



Distr.
GENERAL

TIM/SEM.1/2003/R.13 (Summary)
6 January 2003

Original: ENGLISH

Seminar on
STRATEGIES FOR THE SOUND USE OF WOOD
Poiana Brasov, Romania
24-27 March 2003

Wood promotion campaigns in UNECE region - an update
Session II

Paper by Mr. Michael Buckley,
World Hardwoods, the United Kingdom

Summary

This paper will give an update on a research project to identify and analyse all the generic wood promotion campaigns currently live in the UNECE region.

Phase I, identification and monitoring, is expected to be completed in early 2003; followed by an analytical evaluation of most of them in Phase II by the end of 2003, to enable wood promotion campaign modelling to more easily facilitated.
