Used Timber Species (L475) and can often substitute more popular species in terms of performance and aesthetic, and cost-effectiveness. This makes choosing L475 a good business decision, which also has the potential to improve livelihoods and protect biodiversity.

**Promoting Lesser-Known and Lesser-Used timber species from Ghana**  
 Posted on 01/02/2020 by BVRio Corina Bani  
 Tagged: legal timber, Ghana, Responsible Timber, Responsible Timber Exchange, Lesser-known species, FLEGT

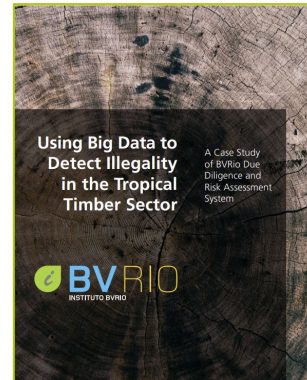
In collaboration with Ghana Forestry Commission's Timber Industry Development Division (TIDD), Forest Research Institute of Ghana (FRIG), Ghana Timber Millers Organization (GTMO) and the Ghana Timber Association (GTA), BVRio developed a set of communication materials that include technical information about a selection of timber species that are available to the international markets.

**Illegal timber trade from Brazil and the need for robust due diligence**  
 Posted on 26/09/2020 by BVRio  
 Tagged: Due Diligence, illegal timber, Responsible Timber

At the 12th BRICS Summit, held via video conference on the 7th November 2020, the Brazilian government "intended to disclose" that "Singapore has purchased illegal timber from Brazil during 2020". Indeed, this is a lie. Recent analyses by BVRio concluded that a high percentage of Brazilian hardwoods, reported to EU member states and the USA in 2016-2020, had a very high risk of illegality. The study was based on BVRio's Timber Due Diligence system, that uses big data analysis and satellite imagery and is able to identify the risk of irregularities in 99% of cases.

**New Forest Code approved in the Republic of Congo**  
 Posted on 22/05/2020 by Cristina Teixeira de Almeida  
 Tagged: timber of congo, RDC, Responsible Timber, Forest Code

With over 62% of the Republic of Congo covered by forest – an area almost the size of the United Kingdom – it is vitally important that sustainable forest management practices take place in the



3 posts por semana no Facebook para gerar consciência no setor, que resultou

3 milhões + de visualizações.



100+ campanhas de e-mail marketing para promover produtos de madeira para 100.000+ compradores potenciais internacionalmente.

## Apoio

Todo este trabalho só foi possível graças ao apoio financeiro e parcerias com as seguintes organizações:





Saiba mais sobre o trabalho da BVRio em [bvrio.org](http://bvrio.org)