Contribution ID: e9f7c911-f46b-423e-95be-e9a810398473

Date: 27/04/2023 16:58:44

# 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:

Website continuously updated with information for operators, especially concerning the situation in UA and RU as well as relevant export bans of third countries

- \*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)		
<ul> <li>Website, social media, publicly available webinars, downloadable information material (counts as reaching the users counted)</li> </ul>		
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)		
<ul> <li>Small and Medium Sized Enterprise operators/traders</li> </ul>		
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.		
6 Operators of imported timber/timber products/traders (general)		
100		
7 Small and Medium Sized Enterprise operators/traders		
90		
8 Federations of operators/traders		
2		

Contribution ID: 84e82200-17f0-4e0f-b5a2-a3def99de1fe

Date: 27/04/2023 17:02:47

# 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.

Description or name of action/campaign/event/emission/press release:	
Workshop in meeting of an operators association	
)6	

- \*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)		
<ul> <li>Website, social media, publicly available webinars, downloadable information material (counts as reaching the users counted)</li> </ul>		
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.		
6 Operators of imported timber/timber products/traders (general)		
50		
7 Cmall and Madiyun Sizad Entampias an anatons/tundans		
7 Small and Medium Sized Enterprise operators/traders		
45		
8 Federations of operators/traders		
o redefaulous of operators/ traders		
2		

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Date: 27/04/2023 17:05:08

# 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.

1 D	Description or name of action/campaign/event/emission/press release:
	Participation in meeting of operators association regarding the situation in UA

- \*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 email	ls, newsletters, flyers (counts as reaching the recipients)
<ul><li>Website, social m counted)</li></ul>	edia, publicly available webinars, downloadable information material (counts as reaching the users
/	nmes (counts as reaching the estimated audience)
*3 Please specify the topi	
EUTR overall pur	pose, obligations, and implementation
EUTR traceability	obligations
EUTR due diliger	nce obligation in general
EUTR specific ris	iks and related risk assessment and/or mitigation measures
Other EUTR relat	ed issues (please specify under 'Description')
	ience(s), which was/were targeted for reaching/raising awareness/building capacity: estic timber/timber products (general)
Operators of impo	orted timber/timber products/traders (general)
Small and Mediur	n Sized Enterprise operators/traders
Federations of ope	erators/traders
Own staff, staff of	f other national authorities, judiciary
Other EUTR Com	petent authorities
Third country Co	mpetent authorities
Civil society orga	nisations/Scientific bodies
Monitoring organ	
General public/co	
Please specify the estima	ated/known number of individuals of the targeted audiences.
6 Operators of imported	timber/timber products/traders (general)
100	
7 Small and Medium Siz	zed Enterprise operators/traders
90	

Contribution ID: ae85cde4-a290-4ef7-b1ea-c401d99c0ac6

Date: 27/04/2023 17:09:19

# 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.

D	escription or name of action/campaign/event/emission/press release:
	Lecture (for students) on EUTR and FLEGT at university

- \*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)
	0	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 P	leas	se specify the topic (select all that apply):
	1	EUTR overall purpose, obligations, and implementation
	1	EUTR traceability obligations
	1	EUTR due diligence obligation in general
	1	EUTR specific risks and related risk assessment and/or mitigation measures
		Other EUTR related issues (please specify under 'Description')
*4 P	leas	se 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
	1	General public/consumers
Ple	ase	specify the estimated/known number of individuals of the targeted audiences.
14 General public/consumers		
	2.	
	3	U

Contribution ID: 12a23800-fbb9-4a8e-864b-d8bf21c129e0

Date: 27/04/2023 17:14:04

# 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:

Presentation on the implementation and enforcement of the EUTR and FLEGT Regulation at the Austrian Research Centre for Forests

- \*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 Pl	ease 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 Pl	ease 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	
Plea	se specify the estimated/known number of individuals of the targeted audiences.	
9 Own staff, staff of other national authorities, judiciary		
	30	

Contribution ID: 842e2468-a2fa-48a6-beee-3a5be17edd31

Date: 27/04/2023 17:16:33

# 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.

1 D	Description or name of action/campaign/event/emission/press release:
	Cooperation meeting with other national authorities concerning environmental crimes

- \*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)

0	Information emails, newsletters, flyers (counts as reaching the recipients)	
0	Website, social media, publicly available webinars, downloadable information material (counts as reaching the users counted)	
0	TV, radio programmes (counts as reaching the estimated audience)	
*3 Plea	ase specify the topic (select all that apply):	
V	EUTR overall purpose, obligations, and implementation	
V	EUTR traceability obligations	
V	EUTR due diligence obligation in general	
V	EUTR specific risks and related risk assessment and/or mitigation measures	
	Other EUTR related issues (please specify under 'Description')	
*4 Plea	ase 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	
V	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	e specify the estimated/known number of individuals of the targeted audiences.	
9 Own staff, staff of other national authorities, judiciary		
	25	
'	<b>20</b>	

Contribution ID: 75bee753-b4a8-46ba-9e5e-df3c25b569e0

Date: 27/04/2023 17:18:43

# 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.

1 D	Description or name of action/campaign/event/emission/press release:
	Cooperation meeting with another national authority concerning isotope analysis

- \*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)		
ease 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')		
ease 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		
7 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		
se specify the estimated/known number of individuals of the targeted audiences.		
9 Own staff, staff of other national authorities, judiciary		
40		
10		

Contribution ID: af3a7146-1571-44ba-aa23-585a5f522773

Date: 27/04/2023 17:21:21

# 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.

1 D	Description or name of action/campaign/event/emission/press release:
	Reply to a Parliamentary Question on the enforcement of the EUTR in Austria

- \*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)	S
	TV, radio programmes (counts as reaching the estimated audience)	
*3 Pl	se 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 Pl	se 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	
Plea	specify the estimated/known number of individuals of the targeted audiences.	
14 (	neral public/consumers	
	00	

Contribution ID: 87e0674f-7bfb-4fc3-96c7-3e5babb2cc20

Date: 27/04/2023 17:24:06

# 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:

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

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.

Detailed response to an enquiry from Austrian journalists about the enforcement of the EUTR in Austria

- \*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)
	0	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 P	leas	se specify the topic (select all that apply):
	1	EUTR overall purpose, obligations, and implementation
		EUTR traceability obligations
	<b>V</b>	EUTR due diligence obligation in general
		EUTR specific risks and related risk assessment and/or mitigation measures
	<b>V</b>	Other EUTR related issues (please specify under 'Description')
*4 P	leas	se 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
Plea	ase	specify the estimated/known number of individuals of the targeted audiences.
14	Ger	neral public/consumers
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# 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

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Communication and advice on operators duties and answering to specific questions concerning DDS issues and sanctions

- \*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)
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V	EUTR specific risks and related risk assessment and/or mitigation measures
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V	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	e specify the estimated/known number of individuals of the targeted audiences.
6 Оре	erators of imported timber/timber products/traders (general)
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