

# How business can tackle deforestation

Understand deforestation risk, benchmark your policies and collaborate effectively with NGOs

April 14th-15th 2015 | Washington DC

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## Hear from these leading experts:



Jeremy Goon  
Chief Sustainability Officer  
**Wilmar**



Dr Simon Lord  
Group Director for Sustainability  
**New Britain Palm Oil**



Christine Riley Miller  
Senior Director,  
Corporate Social Responsibility  
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Ben Vreeburg  
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Environment & Aviation Policy  
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Beth Stevens  
SVP Environment & Conservation  
**Disney**



Jean B. Sweeney  
Vice President, Environment,  
Health & Safety  
**3M**



Mark Buckley,  
Vice President, Environmental Affairs  
**Staples**

# Deforestation's big challenges, and what business can do about it

Big businesses and brands have accepted the sustainability challenges around deforestation, and the risks to supply security and reputation. But what are the right changes to make to corporate policy and action?



Deforestation is a major problem. We all know this – and the numbers are compelling.

A report published in late 2013 by UK research institute Chatham House put the net loss of forest area worldwide from natural causes or conversion to other uses at an average rate of 5.2m hectares a year from 2001-10. Agricultural expansion is, the report says, the most significant driver of deforestation, accounting for up to 80% in some regions. Pasture and feed-crops for cattle, and the mega commodity crops such as soy, maize, palm oil, rice and sugar cane are those most closely associated with deforestation.

Logging, and specifically illegal logging, remains a major concern – though it has been the target of intense activist campaigning and, more recently, a raft of regulation in timber producing and consuming countries. While more than 100m cubic meters of illegal timber are harvested annually, the total amounts are falling, according to Chatham House. That said, the problem remains significant.

In recent years a principal focus for anti-deforestation campaigners has been southeast Asia, and particularly Indonesia and Malaysia. The latter now has the world's highest deforestation rates, having lost 14.4% of its forests between 2000 and 2012, conservation news website Mongabay.com reports..

## Business the activists' target

Activist organizations and other NGOs have long targeted big business and used campaigns against brands to help drive change. The dangers from deforestation are clear and something with which consumers can engage.

Malaysia has the world's highest deforestation rate, according to Google's Forest Map. So Mongabay.com reported in early 2014.

Meanwhile Amazon deforestation rates are fluctuating. Following a decline in deforestation rates since 2005 – that provided the single largest contribution to climate change mitigation on the planet – it jumped up 28% in 2013. Confounding environmental groups' expectations though, the rate dropped again in the year to August 2014 down 18% on the previous 12 months.

Sumatra has experienced rampant deforestation. From just 2000-2013, nearly 8m hectares were deforested – more than 17% of the island's total area, again according to Global Forest Watch, run by World Resources Institute.

Deforestation is not only wiping out habitat for plants and animals around the world. It is now linked to reductions in air and water quality, not only hastening climate change, but also contributing to increased rates of drought and fire. Now, for the first time, researchers publishing in the Proceedings of the National Academy of Sciences in 2014 have found that deforestation may also lead to a heightened risk of human disease.

## The Great Bear solution

In the developed forestry sectors of North America deforestation rates have slowed, through a combination of better management policies, and clearer and more stringent regulation. A multistakeholder approach was adopted to the preservation of Canada's Great Bear Rainforest, involving the forest industry, local First Nations, environmental groups and government.

The 6.4m hectare forest stretches up the west coast of British Columbia, comprising 25% of the planet's remaining coastal temperate rainforests. Up until 2006, it was designated for clear-cutting. But in February of that year, following an international campaign, land-use agreements were put in place that began a process of ecosystem protection. Logging is prevented at all in large areas of the forest, with forestry companies committed to lighter touch logging elsewhere.

By 2009, 50% of the Great Bear Rainforest was protected – though activist groups such as the Sierra Club and Greenpeace have a target 70% and more. And threats to the forest remain, including proposals for pipelines connecting Alberta's oil sands to the Pacific coast. Further multistakeholder agreements may be required.

## **Can we cut illegal logging?**

Chatham House has concluded that illegal harvesting may represent up to 72% of logging in the Brazilian Amazon, 35% in Cameroon, 65% in Ghana, 61% in Indonesia and 25% in Malaysia. Extrapolating from these figures, Chatham House has estimated that more than 100m cubic meters of timber are harvested illegally each year. However, on a more positive note, the same study also found that while still a major concern, illegal logging had reduced significantly between 2000 and 2009, perhaps by nearly a quarter of global illegal timber production.

More than 18% of Thailand's wood imports are estimated to be of illegal origin. About 17% of imports to India are estimated to be of illegal origin. India's consumption of illegal wood is rising more rapidly than that of any other country surveyed.

"Tropical deforestation is the second largest driver of anthropogenic climate change on the planet, adding up to 17-20% of the total greenhouse gas emissions during the 1990s," according to a recent Intergovernmental Panel on Climate Change report. Specifically, Brazilian deforestation accounted for 2-5% of annual carbon dioxide emissions from 2005-2009. The IPCC predicts that by 2030, the Amazon rain forest will have shrunk by 24-33%, due to agricultural expansion and development.

We can discuss the significance about the often-depressing numbers all day. The reasons for deforestation are well known. Poor governance and enforcement, lagging trade rules, opaque supply chains, community poverty, economic migrants and a lack of awareness both in the supply chains and sourcing communities all play important roles.

## **Corporate answers**

But better to also focus on solutions. This is where large companies come in. NGOs have long used campaigns against big brand names to help drive change, and the area of deforestation is no exception.

A few years ago some large companies began to come out with "no deforestation by 2020" policies, promises and targets. Campaign groups welcomed the move, but pointed out that in many places, by 2020 there will not be much tropical forest left standing. As mapping technology and scientists increasingly backed that claim, businesses have begun to move their commitments forward.

## **Tangible and realistic targets at last?**

Now it seems not a week goes by without a major brand, trader or sourcing business declaring "no deforestation by 2015" targets. It turns out the 2020 targets some had were just not good enough. Given the current deforestation trends, that's as it should be.

Mars, Unilever, Wilmar, Asia Pulp & Paper, Ferrero, Nestle, McDonald's, ADM, Cargill, Inditex, H&M, the list goes on. These companies have all made serious forestry related sustainability commitments in the last few years.

Some, such as McDonald's, demonstrated the power of brand sourcing nearly a decade ago, when a change in buying practices by the company led to Brazilian soy crushers declaring a moratorium on soy produced on newly deforested lands.



Importantly the agreement included verification, also via satellite imagery, used to monitor compliance. Deforestation for soy farms fell sharply shortly afterwards. The moratorium is now renewed on an annual basis.

## **Not just palm oil**

The examples of McDonald's and Asia Pulp & Paper demonstrate that this debate is now not just about palm oil. Yes palm oil sustainability matters, and yes in Indonesia it is now the biggest cause of deforestation, according to Mongabay.com. But palm oil sustainability efforts alone (a long way off as it is) are not going to save what remains of the world's valuable forests.

Other industries beyond palm oil are starting to play a key role in minimizing deforestation. Some, such as the aforementioned Asia Pulp & Paper, are making game changing and serious commitments to protection of remaining forests and even restoration, difficult as that remains.

Beyond pulp and paper, companies in the apparel sector are now taking serious "no deforestation" actions. Take a look at the serious commitments of Zara, H&M and others, who work with NGOs such as Canopy, to tackle this difficult issue in their value chains.

## **The New York Declaration**

Signed at a United Nations climate summit in September 2014, the New York Declaration on Forests is a non-legally binding agreement endorsing a global timeline to half natural forest loss by 2020 with a goal of ending it entirely by 2030. In parallel, the declaration calls for the restoration of 150m hectares of degraded forests by 2020, with further increases in restoration up to 2030.

As well as aiming to preserve and restore vital forests – on which more than 1.6bn directly people depend for their livelihoods – the declaration acknowledges that reducing emissions from deforestation and increasing forest restoration is important in limiting climate change.

At its launch, the declaration was endorsed by a large group comprising national and regional governments, indigenous peoples' groups, NGOs and companies – not least APP, Wilmar and Cargill.

Reaction to the declaration has been both positive and critical. On the one hand many welcome the involvement of companies previously accused of having deforestation in their supply chains – indicating that they are engaging improvements and change. And on the other, activist groups including Greenpeace point out that 2020 and 2030 are a long way off and argue that we need more robust measures to be halting deforestation right now.

## **Technology and partnerships**

Modern mapping and other technologies, such as smartphones, are increasingly enabling both the tracking and verification of deforestation, and what companies and their suppliers are doing to stop it. Alongside this, campaign groups such as Greenpeace and the Rainforest Action Network, measurement and policy implementation NGOs such as TFT (formerly the Forest Trust) and the Rainforest Alliance, are playing vitally important roles in forest value measurement and conservation across the world.

All this is why we at Innovation Forum have organized and will host an important event on the topic in Washington DC in early 2015.

On April 14-15 in Washington DC, we're bringing together a select group of companies, NGOs and other experts to debate how businesses can work with NGO partners, governments and key stakeholders to help prevent deforestation.

Innovation Forum founder Tobias Webb will help set the scene for the event. He will be joined by senior figures from New Britain Palm Oil, Dunkin' Brands, Weyerhaeuser, Domtar, Loders Croklaan, The Hershey Company, Greenpeace, Disney, Boeing, TFT, Future 500, 3M, Canopy, Archers Daniels Midland, Permian Global, Rainforest Alliance, Neste Oil and Wilmar.

These executives and activists, all at the forefront of the shift towards 'No Deforestation Footprint' in large companies, will be debating the key issues at hand for business, communities, governments, institutions and the finance sector in preventing natural forest cutting and ensuring its conservation on April 14-15 in Washington DC. The event will cover the latest trends on regulation and enforcement, but will also be a hands-on, practical meeting, with controlled attendance so that the right people to drive change are in the room. We hope you can join us.

## **Support independent debate and progress**

Innovation Forum is looking for a small number of partners to work with and push forward the anti-deforestation agenda.

The conference, along with our publishing of analysis and briefings on the subject, provide the perfect platform to promote debate, innovation and action to remove deforestation from the corporate supply chain.

### **Three key facts:**

1. Promote innovation and action amongst a room filled with your peers and wider stakeholders
2. Highlight your extensive, leading work in front of industry media, peers, NGOs, suppliers and government
3. Build relationships with key organizations to help promote action through collaboration

## **Speakers include:**

- Dr Simon Lord, group director for sustainability, **New Britain Palm Oil**
- Julie Felgar, managing director, environment and aviation Policy, **Boeing**
- Cassie Phillips, vice president, sustainable forests and products, **Weyerhaeuser**
- Christine Riley Miller, senior director, corporate social responsibility, **Dunkin' Brands**
- Andre de Freitas, executive director, **Sustainable Agriculture Network**
- Tom Dillon, senior vice president, forests, **World Wildlife Fund**
- Sophie Beckham, global forest stewardship and sustainability manager, **International Paper**
- Paige Goff, vice president, sustainability and business communications, **Domtar**
- Jeremy Goon, chief sustainability officer, **Wilmar International**
- Cassie Phillips, vice president, sustainable forests and products, **Weyerhaeuser**
- Glenn Hurowitz executive director, **Catapult**
- Ben Vreeburg, sustainability director, **IOI Loders Croklaan**
- Stanley Hirsch, group CEO, **FuturaGene Group**
- Jean B. Sweeney, vice president, environment, Health and Safety, **3M**
- Stephen Rumsey, chairman, **Permian Global**
- Gabriel Thoumi, senior sustainability analyst, **Calvert Investments**
- Lafcadio Cortesi, Asia director, **Rainforest Action Network**
- Bill Shireman, president and CEO, **Future 500**
- Nicole Rycroft, founder and executive director, **Canopy**
- Beth Stevens, senior vice president, environment and conservation, **Disney**
- Chris Jochnick, director, private sector department, **Oxfam America**
- Nigel Sizer, global director, forests program, **World Resources Institute**
- Tensie Whelan, president, **Rainforest Alliance**
- Eric Boyle, Senior senior manager sourcing, **The Hershey Company**
- Robert ter Kuile, senior director sustainability, **PepsiCo**
- Leela Barrock, group head, communications and corporate affairs, **Sime Derby Berhad**
- Mark Buckley, vice president, environmental affairs, **Staples**
- Ian Grey, senior environmental specialist, **Global Environment Facility**
- Simo Honkanen, senior vice president sustainability and public affairs, **Neste Oil**
- Michiel Hendriksz, director of sustainability, **ADM Cocoa**
- Jeff Conant, director, international forests program, **Friends of the Earth**
- Jessica McGlyn, founder and president, **Catalytics**
- Rhett Butler, founder, **Mongabay.com**
- Robin Barr, director, **TFT**



# Key questions you may be asking

1

## Who will be in the room?

Attending will be 150 senior professionals representing large corporations from corporate responsibility, sustainability and supply chain job functions. We're also bringing together the NGOs that can help you make a real difference. We're actively restricting the number of service providers to ensure a minimum of 80% of attendees are corporate practitioners and key NGOs to ensure the conference delivers maximum value – and maximum action.

2

## Is it just another talking shop? Will there be outcomes?

The conference has been specifically designed to promote action by providing the practical tools necessary to implement zero deforestation targets. By bringing together an intimate group of corporate practitioners, the conference provides a strong platform for delegates to take away actionable insight that can be implemented from the first day back on the office.

The conference will be an annual event, and part of Innovation Forum's conference program. Our report that goes alongside the conference will reflect progress and highlight areas for effective action. Speakers will be invited to report back on progress in 2015.

3

## Isn't deforestation just about palm oil?

Palm oil is a major issue that has seen significant media attention in recent years. But palm oil is far from the sole cause of deforestation. With pulp and paper, packaging, clothing and trading companies all committing to zero deforestation targets, it's evident that the issue of deforestation is a far reaching one.

Illegal logging practices, highlighted by campaigners for decades, have long been a major cause of deforestation before palm oil became such a dominant issue. Today, leading apparel brands such as H&M and Inditex are also making no deforestation commitments. This event is designed for any sector or industry serious about removing deforestation footprints from its value chain.

4

## Why will this event be different from others?

Innovation Forum has a clear philosophy – focused events, senior participants and candid dialogue. By bringing together highly experienced practitioners around such a focused topic, we are able to get to the core of the challenges and opportunities for companies in this space. The agenda is designed to be interactive and engaging so the issues discussed are those that matter to you and your peers.

## Download our report, for free

The management briefing that complements this event has been put together as a result of extensive cross-industry research with the leading experts in the field. Written by expert contributors, the report covers in detail the current state of play in the industry as well as assessing and analyzing the practical steps companies can take, and the challenges/opportunities that will result. The report is an incredibly useful tool in itself, but also works well to set the scene for discussion at the conference.

Make sure to download your copy for free from [www.innovation-forum.co.uk/deforestation-us](http://www.innovation-forum.co.uk/deforestation-us)

# Day One: April 14th 2015

## Welcome and introductions

Tobias Webb, founder, Innovation Forum

### Keynote: From HCV and HCS towards integrated landscape management – what will this transition mean for business policy and practices?

As more and more companies and brands move towards no deforestation commitments, practical and scalable methods of achieving this are being developed through cooperation between business and NGOs.

Now, high conservation value and high carbon stock approaches are being combined with the principles of free, prior and informed consent, and other social rights, in the concept of integrated landscape management.

In this moderated keynote session, we will ask Jeremy Goon, from Asia's leading agribusiness Wilmar, for his insight and analysis of what an integrated landscape management policy means for his company, and how this is a tool in developing properly sustainable security of supply across value chains.

**Jeremy Goon**, chief sustainability officer, **Wilmar International**

Moderated by **Tobias Webb**, founder, **Innovation Forum**

### Debate: Can – and will – GM technology play a positive role in preventing deforestation?

The use of GM is controversial. On the one hand it is the use of science to help feed the planet and lower environmental damage through agricultural chemical use. On the other it is seen as interfering with natural processes, which may have unforeseen consequences.

In this session we'll ask our experts – from each side of the debate – to state their views in a few minutes, then we'll have a moderated discussion and debate with the audience. Expect a bit of spice.

**Stanley Hirsch**, group CEO, **FuturaGene Group**

**Jeff Conant**, director, international forests program,  
**Friends of the Earth**

Moderated by **Tobias Webb**, founder, **Innovation Forum**

### NGO debate and commentary on challenges: Overview of the global deforestation landscape and what businesses are – and are not – doing about it

NGOs have long campaigned against deforestation and those companies seen to be responsible. Major strides have been made in recent years, but how deep does the change actually go in companies?

- **Focused debate**
- **Senior participants**
- **Candid dialogue**

In this session we'll ask three leading commentators for their views on progress to date, and where the debate needs to go next. They can expect tough questions about their own roles too.

**Tom Dillon**, senior vice president, forests, **WWF**

**Glenn Hurowitz**, executive director, **Catapult**

**Chris Jochnick**, director, private sector department, **Oxfam America**

### Palm oil challenges: Business trends and progress to date on policy, implementation and 'no deforestation' commitments

In this key plenary session we'll ask three leading palm oil company executives to outline briefly their company approaches to tackling value chain deforestation. They'll be asked to be both practical and self-critical and offer insights to attendees beyond the usual public information. Then, we'll ask a leading investor and a campaigning NGO to offer their thoughts on next steps for the companies and the lessons their experience has for other companies trying to tackle deforestation.

**Dr Simon Lord**, group director for sustainability, **New Britain Palm Oil**

**Ben Vreeburg**, sustainability director, **IOI Loders Croklaan**

**Leela Barrack**, group head communications and corporate affairs,  
**Sime Darby**

Investor risk commentary: **Gabriel Thoumi**, CFA, senior sustainability analyst, **Calvert Investments**

NGO commentary: **Nigel Sizer**, global director, forests program, **World Resources Institute**

### Breakout groups – corporate case studies

#### Group one: Biofuels – turning policy into action at Boeing

Boeing has been advocating and pioneering the use of biofuel, and supporting research and initiatives that move towards a more sustainable aviation industry. When produced sustainably, aviation biofuel emits 50-80% lower carbon emissions through its lifecycle than conventional petroleum-based jet fuel.

In this session, Boeing's Julie Felgar will address how the company confronts the dilemma of a value chain that does not contribute to degradation of forests whilst encouraging production of biofuel.

**Julie Felgar**, managing director, environment and aviation policy, **Boeing**

# Day One: April 14th 2015

## Group two: Sustainable forestry and supply chain innovation at Weyerhaeuser

Weyerhaeuser is one of the world's largest forest products companies with offices or operations in 11 countries, and customers worldwide. It is principally engaged in the growing and harvesting of timber; the manufacture, distribution and sale of forest products; and real estate construction and development.

In 2010 the investor-backed Forest Footprint Disclosure named Weyerhaeuser as a leader in managing operations and supply chains. Five years on from this award, we will challenge Weyerhaeuser's Cassie Phillips about what the company's forestry strategy entails, where the challenges to a proper forest products supply chain lie, and what cautionary lessons can be learned from the forestry sector as other commodities seek to influence land use through marketplace strategies.

**Cassie Phillips**, vice president, sustainable forests and products, Weyerhaeuser



## Group three: Supplier perspective – understanding on-the-ground challenges

New Britain Palm Oil is a large-scale integrated, industrial producer of sustainable palm oil in Australasia. The company's produce comes from Papua New Guinea and the Solomon Islands, with almost 8,000 smallholders and out-growers associated with their supply.

The company has a policy that 100% of fruit is certified to the RSPO principles and criteria, and here Simon Lord will reveal the secrets of how New Britain Palm Oil achieves this goal, and explain the difficulties of scaling up certification when working with small suppliers.

**Dr Simon Lord**, group director for sustainability, New Britain Palm Oil



## Plenary: Sustainability progress in the forestry sector – no deforestation versus certification

In a quick fire debate-based session, we will discuss the cutting edge of the certification versus no deforestation debate.

Some argue that while it's a great headline aim, a blanket zero deforestation approach doesn't provide the necessary tools for on-the-ground forest management, particularly for small-scale forests. Contrastingly, certification systems, such as FSC, can provide what forest-owners need to deal with the key challenges they face, including water quality issues, chemical use, protecting the rights of indigenous communities and conserving old-growth forests.

In this session we will engage two forest product suppliers on their views on no deforestation v certification and, importantly, how they communicate with their customers why and when one or the other is the best approach. We'll get commentary from a leading retailer on what he and his customers need.

**Sophie Beckham**, global forest stewardship and sustainability manager, **International Paper**

**Paige Goff**, vice president, sustainability and business communications, **Domtar**

With commentary from **Mark Buckley**, vice president for environmental affairs, **Staples**

## Closing plenary discussion: Putting corporate deforestation targets into action

In this closing session we'll hear some of the key challenges encountered as companies bring deforestation targets into action in their businesses. How do the leaders fit deforestation policies into their broader frameworks – and make this complex matter a priority for the business as a whole?

We'll seek out the best methods, and focus on the rights and wrongs of corporate practice with experts from leading brands, suppliers and an NGO.

**Glenn Hurowitz**, executive director, **Catapult**

**Robin Barr**, director, **TFT**

Facilitated by **Tobias Webb**, founder, **Innovation Forum**

# Day Two: April 15th 2015

## How business can tackle deforestation

### Opening panel: The New York Declaration on Forests – will it really make a difference?

The New York Declaration is a non-legally binding political agreement that grew out of dialogue among governments, companies and civil society, and was signed at a UN climate summit in September 2014.

For the first time, world leaders now endorse a global timeline to cut natural forest loss in half by 2020, and strive to end it by 2030. In parallel, the declaration calls for the restoration of 150m hectares of degraded forests by 2020, with further increases in restoration up to 2030. The declaration is endorsed by dozens of governments, 30 of the world's biggest companies, and more than 50 influential civil society and indigenous organizations.

This key note session will debate what the declaration means in practice. We'll ask our expert panel to explain why it is just another set of pledges, or whether it really is a game-changing agreement.

**Tensie Whelan**, president, Rainforest Alliance

**Nigel Sizer**, global director, forests program, World Resources Institute

**Bill Shireman**, president and CEO, Future 500

**Jeremy Goon**, chief sustainability officer, Wilmar International

### Corporate strategy plenary: How to make the financial, and reputational, business case for preserving forests

Every decision made by a business needs to be a business decision. In other words the finances have to stack up. Combating deforestation is no different – robust and ultimately successful programs to eliminate deforestation from corporate activity must be cost effective as well as helping to secure supply and easing potential reputational risks.

In this session, three experts who work with businesses in some different, if complementary, ways will explain how companies can develop properly costed and sophisticated programs that progressively lower impacts on forests while benefiting the financial bottom line.

**Ian Grey**, senior environmental specialist, Global Environment Facility

**Stephen Rumsey**, chairman, Permian Global

**Nicole Rycroft**, founder and executive director, Canopy

Facilitated by: **Tobias Webb**, founder, Innovation Forum

### Future trends: Beyond certification – what are the other tools we need?

Certification has been a useful tool for companies and brands that are beginning to tackle their deforestation impacts. But as we move to the next stage of tackling how to preserve and protect our forests – in ways that make sense for all stakeholders, including

business – has certification itself become a major part of the problem? Do certification schemes, with their inherent rigidity, hold back the change and innovation we need to manage natural resources more responsibly?

In this plenary session we will ask Glenn Hurowitz from campaign organizers Catapult, why we need to look beyond certification. We'll have immediate commentary from Sustainable Agriculture Network's Andre de Freitas and New Britain Palm Oil's Simon Lord.

**Glenn Hurowitz**, executive director, Catapult

Commentary and response:

**Andre de Freitas**, executive director, Sustainable Agriculture Network

**Dr Simon Lord**, group director for sustainability, New Britain Palm Oil

## Breakout groups session I – corporate case studies

### Group one: Dunkin' Brands – how to build board and management confidence for ambitious policy development

Having ambitious and robust targets around deforestation is great, but putting them into practice, and ensuring that they have the internal backing they need is the route to success.

Dunkin' Brands Group is the parent company of well-known restaurant chains Dunkin' Donuts and Baskin-Robbins. The group has stated that it will work with its suppliers and its franchisee-owned purchasing cooperative to source palm oil that is 100% fully traceable to the mill by the end of 2015, and to the plantation by the end of 2016 for use in Dunkin' Donuts U.S. restaurants.

In this session we explore the strategy and practicalities for a big brand to source 100% sustainable palm oil, and learn how any internal challenges can be overcome.

**Christine Riley Miller**, senior director, corporate social responsibility, Dunkin' Brands

### Group two: Neste Oil – traceable supply chains for more-sustainable biofuels

Neste Oil is a fuels refining and marketing company, with a production focus on premium-quality, lower-emission traffic fuels. The company produces a comprehensive range of major petroleum products and is also the world's leading supplier of renewable diesel.

In this session we will focus on how Neste Oil is investing in understanding its value chain and verifying the sustainability of the feedstocks for biofuels through the company's no deforestation and sustainable sourcing guidelines.

**Simo Honkanen**, senior vice president sustainability and public affairs, Neste Oil

# Day Two: April 15th 2015

## Group three: ADM Cocoa – how to meet supply standards in complex value chains

With a complex global supply chain, Archers Daniels Midland, the US-based global food-processing and commodities-trading corporation, converts oilseeds, corn, wheat and cocoa into products for food, animal feed, chemical and energy uses. With more than 265 processing plants, 460 crop procurement facilities, and a worldwide crop transportation network, ADM helps connect the harvest to the home in more than 140 countries.

In this session we explore how ADM is attempting to achieve fully traceable, sustainable palm oil that meets the RSPO Mass Balance standards and source segregated palm oil for use within its cocoa and chocolate factories.

**Michiel Hendriksz**, director of sustainability, **ADM Cocoa**

## Breakout groups session II

### Group one: Establishing a values-based policy – setting the stage for dialogue that delivers – 3M and TFT

3M, with \$30bn in sales, 88,000 people worldwide and more than 55,000 products, has been working with TFT on an anti-deforestation policy for global sourcing of paper and packaging products. In this session we'll ask 3M's Jean Sweeny and TFT's Robin Barr to talk about their experiences developing cutting edge corporate policy based on company values of stopping deforestation, gaining internal buy in and how they have used this as a tool to enable dialogue with suppliers and key stakeholders that is focused on issues as opposed to ideology.

**Jean B. Sweeney**, vice president, environment, health and safety, **3M**

**Robin Barr**, director, **TFT**

### Group two: Brands Q+A – challenges and progress

In this interactive session we'll ask two leading company executives to outline their approach to tackling value chain deforestation. They will be prompted to be both self-critical and practical, and provide insight beyond publicly available information. There will be an extended period for questions and debate, led by the session moderator.

**Beth Stevens**, senior vice-president environment and conservation, **Disney**

**Eric Boyle**, senior manager sourcing, **Hershey Company**

Session moderator: **Rhett Butler**, founder, **Mongabay.com**

## Group three: Policy and practice – what does “no deforestation” actually mean?

While it sounds simple enough, implementing a no deforestation policy is a complex matter. On a practical level, different stakeholder

groups – from companies, NGOs, indigenous peoples and government – may view what the term means on a number of different levels.

To pick through the challenges, in this session, we will explore how to define no deforestation commitments for business, and the practical steps that this requires. We will examine how these commitments translate into policy and the metrics that companies will need to develop to achieve targets.

**Gary Dunning**, executive director, **The Forests Dialogue**

## Closing plenary discussion: How can companies and NGOs engage governments more effectively to close the enforcement gap?

Newly created and invigorated laws on both sides of the Atlantic are creating more legal risk for business, and more opportunities for enforcement of EU, US and even national laws in countries where deforestation is a significant challenge. But national forestry departments are notoriously prone to corruption in some parts of the world, and political will is often lacking to tackle deforestation through law enforcement.

In this final session, we'll ask leading experts for their tips on how companies and NGOs can push for improved enforcement to help meet anti-deforestation targets. They will also reflect on the outcomes of the previous two days of discussion.

**Lafcadio Cortesi**, Asia director, **Rainforest Action Network**

**Jeff Conant**, director, international forests program, **Friends of the Earth**

Facilitated by **Tobias Webb**, founder, **Innovation Forum**

## Closing remarks

## Conference objectives:



- **To explain** why deforestation is one of the top business issues in the next decade
- **To analyze** the latest trends, campaigns and what business is currently doing to tackle deforestation
- **To explain** how to design and implement better anti-deforestation policies and practices
- **To showcase and debate** current best practice in removing deforestation from corporate supply chains
- **To highlight** the partnerships that help deliver best practice
- **To understand** the regulatory environment around legality and sustainable forestry

# How business can tackle deforestation

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## UPCOMING EVENTS

### Sustainable and Ethical Cotton Sourcing: How to get it right, and make it pay for business

16-17 March 2015, London

### Business and Human Rights, Trafficking and Anti-Slavery

7-8 April 2015, New York

### Measurement and Valuation of Corporate Responsibility & Sustainability

June 2015, London

### Sustainable Sugarcane Sourcing and Risk Management

June 2015, London

### Deforestation in Asia: Overcoming business challenges via stakeholder engagement and partnerships

September 2015, Singapore

If you're interested in any of these events, please do get in touch:

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