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The United Kingdom wood for good programme
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Summary

This promotion programme is perhaps unique as it involves both countries exporting to the UK and domestic forest growers and processors. The programme has recently completed its third year and has been reviewed by independent consultants. There have been significant changes in attitude towards timber by consumers and by specifiers (architects and engineers).

The promotion has involved TV and printed media and has focused on consumers, opinion leaders and on specifiers. The advertising has been supported by technical information made available via traditional and electronic means. As well as a strong message on the design and utility advantages of timber there has been a strong environmental message. There has also been a focus on new or innovative uses of timber. Some of these are genuinely new, others new in the context of the British market. The paper will outline the programme – summarise the findings of the review and describe the recent innovative uses featured in the promotion.
