

2015 SFI Annual Conference – Panel Overviews (Draft)

- **Welcome and Opening Remarks** Delegates will be welcomed to the conference and to the State of California, and receive an update on the latest progress and future opportunities for the SFI program.
- **Global Sustainability Trends and Issues.** Malcolm Preston, Global Sustainability Leader, PwC, London, UK. Known as an "expert generalist" on numerous sustainability issues, Malcolm leads a 700-strong team of sustainability and climate change experts at PwC. Malcolm will discuss numerous sustainability issues in a forest supply chain context, including global mega trends, policies, and initiatives that can positively or negatively impact your supply chain depending on how you position your organization. 
- **Risk and Reward in Forest-Based Supply Chains** Brandowners have always placed high legal and sustainability demands on the products they buy, be it wood, paper or packaging. This session will discuss the risks in forest based supplies, the tools brandowners are using to add value in their supply chains and how to weigh the risk and reward in decision-making and customer relations.
- **Avoiding Deforestation and Integrating Corporate Values Into Global Supply Chains** Many global corporate brands have made policy commitments for zero deforestation. This has been driven by organizations like the Consumer Goods Forum,  which passed a 2010 resolution for their members to achieve zero net deforestation by 2020. Forest certification is recognized as a tool to deliver on such commitments, but clearly certification sets a much higher hurdle than the avoidance of deforestation or illegal logging and clearly corporations must manage supply chains for more than a single issue or a single value proposition. Join in a discussion that cuts to the chase on why zero deforestation has emerged as the new hot topic and why organizations like The Forest Trust might be knocking on your door asking supply chain questions that address a range of brandowner values.
- **Forest Conservation Meets the Real World – How SFI is Forging the Future of Forest Conservation in Key Landscapes Today** Beyond the research requirements of the SFI Standards, SFI Program Participants and partners engage in conservation initiatives and collaborate with globally recognized conservation organizations, in projects that reflect the diversity of forests across North America. As our scale has grown, so have the breadth, complexity and creativity of approaches employed by SFI Program Participants and their conservation partners. Learn about how SFI's conservation impact is growing, what it adds up to in critical landscapes, and about cutting edge collaborations that are stretching the bounds of traditional conservation to ensure the health and vitality of our future forest.
- **Telling our story. Influencing consumer buying patterns to shape the future of forest products sector. (single speaker)** Scot Case, Vice President Strategic Consulting, Natural Marketing Institute will highlight research and findings around environmental marketing & labeling. Find out how your company can convey useful environmental 

information to customers and further build and strengthen your reputation.

- **SFI Implementation Committees – Bringing the SFI Standard to Life in Local Communities** SFI Implementation Committees are our strongest asset when it comes to community leadership. This grassroots network works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement activities. SFI Implementation Committees are a critical part of our work promoting the SFI Standards, collaborating on the training of harvesting professionals and connecting people and communities to the forest. This panel will elevate and celebrate three SICs in particular whose recent projects go above and beyond the ordinary and take extraordinary steps to connect our communities to the forest.
- **Future Forests through an Economic Lens** (single speaker Pete Stewart from Forest2Market) Pete Stewart, President and CEO, Forest2Market, will address the future of the forest sector, emerging markets affecting the forestry industry and wood supply and demand drivers in the North American forest products industry.
- **Keynote speaker Michael Green** to discuss innovation in architecture, wood skyscrapers, and the future of tall wood buildings. In recent years, tall wood projects have been proposed and completed around the world, demonstrating successful applications of engineered wood and mass timber technologies. Leading architect Michael Green, MGA | Michael Green Architecture, will share the importance of innovative design, research, testing, and responsible forest management in successfully shifting tall wood building into mainstream urban architecture.
- **Tall Buildings and the Future of Wood Fiber** Fiber from trees is being used in new and exciting ways. Over the past several years, a number of tall wood projects have been proposed and or completed around the world, demonstrating successful applications of new wood and mass timber technologies. Share with the audience the importance of research, responsible forest management, and innovative design in successfully getting tall wooden structures into mainstream urban architecture.

