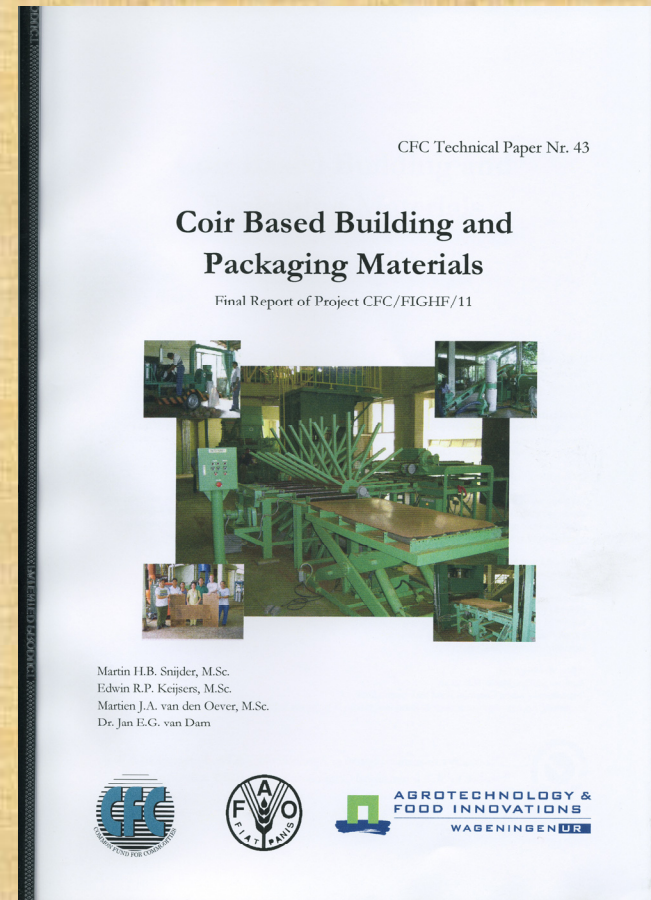


**International Workshop on
Ecocoboard
Tagaytay, Philippines
1-3 October 2007**



Coir Based Building and Packaging Materials

- Project successfully completed 2000 to 2005;
 - Results in CFC Technical Paper No 43.



Coir Based Building and Packaging Materials

- Now seeking commercial realization;
- International Year of Natural Fibres 2009 should help provide an environment conducive to new fibre ventures.



INTERNATIONAL YEAR OF NATURAL FIBRES 2009



INTERNATIONAL YEAR OF NATURAL FIBRES 2009

What is an International Year?

- Since 1959, the UN has designated International Years
 - to draw attention to major issues
 - to encourage international action to address concerns



Recent International Years

- 2006 – Deserts and Desertification
- 2005 - Sport and Physical Education
- 2005 - Microcredit
- 2005 - Physics
- 2004 - Rice (FAO)
- 2002 – Mountains (FAO)



Who decided that 2009 would be the International Year of Natural Fibres?

- The idea came from a meeting of the IGG on Hard Fibres and the IGG on Jute at FAO in late 2004
- A formal declaration was made by the General Assembly of the United Nations in December 2006.



Proposed Objectives - 1

1. To raise awareness and stimulate demand for natural fibres;
2. To encourage appropriate policy responses from governments to the problems faced by natural fibre industries;
3. To foster an effective and enduring international partnership among the various natural fibres industries;
4. To promote the efficiency and sustainability of the natural fibres industries.



Proposed Objectives - 2

1. To raise awareness and stimulate demand for natural fibres;
- 2. To encourage appropriate policy responses from governments to the problems faced by natural fibre industries;**
3. To foster an effective and enduring international partnership among the various natural fibres industries;
4. To promote the efficiency and sustainability of the natural fibres industries.



Proposed Objectives - 3

1. To raise awareness and stimulate demand for natural fibres;
2. To encourage appropriate policy responses from governments to the problems faced by natural fibre industries;
- 3. To foster an effective and enduring international partnership among the various natural fibres industries;**
4. To promote the efficiency and sustainability of the natural fibres industries.



Proposed Objectives - 4

1. To raise awareness and stimulate demand for natural fibres;
2. To encourage appropriate policy responses from governments to the problems faced by natural fibre industries;
3. To foster an effective and enduring international partnership among the various natural fibres industries;
- 4. To promote the efficiency and sustainability of the natural fibres industries.**



Natural Fibres

- Range of animal and vegetable fibres
- Produced on small peasant holdings to large estates
- Used for fine luxury clothing, sacks and ropes, high-tech Mercedes components



Global Export Values of Natural Fibres, 2004



Why are Natural Fibres important?

- Important to the consumer – clothing, household, and industrial uses;
- Important source of income for farmers who produce them, and countries which export them;
- Healthful, environmentally-sound products.



A Communications Event

- An opportunity to raise the public profile of natural fibres
 - in cooperation with producers of other natural fibres (cotton, silk, abaca, etc)
 - emphasise the positive qualities of coconut fibre as a natural fibre



Who will organise the International Year?

- International Steering Committee provides overall guidance;
- There is a coordinating unit in FAO;
- Most of the activities will be organised by partner organisations, some at the international level, and many more within individual countries.



How will it be funded?

- Most activities will be organised and funded by fibre industries and individual countries;
- FAO is seeking funding for communication and planning activities
 - from donor governments and from industry groups.



Preparation for 2009

- 2007 - 2008 will involve a lot of preparation and planning
 - Communication plan
 - Messages, slogan, publicity material;
- The actual programme of events will take shape as 2009 approaches.



What will happen in 2009? (1)

- 2009 will be an opportunity to generate information, to communicate messages about natural fibres;
- Special events will be held to generate interest in natural fibres



What will happen in 2009? (2)

Special activities could include:

- creation of press stories, TV footage, make a film, write a book;
 - anything which allows you to “reach out” with a message, either directly to the public, or through the press, TV, etc.



What will happen in 2009? (3)

Other activities to generate interest could include:

- conferences, meetings
- displays, fashion shows
- competitions (textile craft, art, schoolkids)
- promote new technology;
- regular annual events can be “dressed up” as IYNF activities



After 2009

- IYNF proposal includes planning for an on-going natural fibres partnership, continuing activities in the future.



What comes next?

Begin your planning for 2009

- How will the coconut fibre industry take advantage of this International Year?
 - What will your organisations do?
- Develop links with other natural fibre industries, consider joint activities to promote common virtues of natural fibres.
 - with abaca, ramie, etc



What comes next?

- For Ecocoboard, the International Year of Natural Fibres 2009 represents an obvious opportunity;
 - boards could come onto the market at a time when public profile of natural fibres is rising.



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