



PEFC STAKEHOLDER SEMINARS: CONNECTING CERTIFIED FORESTS TO THE MARKETPLACE

LONDON: WEDNESDAY 11TH JANUARY
BIRMINGHAM: WEDNESDAY 18TH JANUARY



Do you really know where your timber, paper and packaging products come from?

Join PEFC in January at one of two workshops to gain a clear understanding of what lies behind the PEFC label and why certification and Chain of Custody is so important. **These workshops are free to attend** but places are strictly limited and will be allocated on a first come, first served basis so early registration is recommended.

PEFC is widely recognised as a leading advocate of sustainable forest management and its distinctive 'two trees' logo appears on forest products around the world – a symbol of responsible business and assurance of legal and sustainable sourcing. But what does the PEFC label really mean and what does it guarantee? The workshops will explain the rigorous certification procedures behind PEFC certification and better equip you to promote your organisation's certified status to your customers.

Key personnel from certified companies (Chain of Custody administrators, marketing and sales) are invited to take part in discussions surrounding a number of key topics. The half day seminar will cover:

- **Sustainable Forest Management** – what it involves and why it matters
- **Chain of Custody certification** – your chance to have your questions answered about the process which tracks a product from the forest to the end user
- **How to use the PEFC label** to promote your company's investment in certification to your customers

- **The market drivers** for certified forest products (legislation, public sector and corporate procurement policies and consumer expectations).

To enable us to better understand our stakeholders' needs, we also invite delegates to participate in discussing the challenges, benefits and business opportunities that PEFC Chain of Custody certification presents.



Delegates will have a choice of two city centre venues:

- London:** **Wednesday 11th January**
NCVO, Society Building, 8 All Saints Street, London, N1 9RL
- Birmingham:** **Wednesday 18th January**
MacDonald Burlington Hotel, Burlington Arcade,
126 New Street, Birmingham B2 4JQ

See over for provisional agenda



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AGENDA

- 09.30** Coffee
- 10.00** Welcome and introductions
- 10.15** Sustainable Forest Management – what it involves and why it matters?
- 10.45** Chain of Custody Certification – Q&A
- 11.15** Coffee
- 11.30** Using the PEFC Label
- 12.00** Market drivers for certified products
- 12.30** Promoting your certified status and how PEFC can help
- 13.00** Lunch
- 14.00** Close



VENUE LOCATION

Please indicate if you would like to attend

- London**
(Wednesday 11th January 2017)
- Birmingham**
(Wednesday 18th January 2017)

REGISTRATION FORM

please complete in BLOCK CAPITALS

Name of participant

Position.....

Company.....

Address

.....

.....

Mobile phone

E-mail

Any special dietary requirements

Please RSVP by **Friday 2nd December 2016** to Hilary Khawam by:

Fax: 01689 819902 **E-mail:** hilary.khawam@pefc.co.uk **Mobile:** +44 (0) 781 844 2306 or to the address below.

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