

FOREST TRENDS

& NETHERLANDS COMMITTEE FOR IUCN

SHIFTING MARKETS

FOR SUSTAINABLY

MANAGED FORESTS

NETHERLANDS CONFERENCE

OCTOBER 18-20, 1999



FOREST
TRENDS

IUCN
The World Conservation Union

SHIFTING MARKETS FOR SUSTAINABLY MANAGED FORESTS

HOSTED BY FOREST TRENDS AND
NETHERLANDS COMMITTEE FOR IUCN

NETHERLANDS CONFERENCE

OCTOBER 18 – 20, 1999

Consumer pressure for sustainable forestry is growing. The forest certification movement is advancing quickly and now serves buyers' groups globally. Particularly in Europe, markets recognize the value of sustainability and are demanding independent certification of forest products from their suppliers. **Forest Trends** links change agents through a global network to broker information and relationships in support of strategic marketplace change.

BILDERBERG HOTEL



LOGISTICS

The conference will be held at the **Bilderberg Résidence Groot Heideborgh** in the small town of Garderen, which is located to the southeast of Amsterdam, off of A1. This new facility is situated on the edge of the Veluwe, the largest continuous nature reserve in Holland, providing a natural backdrop for the conference.

Participants will be provided:

- ✦ **Room and board:** your two nights stay and meals in Garderen are compliments of your hosts. All meals will be served at the hotel. Ancillary telephone, food charges, and all other charges will be the responsibility of each participant. If you have any special dietary requirements, please let us know so that we may make the appropriate arrangements for you.
- ✦ **French and Spanish translations** will be provided during the conference.
- ✦ **Transportation from airport:** Forest Trends and IUCN staff members will be welcoming you at the airport. A van shuttle will be available four times per day to transport you to the hotel. Be sure to inform us of your arrival times at the Amsterdam Airport.
- ✦ **Business Center:** available to you at this center will be a staff member, telephones, a fax machine, a copy machine, a modem connection for your laptop, and a comfortable workplace.

Your contact at Forest Trends for conference registration, special requests and logistics is:

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Washington, DC 20036
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e-mail: jrice@forest-trends.org

Please send your flight itinerary as soon as your travel arrangements are finalized so that we may arrange your transportation from the airport.

MONDAY

OCTOBER 18, 1999

2:00–3:00 p.m. **Welcome and Introduction**
Minister of Agriculture,
Nature Conservation and Fisheries (invited)
Maritta Koch-Weser, *Director General*,
IUCN (invited)
Michael Jenkins, *Executive Director*,
Forest Trends

THE FUTURE OF THE GREEN MARKET

3:00–4:00 p.m. **Indications of Demand**
Harri Ahveninen, Jaakko Poyry

4:00–5:00 p.m. **Updates on Buyers Groups**
Justin Stead, United Kingdom
David Ford, United States
Ellen von Zitzewitz, Germany
Gemma Boetekees, Netherlands

6:00–7:00 p.m. Cocktails

7:00–8:00 p.m. Dinner

8:00–9:00 p.m. **Making Sense of Different
Certification Processes**
Marku Simmula, Indufor, Finland



TUESDAY

OCTOBER 19, 1999

7:30–8:30 a.m. Breakfast

CERTIFICATION CHALLENGES AND OPPORTUNITIES

- 8:30–9:00 a.m. **The Story from Bolivia**
Cristobal Roda, Empresas Grupo Roda
- 9:00–9:30 a.m. **Indonesia in Transition**
Emil Salim, Lambaga Ekolabel Indonesia (L.E.I.)
- 9:30–10:00 a.m. **Experiences in Africa**
Chief Conservator of Forests, Ghana
- 10:00–10:30 a.m. **Russia, T.B.D.**
- 10:30–11:00 a.m. Coffee Break
- 11:00–12:30 p.m. Group Discussion and Recommendations
- 12:30–2:00 p.m. Lunch

NEW FINANCIAL MECHANISMS FOR SUSTAINABLE FORESTRY

- 2:00–2:30 p.m. **Introduction**
Connie Best, Pacific Forest Trust
Michael Jenkins, Forest Trends
- 2:30–3:30 p.m. **The Emerging Carbon Market**
David Brand, State Forests of
New South Wales, Australia
Ken Newcombe, *Senior Advisor*,
The World Bank Group
- 3:30–4:00 p.m. Coffee Break
- 4:00–5:00 p.m. **New Green Funds in Europe**
Magnus Furugard, Caring Company, Sweden
Margaret Rainey, World Wildlife Fund, Sweden
- 5:00–6:00 p.m. **Bilateral Donor Programs**
Ton van der Zon, *Ministry of Foreign Affairs*,
Netherlands (invited)
Dietrich Burger, GTZ, Germany
Paul Hol, FORM Ecology
- 6:00–7:00 p.m. **U.S. Private Foundations**
Michael Northrup, Rockefeller Brothers Fund
Michael Conroy, Ford Foundation
- 7:00–8:30 p.m. Cocktails and Dinner
- 8:30–9:45 p.m. **Discussion with Investors**
Chair: **Stephan Schmidheiny** (invited)
• Rabobank • Nesta Advisors & Capital
• Global Environment Fund • Banco Axial

W E D N E S D A Y

O C T O B E R 2 0 , 1 9 9 9

7:30–8:30 a.m. Breakfast

SHIFTING SUPPLY

- 8:30–9:15 a.m. **Mapping The World's Forests**
Dirk Bryant, Global Forest Watch
- 9:15–10:00 a.m. **Biodiversity and Sustainable Forestry**
Jeff McNeely, IUCN
- 10:00–11:00 a.m. **Certified Customer Expectations**
Gudmund Vollbrecht, IKEA
Annette Verschuren, Home Depot (invited)
Paul Fuge, Plaza Hardwoods
- 11:00–11:15 a.m. Coffee Break
- 11:15–12:30 p.m. **The Role of N.G.O.'s in Sustainable Forestry**
Patrick Anderson, Greenpeace
Markets Campaign
Bruce Cabarle, World Wildlife Fund
Alliance with the World Bank
- 12:30–1:00 p.m. **Next Steps/Concluding Remarks**
Michael Jenkins, Forest Trends
Wouter Veening, IUCN



INVITED PARTICIPANTS

AFRICA

Compagnie Equitoriale

du Bois (CEB)

Gabon

M. Benoit Lemarquez

Forest Owners Association

South Africa

Mike Edwards

Ghana Timber Millers

Association

Ghana

Mondi

South Africa

A.J. Trahar

Sappi

South Africa

Eugene Van As

Société D'Exploitations

Forestières et Agricoles du

Cameroun (SEFAC)

Cameroon

M. Dejelli

Société Industrielle des Bois

Africains (SIBAF)

Cameroon

Henri-Guy Billet

South African Forestry

Company, Ltd. (SAFCOL)

South Africa

MJC (Tienie) van Vuuren

ASIA / AUSTRALIA

Association of Indonesian

Forest Concession Holders

Indonesia

H. Adi Warsita Adinegoro

Kumpulan Pengurusan Kayu-

Kayan Terengganu (KPKKT)

Malaysia

Yusof bin Ahamad

Lembaga Ekolabel Indonesia

Indonesia

Mubariq Ahmad

Malaysian Timber Council

Malaysia

Dato' Ismail Awang

National Timber

Certification Council

Malaysia

Chew Lye Teng

Perak Integrated Timber

Complex (ITC)

Malaysia

Tan Chin Tong

Perum Perhutani

Indonesia

Bambang Soebijantoro

Samling International

Singapore

Siew Kong Loong

Sarawak Timber Industry

Development Corporation

Perbadana Kemajuan

Perusahaan Kayu Sarawak

Malaysia

K. Jay Blakeney

Soltrust

Solomon Islands

Matthias C. Marau

State Forests of New South

Wales

Australia

David Brand

Swift

Solomon Islands

Sam Patavaqara

EUROPE / RUSSIA

Amazon Teak Foundation

Netherlands

Karl van Koppen

AssiDomän

Sweden

Roger Asserstahl

B&Q

United Kingdom

Alan Knight

Balakhna Paper Mill

Russia

Mikhail Zurba,

Caring Company

Sweden

Magnus Furugård

Clarks Wood Ltd.

United Kingdom

Geoff Osborne

Danzer Fuernierwerke

Germany

Olof von Gagern

Eyre-Mundy

United Kingdom

Justin Mundy

Federal Forest Service of Russia

Russia

Mironov Sergei

Forests Absorbing Carbon

Emissions Foundation (FACE)

Netherlands

Sjaak de Ligt

Forest Enterprise

United Kingdom

Bob McIntosh

FORM Ecology

Netherlands

Paul Hol

Garpa

Germany

Heinz Holert

Glunz

Germany

H. Olof Glunz

Hinrich Feldmeyer

Germany

Hinrich L. Stoll

IKEA

Sweden

Gudmund Vollbrecht

IKEA

Denmark

Susanne Bergstrand

INDUFOR

Finland

Markku Simula

Initiative zur Forderung

nachhaltiger

Waldbewirtschaftung

Germany

Stefan Schardt

Klinsky Forestry

Russia

Krylov Andrey Alekseevich

Kronospan

Switzerland

Hans Vogel

Magnifica Comunita di Fiemme

Italy

Stefano Cattoi

Meyer International

United Kingdom

Amanda Burton

Ministry of Agriculture, Nature

Conservation and Fisheries

Netherlands

Peter Schütze

Ministry of Foreign Affairs

Netherlands

Ton van der Zon

Ko van Doorn

Leo van Maare

Kees Soels

Ministry of Housing, Spatial

Planning and the Environment

Netherlands

Theo van Bellegem

Vincent van den Bergen

MoDo

Sweden

Bengt Pettersson

Moscow Regional Forest

Committee

Russia

Gavrilov Vladimir

NIBO

Netherlands

Hessel van Straten

Norske Skogindustrier

Norway

Thor H. Lobben

Pan European Forest

Certification Council

United Kingdom

Ben Gunneberg

Rabobank Nederland

The Netherlands

Daan Dijk

Bart Jan Krouwel

SODRA

Sweden

Lars Eric Ostrom

Stora Enso

Finland

Lars Salovius

Stora Enso

Sweden

Jukka Härmälä

Stora Skog

Sweden

Svenska Cellulosa

Aktiebolaget (SCA)

Sweden

Sverker Martin-Lof

Svjatogorsk Pulp and

Paper Company

Russia

Andrey Voloshin

Tarkett

Sweden

Per-Erik Stridsman

Tropenbos Programme

Directorate Rural and

Urban Affairs

Netherlands

Erik Lammerts van Bueren

United Kingdom Buyer's Group

United Kingdom

Justin Stead

United Teak Producers

Belgium

Kris Bossaerts

UPM Kymenne

Finland

Olav Henriksen

Juha Niemela

Van den Berg

Netherlands

Gera Muijt

**Vereniging van Nederlandse
Houtondernemingen**
Netherlands
Andre de Boer

World Wildlife Fund-UK
United Kingdom
Steven Howard

LATIN AMERICA

Aracruz
Brazil
Erling Lorentzen, *Chairman*

**Asociacion Nacional de
Plantadores Forestales**
Mexico
Avelino Villa Salas, *President*

**Assistance for Indigenous
People of Eastern Bolivia**
(APCOB)/CICOLA
Jurgen Riechter

Balsatica
Costa Rica
Heinrich Greub

Camara Nacional Forestal
Peru
Fernando Razetto

**Corporacion Chilena
de la Madera**
Chile
Fernando Leniz

Ejido Noh Bec
Mexico
Alfonso Arguelles

**Empresa Agroindustrial La
Chonta Ltda: Concesion
Lago Rey**
Bolivia
Pablo Antelo

Enchapes Decorativos Ecuador
Manuel F. Durini
Gerente General

Forest Stewardship Council
Mexico
Tim Synnott

Flor y Fauna
Costa Rica
Ebe Huizinger

Floresteca Agroflorestal
Brazil
Sylvio Coutinho Neto

Forestal Arauco
Chile
Felipe Leniz

Fundecor
Costa Rica
Franz Tattenbach

**Gethal Amazonas: Industria de
Madeira Compensada**
Brazil
Bruno Stern

Grupo Roda
Bolivia
Cristobal Roda Vaca

Industrias Artefama
Brazil
Luiz Eugenio Duvoisin

Klabin
Brazil
Josmar Verillo

Mil Madeireira Itacoatiara
Brazil
Friedrich G. Brugger

Noram de Mexico
Mexico
Carl W. Ludvik

PRADA
Nicaragua
Rigoberto Jarquin

PROFIGSA
Guatemala
Fidel Giron

**Sociedad Civil de
Impulsosores Suchitecos**
Guatemala
Spencer Ortiz

**Sociedad de Productores
Forestales Ejidales de Quintana
Roo (SPFEQR)**
Mexico
Mateo Poot Canche

UNITED STATES / CANADA

**Aitkin County Land
Department**
United States
Mark Jacobs

Canfor Corporation
Canada
David L. Emerson

Collins Pine
United States
James Quinn

Columbia Forest Products
United States
Paul Davis

Champion International
United States
Richard E. Olson

Colombia Forest Products
United States
Harry Demorest

Ecotimber International
United States
Jason Grant

Fletcher Challenge
Canada
John E. Longley

Gibson Guitar
United States
Herb Jenkins

Harwood Products
United States
Steve Calverley

HomeBase
United States
Allan P. Sherman

Home Depot
United States
Arthur Blank
Steve Conwell
Kimberly Woodbury

Home Depot Canada
Canada
Jack Hayes
Annette Verschuren

International Forest Products
Canada
Robert M. Sitter

International Paper
United States
John T. Dillon

Keweenaw Land Association
United States
David Ayer

Lashway Lumber
United States
Gerald D. Lashway

Lignum
Canada
Jake Kerr

Lyons Falls Pulp & Paper
United States
Craig Updike

MacMillan Bloedel
Canada
Tom Stephens

Martin Guitar Company
United States
Linda R. Davis-Wallen

Mead Corporation
United States
Jerry Tatar

Menominee Tribal Enterprise
United States
James Kaquatosh

**Midwest Hardwood
Corporation**
United States
Chris Olson

**Minnesota Department of
Natural Resources—Forestry**
United States
Barry Morse

Northland Products
United States
Jameson French

Plaza Hardwoods
United States
Paul Fuge

Plywood and Lumber Sales
United States
Marion Hunt

Red Hills Lumber
United States
Walter Sedgwick

Seven Islands
United States
John Cashwell

**Society for the Protection of
New Hampshire Forests**
United States
Jane A. Difley

Standard Structures
United States
Mark Mendoza

Stone Container
United States
Raymond M. Curran

True Temper Hardware
United States
Dennis Apple

Vermont Family Forests
United States
David Brynn

Western Forest Products Ltd
Canada
Mr. Vic Woods

Weyerhaeuser
United States
Mack L. Hogans
Steven R. Rogel

FOUNDATIONS (U.S.)

Doris Duke Foundation
Peter Howell

Ford Foundation
Michael Conroy

**John D. and Catherine T.
MacArthur Foundation**
Susan King
Dan Martin

Moriah Fund
Jack Vanderryn

**David and Lucile Packard
Foundation**
Jeanne Sedgewick

Pew Charitable Trusts
Josh Reichert

**Rockefeller Brothers
Foundation**
Michael Northrop

Summit Foundation
Carlos Savedra

Wallace Global Fund
Melissa Dann

SEPTEMBER

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OCTOBER

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REGISTRATION

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NETHERLANDS CONFERENCE

OCTOBER 18 - 20, 1999

Hotel Bilderberg Résidence Groot Heideborgh • Garderen • Netherlands

Space is limited, so we urge you to mark your calendar and contact us as soon as possible to reserve your place at this pivotal event. Please send the following information to:

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Name _____

Title _____

Organization _____

Address _____

City _____

State _____ Country _____

Postal Code _____

Phone _____

Facsimile _____

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Special needs: _____



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T R E N D S**

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