Natalie Reynolds
CEO
Forest Stewardship Council
‘Market mechanism to drive change’
FSC – Market Mechanism to Drive Change

Natalie Reynolds
CEO
• Established in Australia 2006
• Balance – build demand, ensure supply
• Global trade & commerce – two-pronged challenge of global consistency and local relevance
• Leverage – ENGO support
• Cross promotion – corporate leaders
• Public Awareness
• Global Strategy
Considering the next 12 months what are the biggest opportunities for your business in relation to FSC certification?

[Bar chart showing various opportunities with percentages for each category, such as increased supply of material or products, additional clients, reduced costs, expansion of business, traceability, promotion of FSC labeled products, entering new markets, developing new products, and complying with the EU Timber Regulations.]

Manufacturer, Furniture, Composite Products
Printer, Publisher, Paper Merchant/Distributor
Global Impacts

• Documented global impacts in 244 page study – google ‘FSC Global Impacts’

• FSC is rapidly improving:
  • availability & condition of forests;
  • market mechanism to differentiate via third party audit process products from responsible sources
  • social benefits & livelihoods
The future: Connecting Global Demand with Supply

Welcome to the Forest Stewardship Council® Marketplace BETA

Creating connections for FSC® certified businesses worldwide.

If you are an FSC certificate holder, please get involved, fill in your Marketplace profile and start finding customers or suppliers to build your FSC business.

REGISTER NOW
Knowledge Tree Series
Introduction to Green Star® and FSC Project Certification

Are you in the construction, timber supply, development or contracting industry? Do you want to understand FSC and how to gain competitive advantage? Have you been asked to work on a Green Star® job and supply FSC Certified Products? Then come along to our free information breakfast specifically targeted to you to help you grow your FSC Knowledge Tree.

Topics
- What is FSC & why is it important?
- Green Star® and the timber credit
- Steps involved in Chain of Custody Certification
- FSC Chain of Custody for Project Certification

Speakers: Natalie Reynolds – Acting CEO FSC Australia
          Nick Capobianco – Senior Lead Auditor, Scientific Certification Systems
          Joshua Bruce – Sustainability Manager, ISIS

GBCA CPD points for attendance apply
Thank you

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