



PEFC Forest Certification Week

Helsinki • Finland • 13-17 November 2017



PEFC Stakeholder Dialogue – Making Certification SMART

Preliminary Agenda

Wednesday 15 November

Join us the evening before for a Cocktail Reception - your chance to meet with your fellow participants and get networking before we get down to business at the Stakeholder Dialogue. The Cocktail will take place in the Scandic Park Helsinki hotel from 18:30 to 20:30.

Thursday 16 November

09:00 - 10:30 System Reboot: Exploring the potential of innovation and technology within forest certification

Keynote Address by **Wiebke Herding (ON:Subject)**: “Embracing technology innovation within certification: what’s the hype?”

Our day kicks off exploring the nexus of technology and certification systems. From recognizing current needs, to identifying future directions and potential impacts, this keynote will get the discussion going and establish a common framework that we can advance throughout the day.

Innovation Spotlights: Technology has the ability to move boundaries and change how certification operates. To help us re-imagine these boundaries, the following speakers will showcase their innovation and ideas:

- Extra Eyes on the Forest: **Eugene Lopatin**, LUKE and Forgis Oy
- Connecting Brand Owners to Forests: **Sarah Crow**, American Forest Foundation
- The Sweet Story of IT Integration: **Simon Usher**, Bonsucro
- De-Mystifying Blockchain for use in Forestry: **Robin Askey**, Envirosense

Moderator: **Sarah Price**, PEFC International

10:30 - 11:00 Coffee Break

11:00 - 12:30 Parallel Workshops: Exploring SMART solutions in forest certification

SMART solutions for engaging and leveraging society for sustainable forestry



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Over half of the planet's human population already lives in cities and migration trends continue to accelerate. In the digital era, increasingly innovative ways are required to connect people to rural landscapes and forests. This era also offers the unprecedented ability to reach and captivate society as a positive force for action.

This session will search for new approaches that expand certification's ability to use technology to add value and engage society in ways that support healthy forests and sustainable forest product industries.

We will explore case studies and innovations including:

- How forest certification can enhance companies' abilities to engage with their consumers.
- Crowdsourcing and Public Outreach – new approaches to raising funds and cultivating support for forests.
- How existing data and information systems could be better utilized to capture more opportunities for engagement.

Moderator: **Thorsten Arndt**, PEFC International

SMART solutions for strengthening trust and traceability throughout value chains

Technology compliments nearly all aspects of Chain of Custody management. New and emerging hardware, software, services and tools are enhancing the robustness of certification and accelerating the flow of information through supply chains.

This session will feature some of the latest and greatest technological developments from certified forestry supply chains. It will inspire and re-imagine how the information flow and product assurances of certified products can continue to evolve in the future.

The session will build clarity around:

- What are the 'must have' technologies to maximize the impacts and effectiveness of Chain of Custody?
- What technology applications show promise for transferring complex information in a useable and credible form?
- How could technology surpass the current information scope of Chain of Custody and help certification to deliver more value to companies and customers?

It will feature a range of tools and approaches to strengthen due diligence and risk assessment processes, supplier engagement, log tracking technology and dynamic data transfer. Speakers will include: **Pedro Moura Costa**, BV Rio; **Harold Putz**, KIAG; **Hannes Plackner**, Holzindustrie Schweighofer; **Ulrich Heindl**, Global Traceability; and **Richard Watkins**, EnviroSense.

Moderator: **Michael Berger**, PEFC International

SMART solutions for activating efficient and accessible sustainable forest



management certification

Understanding our forest resources has never been easier. With unprecedented quality of satellite imagery now freely available, together with new tools and approaches to measure and monitor forests, there is great potential to overcome common forest management challenges. How can forest certification support the further testing or deployment of these innovative approaches? How can forest certification better utilize modern technologies to support verification and monitoring processes?

This dynamic session will review a range of emerging innovations that show potential for changing the way people implement, verify and monitor sustainable forest management.

Highlights will include innovation that supports forest productivity, smallholder access to group certification, efficiency in forest inventory and management planning and new capacity in forest monitoring and measurement. Speakers include: **Elizabeth de Carvalhaes**, IBA; **Evan Buytendijk**, Ingenieursbureau Evan Buytendijk BV; **Teemu Saramäki**, Trestima; **Lauri Tamminen**, Indufor; and **David García Castillo**, Agresta Coop.

Moderator: **Hanna Nikinmaa**, Indufor

12:30 - 13:30 **Lunch**

13:30 - 14:00 **Highlights from Workshops**

14:00 - 15:00 **Navigating the path towards future horizons for technology and forest certification**

A forward-looking panel discussion with brands, buyers, members, board and service providers to exchange perspectives on the priorities, opportunities and future directions for integration of technology within PEFC.

Moderator: **Ben Gunneberg**, PEFC International

15:00 **Coffee break while visiting the exhibition**

16:00 **Buses depart for Field Trip**

20:00 **Arrival at the hotel in Jyväskylä**

We'll be welcomed with a buffet of locally produced food and beverages and introduced to the field partners and the Friday program.



Friday 17 November

08:00 **Departure from the hotel**

Morning session in the forest

- Introduction to Sustainable Forest Management in Finland
- Advanced wood logging technologies
- PEFC FI Criteria and Group Certification
- Wood procurement systems and verification of the origin of the wood

11:30 – 12:30 **Lunch**

12:30 – 14:30 **Afternoon session in Metsä Group's next-generation bioproduct mill in Äänek**

14:30 **Departure to Helsinki**

- Stop at Helsinki-Vantaa airport at 18.30
- Arrival at Scandic Park Helsinki hotel at 19:00