

A close-up photograph of a person's hand, palm up, holding a small, vibrant green coniferous tree. The hand is wearing a grey suit jacket and a white shirt cuff. The background is a bright, out-of-focus indoor setting.

First Iberian FSC® Business Encounter

Engaging and inspiring
businesses in sustainability

21ST NOVEMBER 2013, LISBON, PORTUGAL



First Iberian FSC® Business Encounter



Program Overview

- 09:00** Registration
- 09:30** Opening Statements
- 10:00** FSC reality and industry trends
 - Presentation: FSC now and in the future
 - Panel: Market tendencies of FSC Certification
- 11:45** Break
- 12:00** Bridging the Gap between Supply and Demand
- 13:30** Lunch
- 15:00** Presentation: Online Claims Platform: Building a stronger FSC
- 15:30** Presentation: The FSC Brand Value and Global Marketing Campaigns
- 16:00** Break
- 16:15** Panel: Maximizing the Branding potential through FSC
- 17:30** Closing Statements
- 18:00** Wine Tasting of Sociedade de Vinhos Herdade de Espirra



Nuno Calado

Chairman of FSC Portugal

Forest Engineer graduated from UTAD – University of Trás-os-Montes e Alto Douro, he concluded post-graduate studies in Organisation and Management of Forest Organisations, at the Portuguese Catholic University at Oporto, Portugal. He started his internship at the Portuguese Forest Services, in 1996 and since then he has been working with private forest owners' organisations. In 2004 he was appointed to work as deputy of the Secretary of State for Forests of the XVI Constitutional Government. He is currently the Secretary General of UNAC – Union of the Mediterranean Forest and President of FSC Portugal Board of Directors.



Enrique Segovia

Chairman of FSC Spain

Enrique is graduated in Biology (Universidad Complutense, Madrid). He has been working at WWF Spain since 1990, playing many different roles in this organization (environmental education officer, volunteer's network director, etc). In October 2002, he was appointed as Conservation Director in WWF Spain. He is also a member of the International Union for the Conservation of Nature (IUCN).



Francisco Gomes da Silva

Secretary of the State of Forestry and Rural Development

Francisco holds a PhD in Agronomy (ISA) and he is currently Secretary of State for Forestry and Rural Development. He has been advisor to the Office of the Minister of Agriculture, Sea, Environment and Territorial Planning (2011/2012), project coordinator for the Agroges, Society for Studies and Projects (1989/2011 and 2012/2013), administrator of Agromais Plus, (2008/2011 and 2012/2013), director of agricultural DAI – Agroindustrial Development Society, (1999/2011), Board member of the agricultural House Quinta da Foz (2000 / 2005) and director of the Agricultural Society Faiel (1995/1998). He is also a professor at the Institute of Agronomy.

09:30

Opening Statements



In this session, Marcelle Peuckert, Business Development Director for FSC International will give an update on FSC initiatives to improve FSC in the market as well as new tools supporting certificate holders in promoting their certification. After the presentation, a panel discussion will take place; we will hear from experts in the paper, cork, trade and wood-based panels sectors and learn about the market trends and the uptake of FSC certified materials in the industry.



Marcelle Peuckert
*Business Development Director,
FSC International*

Marcelle Peuckert joined the FSC International Center in January 2007. Currently she is responsible for delivering 4 main programs: Key Account Management, Trademark Support, Market Intelligence and Smallholder Support which support FSC's work in increasing the visibility and uptake of FSC products and certification within various audiences. Marcelle is from Cape Town, South Africa and worked as a professional in Social Welfare and Development Organizations in South Africa. She holds a Bachelor of Commerce degree from the University of South Africa and a post-graduate certificate in Cross-Sector Partnerships from the University of Cambridge.



Bernard de Galember
*Forest and Innovation Director,
Confederation of European Paper
Industries (CEPI)*

Bernard de Galember holds a Degree in Economics, with a specialization in European Affairs. Previously, he worked as Chief Economic Advisor to the Confederation of European Sugar Manufacturers (CEFS). He wrote two books on EU subsidies and programs in favor of companies. He joined CEPI as Forest Director in 2002. His competencies cover international and European processes related to forestry, as well as policy areas such as wood supply for the European Paper Industry, certification of sustainable forestry, illegal logging, renewable energy sources, climate and forests, water and forests, etc. He also dedicates part of his time in CEPI as Innovation Director and as Social Affairs Director.

10:30

**FSC reality and
industry trends**





Carlos Tavares Ferreira

*Sustainability Manager,
Sonae Indústria*

Carlos Tavares Ferreira holds a Chemical Engineering Degree and an MBA in Marketing. He has more than 15 years of working experience in the wood-based panels sector. Currently, Carlos is head of sustainability at Sonae Indústria, and also chairs the Environmental Working Group of the European Panel Federation. Within Sonae Indústria operations, Carlos has led the chain-of-custody certification process of all its operations. With a long track record and engagement in the chain-of-custody international debate, Carlos is a member of several working groups within the framework of international forest certification schemes, namely FSC.



João Rui Gomes Ferreira

*Secretary General, European Cork
Confederation (C.E.Liège)*

João Rui Ferreira is a graduate in Chemical Engineering, with a specialization on extraction of super-critical fluids at the Technical University of Denmark – DTU. He also earned a post-graduation in Management School of Porto (EGP) in Quantitative Methods of Management and, most recently, has specialized in European policy and lobby in the European Training Institute of Brussels. He is Secretary General of C.E.Liège-European Cork Confederation since January 2009. He chairs the Board of APCOR - Associação Portuguesa da Cortiça, since March 2012. He is also president of Filcork - Cork Interprofessional Association since January 2013.



Mohamed Tamsamani

*Junior Advisor, Environment and
Logistics, EuroCommerce*

Mohamed is working for EuroCommerce, the European association which represents the retail, wholesale and international trade sectors in Europe. He is in charge of environment and logistics related issues. Prior to working for the commerce sector, he gained experience working for the Belgian presidency of the European Council, and the European Parliament in Brussels.

10:30

FSC reality and industry trends



05 |

In this session, Félix Romero, Regional Director for FSC Europe will talk about Smallholders and the opportunity they represent for increasing the supply in the Iberian region.

Following Felix' presentation, panellists from different industries will explain their experience sourcing FSC products and their perspectives for the future.



Félix Romero

Regional Director, FSC European Regional Office

Félix Romero is the Regional Director for Europe at FSC International. He holds a BSc in Forestry, BSc in Environmental Science, MSc in International Development Aid and NGO management, and MSc in Foreign Businesses and International Relations. He joined FSC in October 2012 as Regional Director. He focuses on coordinating and creating synergies among the FSC Network Partners in Europe and increasing market opportunities for FSC products in Europe with attention on smallholder certification. Before joining FSC, he worked for ten years at WWF Spain. He has also coordinated several projects and reports on Spanish forest policy, forest degradation, deforestation and restoration.



Luis Javier Sánchez

Forest Sustainability Manager, ENCE

Luis Javier holds a Doctor Degree in Forestry, he has 15 years of experience in implementation, monitoring and certification of sustainable forest management and chain of custody in private and public companies. For six years he was part of the Board of FSC Spain and a member of the Standards Committee of FSC Spain. As head of ENCE Forest Sustainability, his focus is on the development of sustainability strategies in management, from the technical definitions to training and internal audit and stakeholder relations. From a SLIMF point of view, he also worked to promote the implementation of strategies for forest sustainability in Spanish forest ownership, defining mechanisms for spatial planning, management responsibility and traceability of raw materials.

12:00

Bridging the Gap between Supply and Demand





Pedro Silva

*Product Manager,
Portucel Soporcel*

With a degree in Agronomy and 14 years of experience as Product Manager at Grupo Portucel Soporcel's Marketing Direction, Pedro is currently the Environmental Specialist inside the Commercial Team of the company. He also represents Grupo Portucel Soporcel as the Chairman of the Environmental Working Group in Eurograph and Print Power Portugal Country Manager.



Valentín Alfaya

*Environmental and
Quality Manager, Ferrovial*

Dr. Alfaya holds a PhD in Biology and MSc in Engineering and Environmental Management. He started his professional career 25 years ago and for more than 5 years he led the Environment Department at Ferrovial Agromán. In 2002 he was appointed Quality, Environment and H&S Director, as well as member of the Executive Committee of the Ferrovial's construction business. He was then appointed Quality and Environment Director at the corporate level as well as Chief Risk Officer (CRO), holding this role until June 2008. Dr. Alfaya is Secretary General of the Green Building Council in Spain and member of the Advisory Board of the Biodiversity Foundation of the Spanish Ministry of Environment.



Miguel Cardozo

Business Development, MA Silva

Miguel holds a Master in Industrial Engineering and Management at the Faculty of Engineering, University of Porto. He started his career in Deloitte & Touche in the management consulting division. For three years, he developed projects in several business areas, such as, tobacco industry, airline companies, new media entertainment and hotels and resorts industry in Europe and South America. After joining MASilva Portugal in 2010, he has been fostering business development in its affiliated companies in Europe, Americas and Australia, as well as at the management of the MASilva Group.

12:00

Bridging the Gap between Supply and Demand



07

This session will describe how the Online Claims Platform (OCP) will build a stronger and more credible FSC system by quickly and efficiently validating FSC product claims as they pass through the supply chains. The session will give insights into the benefits and tasks related to this new feature of the FSC system.



Emily Crumley
*OCP Project Manager,
FSC International*

Emily's role at FSC is to develop and implement the FSC Online Claims Platform developed in partnership with Historic Futures. She also investigates the feasibility of fiber testing as a quality control measure. Emily has ten years of experience in the FSC system. Past experience include work as primary FSC US liaison for FSC Chain of Custody (CoC) certificate holders, and the responsibility for assisting companies to maximize their benefits as certificate holders. Emily also managed trademark issuances and investigated trademark infringements and led activities to link supply chain members to enhance market efficiencies and encourage uptake of forest management certification. Previously, Emily was with the Rainforest Alliance, where she successfully helped hundreds of companies achieve FSC CoC Certification.

15:00

**Online Claims Platform:
Building a stronger FSC**



As companies continue to grow globally, so does the reach of FSC's activities - which is why in 2013 FSC will provide companies with the tools, connections and proactive solutions to take their sustainability programs to the next level.

In a session on FSC marketing benchmark practices, the focus will be on CSR initiatives and on the value and potential of the FSC brand. Leading experts will be able to share their sustainability stories as well as address the issues companies in the Iberian Peninsula face today, providing a platform for the mutual exchange of information. In an ever increasing green consumer environment there are changes in the way we communicate with consumers and how consumers' choices are influenced. This will also be addressed based on a Global Brand Positioning study recently conducted by FSC in 11 key markets.



Carla Tavares

Program Manager Marketing, Business Development, FSC International

Carla Tavares has worked towards understanding consumer behavior and promoting mind-set change through global integrated marketing and communications campaigns for the past 10 years. As Communications and Project Manager at APCOR –Portuguese Cork Association, she drew on her experience to promote and create environmental awareness of cork products and the sustainability of the Mediterranean cork forests. She currently works as Program Manager in Marketing at the Business Development Unit of the Forest Stewardship Council. Carla holds a Licenciante's Degree in Communications and Media Studies, a Postgraduate degree in Marketing & Strategic Management and will shortly be presenting her thesis to conclude her Master's in Marketing & Strategic Management (MSc) from Minho University in Portugal.

15:30

The FSC Brand Value and Global Marketing Campaigns



09



Juan José Litrán

Corporate Relations Director, Coca Cola Iberia

Juan José holds a Bachelor in Law and a Diploma in Business Studies as well as an Executive MBA from Instituto de Empresa. He has held various posts in different business areas since he joined Coca-Cola Spain. Later he joined the Department of External Relations responsible for local sponsorship programs. He was also responsible for developing the company's environmental policy for Spain and Portugal. Currently he is the Director of Corporate Relations to Spain and Portugal. He is part of the European Sustainability Committee and a member of various teams in air environment and corporate social responsibility. He is also the Director of the Coca-Cola Foundation and member of the board.



Marina Bortoletto

Marketing Manager, Tetra Pak Iberia

Marina is graduated in Business Administration at Fundação Getúlio Vargas in São Paulo, Brazil and holds a Master in Marketing and Sales Management at CEF in Madrid. After three years working in Investor Relations in a real estate company in Brazil, Marina has joined Tetra Pak Iberia in 2010 and has worked in different roles in the Marketing Department. Currently she is responsible for Business Intelligence, which includes deploying the use of FSC certification in Tetra Pak's carton packages sold in Iberia.



Alex Munujos

CSR Manager, Brico Dépôt Spain, Kingfisher Group

Alex Munujos Prieto holds a Diploma in Agricultural Engineering (UPC) and has a post-graduate title in Environment by IUSC and a Master in Integrated Quality, Safety and Environment at UB. He has been working in the Social Responsibility Department of Brico Dépôt since January 2010.

16:15

Panel:
**Maximizing the Branding
potential through FSC**





Marcelle Peuckert

*Business Development Director,
FSC International*

Marcelle Peuckert joined the FSC International Center in January 2007. Currently she is responsible for delivering 4 main programs: Key Account Management, Trademark Support, Market Intelligence and Smallholder Support which support FSC's work in increasing the visibility and uptake of FSC products and certification within various audiences. Marcelle is from Cape Town, South Africa and worked as a professional in Social Welfare and Development Organizations in South Africa. She holds a Bachelor of Commerce degree from the University of South Africa and a post-graduate certificate in Cross-Sector Partnerships from the University of Cambridge.



Paula Sarmento

*President of Directive Council,
National Forest and Conservation
Services (ICNF)*

Paula Sarmento graduated in Environmental Engineering (Faculty of Science and Technology of the University of Lisbon) and has a Master Degree on Geo-Resources (IST - Department of Mines, Center for the Enhancement of Mineral Resources). She is currently president of the Institute for Nature Conservation and Forestry, IP. Since 2005 she has been appointed to direct several entities of the Ministry of Environment, such as the CCDR Alentejo and ARH Tejo. Her professional experience has been in the fields of water resources, industrial environmental management, environmental impact assessment, air quality, agro-industry and forestry

17:30

Closing Statements



Sociedade de Vinhos de Herdade de Espirra invites you to savour a unique terroir with a very resilient grape variety that through a traditional process originates the most genuine red wine for a gastronomic or warm experience, always modern and memorable.

Wine Tasting of Sociedade de Vinhos Herdade de Espirra

18:00



SME

Sociedade
de Vinhos
Herdade
de Espirra



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