



Certification: Growing demand. Increasing confidence.

National Wood Products Forum & Workshop 2012

9 am – 5 pm, 31 May 2012. Dockside, Darling Harbour, Sydney

Wood and wood products certification. Growing the future or the chop?

Certification of wood and wood based products is currently a growing trend in Australian and international markets.

What's driving this growth - and what's impeding it? Is it adding value - and for whom? How will certification shape future wood and wood products markets?

All these questions and more will be addressed at Certification: Growing demand. Increasing confidence. National Wood Products Forum & Workshop 2012.

If you've any questions, or even better the answers, on how to improve certification in Australia, then this forum is for you.

Informative and Inspiring Speakers

Nick Bez - Mobium Research. The pioneers of the LOHAS (Lifestyles of Health and Sustainability) methodology in the Australian market, Mobium annually track consumer attitudes and purchasing behaviour. Nick will discuss consumer responses to eco-labelling and certification.

Mark Gomm, Risk/Sustainability Manager, Bunnings/Officeworks

Armineh Mardirossian, Group Manager, Corporate responsibility Community & Sustainability, Woolworths Limited

Jacqueline Fegent-McGeachie, Sustainability Manager, Kimberly-Clark

Richard Stanton, National Secretary, Australian Forestry Standard

Natalie Reynolds, Acting CEO, Forest Stewardship Council

Stephen Mitchell, Sustainability Programme Manager, Timber Development Association

Fred Gale (BA,MA,PhD), University of Tasmania

Chris Taylor, Post Doctorate Research Fellow, Melbourne University

Engaging and Productive Workshops

Morning and afternoon workshop sessions will be facilitated by Howard Parry Husbands, Director, Pollinate.

Workshop One: Identifying impediments to the use of certified wood and wood products

Workshop Two: Developing strategies to promote certification of wood and wood products

Who Should Attend?

The program has been designed to be of value to the whole supply chain – from producers to retailers to purchasers, including:

- producers and importers
- manufacturers and converters
- wholesalers and retailers
- private and government sustainability and purchasing
- NGOs and other interested bodies

Breaks and post-event drinks will provide networking opportunities for all attendees.

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Followed by drinks and canapes

Cost:
\$95 including lunch & refreshments

Bookings:
www.MakeItWood.org/CertificationForum

Advisory Committee

Planet Ark
FWPA
The Wilderness Society
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