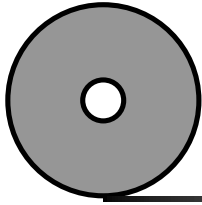


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4th FSC Global Paper Forum
9 – 10 June 2008 on drupa08 in Düsseldorf
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Agenda – Overview

as of 2008-05-27 • still subject to modifications and amendments • workshop moderators tba

First Day – 9th June 2008, Monday

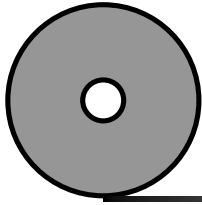
| Time | Event and Speaker | | | |
|------------------------------|--|---|--|--|
| 9:00 – 9:30 | Closed Meeting FSC Paper Committee Members Meeting | | | |
| | » Room 26 | | | |
| 9.30 | Check-In | | | |
| 10:00 – 12:00 | Training-Session 1: New FSC-COC for Print sector | | | |
| | » Room 8 <i>Stefan Salvador</i> , Chain of Custody Program Manager, FSC International Center | | | |
| 10:00 – 12:00 | Training-Session 2: Controlled-Wood -: Implementation and Impact | | | |
| | » Room 7b <i>Richard Robertson</i> , Consultant, World Tree Consulting | | | |
| 12:00 – 13:00 | Lunch break and Check-In | | | |
| 13:00 - 13:15 | Welcome Opening of the 4th FSC Global Paper Forum | | | |
| | » Room 3 (plenum) <i>Roberto S. Waack (tba)</i> , Chair, FSC A.C. • <i>Ulrich Malessa</i> , Head of Marketing, FSC Germany • <i>Dr. Uwe Sayer</i> , Director, FSC Germany | | | |
| 13:15 – 13:35 | Keynote Responsible supply chain management Success: good brand meets good paper | | | |
| | » Room 3 (plenum) <i>Lena Dahl</i> , Forest Policy Officer, Tetra Pak, moderated by Ulrich Malessa | | | |
| 13:35 – 13:55 | Keynote Towards consumers: McDonalds Europe - a paper buyers perspective on green paper Success: good brand meets good paper | | | |
| | » Room 3 (plenum) <i>Joselyn Ehret</i> , Senior Head of Sustainability & Innovation Europe, IPLPerseco, moderated by Ulrich Malessa | | | |
| 13:55 – 14:15 | Keynote Is your paper climate neutral? Success: good brand meets good paper | | | |
| | » Room 3 (plenum) <i>Dr. Achim Schorb</i> , Senior Scientist, IFEU-Institut für Energie- und Umweltforschung, Heidelberg, moderated by Ulrich Malessa | | | |
| 14:15 – 14:35 | Keynote Getting greener – SCA group - strategies on and beyond fibre sourcing Success: good brand meets good paper | | | |
| | » Room 3 (plenum) <i>Anders Hildeman</i> , Senior Vice President Public & Environmental Affairs, SCA Group, moderated by Anna Jenkins | | | |
| 14:35 – 14:55 | Keynote Worldwide leading brands: Towards responsible printed communication Success: good brand meets good paper | | | |
| | » Room 3 (plenum) <i>Christophe Roux</i> , Executive Vice-President Sales and Marketing EMEA, Arjo Wiggins, moderated by Anna Jenkins | | | |
| 30 min. Coffee and tea break | | | | |
| 15:30 – 16:45 | » Workshop Room 7b Opportunities to match demand and supply | » Workshop Room 8 New FSC Standards in Chain-of-Custody | » Room 26 Success: good brand meets good paper | » Room 28 Opportunities to match demand and supply |
| Workshop | Pulp from Plantation Wood <i>Javier Milans del Bosch</i> Marketing & Communications Officer Grupo ENCE | Chain of Custody - drivers, definitions and directions <i>Stefan Salvador</i> Chain of Custody Program Manager | Transforming Industry – green paper campaign in the US <i>Danna Smith</i> Policy Director Dogwood Alliance | WWF Paper Scorecard <i>Anna Jenkins</i> Consultant to WWF International – Paper Guide and Scorecard Ethical Change |



FSC Arbeitsgruppe Deutschland e.V.
Postfach 5810 • D-79026 Freiburg
Tel +49 (0) 7 61 / 3 86 53 - 50 • Fax +49 (0) 7 61 / 3 86 53 - 79
info@fsc-deutschland.de • www.fsc-deutschland.de



Rainforest Alliance
665 Broadway, Suite 500, New York, NY
10012 USA
Tel: (212) 677-1900(1) • Fax: (212) 677-2187
info@ra.org • www.ra.org



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moderated by *Angel Llaveró*

FSC International Center
moderated by *Rainer Swidersky*

moderated by *Kai Optenhögel*

moderated by *Keri Davis*

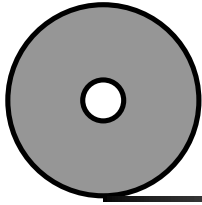
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|-----------------------------------|--|--|---|
| 15 min. Break | | | |
| 17:00 - 18:15 Workshop | <p>» Room 7b Opportunities to match demand and supply</p> <p>Pulp from the Boreal forests <i>Andrei Ptichnikov</i> Regional Director FSC International Center <i>Alexander Voropaev</i> Russian FTN coordinator WWF Russia moderated by <i>Mark Comolli</i></p> | <p>» Room 8 New FSC Standards in Chain-of-Custody</p> <p>FSC controlled wood: what it is about... <i>Richard Robertson</i> Consultant World Tree Consulting moderated by <i>Andrej Ptichnikov</i></p> | <p>» Room 26 New FSC Standards in Chain-of-Custody</p> <p>Promotion strategies: Using the FSC trademark <i>Arjan Alkema</i> Policy Officer FSC Netherlands <i>Svend Herder</i> Bähren Druck moderated by <i>Christian Jung</i></p> |
| | | | <p>» Room 28 New FSC Standards in Chain-of-Custody</p> <p>Environmental standard in the FSC paper COC? <i>Dr. Uwe Sayer</i> Director FSC Germany <i>Rainer Litt</i> Productioner WWF Deutschland <i>Lena Dahl</i></p> |
| 18:45 » Room 3 (plenum) | <p>Speech / Presentation Responsible paper in a changing world <i>Tim Knowles</i>, Artist, www.timknowles.co.uk</p> <p>Reception: Reception: Writing the future ... <i>Manuel Mataré</i> Project Director, Drupa tradefair • <i>André de Freitas</i>, Executive Director, FSC International Center</p> | | |



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Second Day – 10th June 2008, Tuesday

- 9:00 - 9:30 Keynote **Impact of FSC on forestry, conservation, trade and laws**
Impact of FSC on forestry, conservation, trade and laws
▶▶ Room 3 (plenum) *André de Freitas*, Executive Director, FSC International Center
- 9:30 – 10:00 Keynote **FSC Global Development: Strategies, Services and Tools**
New FSC Standards in Chain-of-Custody
▶▶ Room 3 (plenum) *Liza Murphy*, Managing Director, FSC Global Development GmbH
- 10:00 - 10:20 Keynote **FSC's unique selling preposition: Credibility**
Impact of FSC on forestry, conservation, trade and laws
▶▶ Room 3 (plenum) *Jim Ford*, Researcher, Borealis Centre for Environment and Trade Research
Dr. Uwe Sayer
- 10:20 – 10:45 Keynote **OTTO and responsible paper purchasing**
Success: good brand meets good paper
▶▶ Room 3 (plenum) *Olaf Dechow*, Sustainability, Otto Group

30 min. Coffee and tea break

- | | | | | |
|---|--|---|--|---|
| <p>11:15 - 12:30 Workshop</p> | <p>▶▶ Room 7b Opportunities to match demand and supply</p> <p>Packaging – Carton, Boxes, Paper <i>Mark Comolli</i> Senior Manager Market and Business Development Rainforest Alliance moderated by <i>Svend Herder</i></p> | <p>▶▶ Room 8 Opportunities to match demand and supply</p> <p>Analysis on blockages and chances in different regions <i>Dr. Uwe Sayer</i> Director FSC Germany <i>Ulrich Malessa</i> Head of Marketing and Corporate Sector FSC Germany moderated by <i>Andreas Henrichs</i></p> | <p>▶▶ Room 26 Success: good brand meets good paper</p> <p>Creating Business Opportunity by Reducing Our Climate Impacts <i>Joe O'Connor</i> Senior vice president international sales Mowhawk Fine Paper Inc. moderated by <i>Wolfgang-Michael Hanke</i></p> <p>MOHAWK MOHAWK FINE PAPERS</p> | <p>▶▶ Room 28 Opportunities to match demand and supply</p> <p>Market in Asia <i>Tba</i></p> |
| <p>12:30 – 13:00 ▶▶ Room 3 (plenum)</p> | <p>Keynote FSC: Outlook, challenges and opportunities <i>André de Freitas</i>, Executive Director, FSC International Center</p> | | | |
| <p>13:00 – 13:15 ▶▶ Room 3 (plenum)</p> | <p>Wrapping-up Closing Event <i>Ulrich Malessa</i>, Head of Marketing, FSC Working Group Germany</p> | | | |

Lunch



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