



GreenBlue

Innovation Summit: Forest Certification

Charlotte, North Carolina

June 12, 2014

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Agenda

Wednesday, June 11, 2014

6:15 pm	<p>Dinner and Dialogue</p> <p>We hope you will join us for small group dinners at local restaurants to discuss key topics of interest and concern for the forest certification systems. Sign up at our registration desk on the 7th floor, and meet your group in the hotel lobby at 6:15 pm to experience great conversation, meet new people, and enjoy good food. <i>**Participants cover their own meal costs.</i></p>
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Thursday, June 12, 2014

8:00 – 8:30 am	Continental Breakfast
8:30 – 8:50 am	<p>Opening Remarks</p> <p>Tom Pollock, Senior Manager, GreenBlue Nina Goodrich, Executive Director, GreenBlue</p>
8:50 – 10:10 am	<p>Views from the Value Chain</p> <p>Representatives from across the forest products value chain will share their past experiences with forest certification and give their perspective on how certification can benefit from change in the future.</p>
10:10 – 10:30 am	Break
10:30 am – 12:00 pm	<p>Table Discussions #1: Elements of Performance</p> <p>Small groups of 8 - 10 individuals organized by supply chain position will discuss the job that forest certification is meant to do and what elements of performance are most important. Concluding thoughts will lead into the second table discussion. Each table will report out to the group.</p>
12:00 – 1:00 pm	Lunch
1:00 – 1:30 pm	Report Out from Table Discussion #1
1:30 – 3:00 pm	<p>Table Discussion #2: Delivering Value</p> <p>Small groups of 8 – 10 mixed representatives from across the supply chain will examine the elements of performance from the first discussion to identify metrics and success measures for the most highly ranked elements of performance. Each table will report out to the group.</p>
3:00 – 3:40 pm	Report Out from Table Discussion #2
3:40 – 4:00 pm	Break
4:00 – 4:30 pm	<p>Reflections on the Day</p> <p>The American Tree Farm System (ATFS), the Forest Stewardship Council (FSC), and the Sustainable Forestry Initiative (SFI) will reflect on the day's findings.</p>
4:30 – 5:00 pm	Closing Remarks and Next Steps