



DURBAN, SOUTH AFRICA
3rd - 5th SEPTEMBER 2015

— In —
**GOOD
COMPANY**
— With —
FSC[®]



In Good Company with the Forest Stewardship Council® (FSC)

Come and join us for the 4th *In Good Company* event from 3rd to 5th September 2015, in Durban, South Africa!

In Good Company 2015 is FSC International's annual global platform to engage with leading companies, brands and international NGOs working strategically with Corporate Social Responsibility (CSR), sustainability and FSC. In 2015 the event will precede FAO's World Forestry Congress in Durban (starting 7th September), which is the largest forum in the world that brings together people from all countries, regions and sectors to address global forestry issues.

3rd - 4th September | *In Good Company 2015* event

5th September | Field trip

What you can expect at *In Good Company 2015*

Global trends and developments related to responsible forest management, sustainability, and marketing of forest products will be discussed in open debates. The FSC +20 CEO Forum and interactive workshops will be part of the event, with many opportunities for networking. The program will include:

FSC +20 CEO Forum:

- “Forests For All. Forever. Unlocking the value of sustainable forest products.”

Markets and trends

- Maintaining supply chain integrity in changing timber trade flows
- Markets and challenges for tropical forest products
- Investments and plantations: Part of the solution to deforestation?
- The benefits of responsible printing

Marketing sustainable products to mainstream consumers

- How to engage consumers and stimulate demand
- FSC’s new branding and marketing toolkit: Leveraging the brand value
- Research findings of FSC’s consumer-focused campaign

Smallholders and community products

- From niche market to source of supply

The value of collaboration and partnerships

- Recognizing the value proposition of partnerships and responsible business and finding a way to deliver

In Good Company 2013, Copenhagen, Denmark:
A resounding success*



98%

found their overall impression of the conference to be good (48%) or excellent (50%).

94%

stated they would consider attending the next *In Good Company* event.

2015			
1	2	3	4
5	6	7	8
9	10	11	12



92%

found the program to be excellent (34%) or good (58%).



88%

found that they had enough time to network.



220

participants from all over the globe.

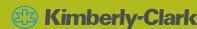
Speakers from

M&S



UPM

FAIRTRADE



*Feedback from delegates

and many more.



In Good Company
Sudh Sarronwala
WWF International
Copenhagen
October 16, 2013

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"Without a sustainable forestry program there is no sustainable furniture or paper business," Sudhanshu Sarronwala, WWF International, *In Good Company 2013*.



Rob Michalak
from Ben & Jerry's,
In Good Company 2013

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More than 200
people participated in
In Good Company 2013

© FSC Denmark 2013

From a good idea to a global market tool

In the twenty years since the establishment of FSC, an ethical idea has been transformed into a globally recognized, credible, and trusted brand in the market.

Since **1994**, FSC has grown into the forest certification scheme with the most certificate holders worldwide.

There are now more than **29,600** Forest Management and Chain of Custody certificate holders.

Over **183** million ha of forest is FSC certified worldwide.



- In Africa, the first FSC certification was granted in South Africa in **1997**, and since then FSC has grown across the region.
- There are currently **417** FSC certificates in **19** African countries overall.
- The industries these companies are based in range from printing, packaging, paper mills, paper manufacturing and logging, to wood charcoal, wood furniture, and various wood products.
- FSC also has **121** members from Africa who actively participate in the decision-making and governance of the organisation.

Host city: Fun Durban facts

- Called “eThekwini” in the Zulu language, the city has a rich cultural history, with the province being named by **Vasco da Gama** himself when he sailed past the bay of Durban on Christmas day in 1497, naming it Rio de Natal (Christmas River in Portuguese).
- Durban is a **hub for events** related to sustainability and the environment, such as the UN Durban Climate Change Conference in 2011 and the World Forestry Congress in 2015.
- Durban has the **busiest container port** in Africa and the 9th largest harbour in the world.
- **Mahatma Ghandi** practiced as a lawyer in Durban and his notion of Satyagraha – non-violent resistance – was born in Phoenix, Durban.
- Durban is filled with **art deco** buildings – one of the largest instances of art deco architecture in the world.
- Durban has one of the **largest mosques** in the southern hemisphere - Juma Musjid mosque.

For further information:

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