

# How business can tackle deforestation

The newest methodologies, technologies and industry examples for implementing zero deforestation policies

14th-15th November 2017 | Amnesty International, London

[www.innovation-forum.co.uk/deforestation-london-2017](http://www.innovation-forum.co.uk/deforestation-london-2017)

This debate-driven business conference is designed to provide delegates with the practical guidance necessary to build and implement effective zero deforestation commitments. This event will bring together key players from business, government, NGOs and the investment community. We'll discuss the challenges faced in removing deforestation from corporate supply chains and how to implement zero deforestation policies. We will focus on the latest trends, what they mean for business and how you should respond on a practical level.

Some core themes throughout the conference will include:

- » **From policy to implementation:** In-depth, constructive analysis on the impact of company policies for zero deforestation supply chains.
- » **Defunding deforestation:** What actions are financial institutions taking?
- » **Innovative technology for tracking, tracing and monitoring:** Discover the latest innovations available for business to stay on top of their supply chains.
- » **Sustainable procurement:** effective strategies to best align internal priorities and engage buyers to ensure procurement teams are on side.
- » **Incentivising 'middle men':** What can buyers do to engage traders to act on deforestation related traceability?
- » **Changing government priorities:** What is the future role of business in driving the anti-deforestation agenda, as governments neglect climate change and environmental issues?

## Participating organisations include:



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# Speakers confirmed include:

Myrthe Haas  
Sustainability risk advisor  
**ABN AMRO**



Severin Fischer  
Head of environment and extra financial accountability  
**BNP Paribas**



Stewart Lindsay  
Vice president – global corporate affairs  
**Bunge**



Dexter Galvin  
Head of CDP supply chain  
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Ignacio Gavilan  
Director of sustainability  
**Consumer Goods Forum**



Herbert Lust  
Vice president and managing director, Europe  
**Conservation International**



Nico Mounard  
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Tom Griffiths  
Responsible finance programme coordinator  
**Forest Peoples Programme**



Joss Lyons-White  
Standards manager  
**High Conservation Value Resource Network**



Ben Vreeburg  
Director of sustainability  
**IOI Loders Croklaan**



Fiona Wheatley  
Sustainable development manager  
**Marks & Spencer**



Glenn Hurowitz  
CEO  
**Mighty Earth**



Christopher Stewart  
Head of corporate responsibility and sustainability  
**Olam**



Erinch Sahan  
Head of private sector team  
**Oxfam**



Peter Hughes  
Head of corporate responsibility  
**Pearson**



Dr Ruth Nassbaum  
Director  
**Proforest**



Edward Millard  
Director, Africa & South Asia  
**Rainforest Alliance**



Rob Bailes  
UK chairman  
**The Robertsbridge Group**



Danielle Morley  
European director of outreach and engagement  
**Roundtable on sustainable palm oil**



Stephen Donofrio  
Senior advisor  
**Supply Change**



Bastien Sachet  
CEO  
**TFT**



Lexine Hansen  
Senior policy advisor  
**USAID**



Henriette Walz  
Climate change and environment expert  
**UTZ**



Marco Albani  
Director  
**TFA 2020**



speaker to be confirmed



Christiaan Prins  
Head of external affairs  
**Barry Callebaut**





# What you need to know

## What makes this conference different?

- » **The Chatham House rule** – this event is not intended as a PR platform, we hold the event under a covenant of confidentiality to promote open, honest exchange and encourage real debate.
- » **Practical Implementation** – the agenda is focussed on the practical aspects of implementing policies and commitments.
- » **Engagement and activity** – the sessions are a mixture of panel discussions, Q&A, crisis scenario role plays and breakout discussions.

## What's in it for you?

- » **Learn** from industry leaders; what has worked for them and what hasn't.
- » **Network** with company VPs, directors and managers, NGOs, academics, government officials.
- » **Participate** in leading discussion and debate to contribute to the fight against deforestation.

## Who will be attending?

- » Food and beverage companies, agribusiness, soft commodity traders and retailers
- » Civil society organisations, certifiers and charities.
- » Donors, financial service providers and insurers.
- » Government, aid agencies and inter-governmental organisations.

There will be 100-150 senior professionals attending.

## Contact

If you would like to discuss being involved as a delegate, sponsor, or media partner, please email:

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## Welcome and opening remarks

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### Dragon's Den: IOI's new zero deforestation commitments under the spot light

It is no secret that IOI faced a difficult time last year following the suspension by RSPO and the Greenpeace campaign. The company has since been working hard to rebuild and implement a more effective policy. In this 'Dragon's den' style opening session, we will hear from Ben Vreeburg of IOI Loders Croklaan on the company's most recent zero deforestation commitment which also applies to its third-party suppliers.

The panel of dragons will include Mighty Earth, Robertsbridge and a palm oil buyer (TBC). They will provide constructive feedback on IOI's policies.

We will ask the panel to speak on the following points:

- How can companies bounce back from these types of set-backs and regain the trust of their customers?
- Can companies benefit from adopting third party supplier verification policies?
- What can the sector do as whole in terms of collaboration to aid the recovery and improvement of other companies?

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### Financial institutions are playing catch-up. Can their recent commitments help defund deforestation?

The banking industry is perceived to have been lagging in its efforts to counter deforestation. So far, countering deforestation has not appeared to be a top priority of financial actors. Earlier this year Greenpeace accused HSBC of lending \$16.3 billion to companies that are allegedly involved in deforestation. This was despite HSBC having 'sustainable policies' in place. Can we expect to see a shift in bank priorities towards making more sustainable investment decisions in the future?

Some banks are already leading the way by introducing sustainable policies applicable to palm oil, pulp & paper and agriculture.

In this session, we will look at what policies banks are adopting to combat deforestation. The panel will speak around the following points:

- What policies are already in place and how are they implemented? For banks with no policies in place, why is this the case and how can we spur these institutions into action?
- What is the course of action needed when client accounts are found to be funding deforestation?
- Deforestation risks are often so far removed from the point of lending that they can be very difficult for banks to detect. How can this obstacle be tackled?
- What are the most promising opportunities for accessing actionable information on impacts which might influence investments? How can monitoring, metrics and reporting by third parties be improved to meet the needs of investors?

- Focused debate
- Senior participants
- Candid dialogue

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### Eliminating deforestation in the supply chain: What new technologies are companies using?

It is a huge benefit for companies to invest in new, emerging technologies to improve their ability to monitor their supply chains and track their deforestation commitments. Various technologies are already in use that allow companies to see if areas along their supply chains are being cleared. But emerging technologies and big data can take conservation to a new level.

Innovative satellite services are providing high accuracy images and radar that cut through cloud cover, allowing year-round monitoring. Advances have also been made within drone technology, such as BioCarbon's tree planting drone, which claims to seed up to 100,000 seeds per day.

In this session, we will explore what latest innovative technologies are able to help companies deliver on their 100% traceability commitments. We will also be discussing:

- Which cutting-edge technologies are currently being used by leading companies?
- What's the latest technology out there? A comprehensive overview of satellite, drone, mobile and data technology
- The issue around accessibility. Is this technology easily available at economic prices?

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### What is the latest progress in jurisdictional and landscape approaches?

Jurisdictional and landscape approaches have been a topic of discussion for some time. Increasing numbers of governments, foundations, NGOs, and companies are looking to jurisdictional scale approaches as ways to help deliver sustainable and deforestation-free agricultural commodities.

Jurisdictional approaches encompass geographical areas as whole, as opposed to focussing on individual suppliers. This type of approach takes economic and social issues into consideration as well as looking at the main deforestation issues. Landscape approaches set a baseline for responsible sourcing but a successful landscape approach needs an engaged group of local stakeholders, which isn't always the case.

The panel of speakers in this session will centre their discussion around these points:

- What is working well for companies using jurisdictional and landscape approaches?
- What practical difficulties have they overcome?
- How do we take this further?

## Breakouts

### Breakout one

#### **Is palm oil still 'sustainable' if slave labour is involved? How to tackle and avoid labour abuses on plantations**

Last year Amnesty International published a report revealing its investigations into Indonesian palm oil plantations. These investigations found shocking human rights abuses, including child labour, on plantations that supply palm oil to leading food and household companies.

In this session, a fictional scenario will be created where forced labour has been found in a company supply chain and/or operations. The panellists will then work through the crisis as it evolves from a minor incident to a large-scale scandal, giving practical examples as they describe how you should – and shouldn't – respond. This interactive session will allow attendees to develop the practical skills necessary to handle a similar scenario should it arise in their day-to-day role.

### Breakout two

#### **Supporting smallholder farmers: What has been achieved and what still needs to be done?**

In this session, we will hear from different companies about the latest ways in which they are empowering and engaging their smallholders to reduce/eliminate deforestation, by asking questions such as:

- What techniques work, and why? What have been the impacts of previous smallholder programs and how can impacts be measured?
- Can effective techniques that work in one region be scaled elsewhere, for example in Africa?
- Are NGO and corporate initiatives doing enough, or is there a need for tighter jurisdiction?

### Breakout three

#### **Tracing a feedstock: the challenge of ensuring deforestation free soy in the livestock sector.**

This session will ask panellists from leading companies to provide insight into what they are already doing to ensure sustainable soy within their supply chains, and what more they need to do. We will be addressing questions such as:

- Traceability: How can companies trace back the crop within their supply chains to ensure it is sustainable?
- What measures are companies taking already and is this enough?
- Legislative framework: What more is needed from governments to curb deforestation for soy?
- Productivity: Is there really a need to further deforest – or can soy be produced on land that has already been cleared? How can productivity metrics be tied to land use footprint reductions?

## Breakouts

### Breakout one

#### **Norway means business. What standards would the Norwegian government like to see fulfilled before it considers the palm oil industry 'sustainable'?**

Norway has been a true leader in its efforts to combat deforestation. Norway has offered a blunt threat to Brazil that if rising deforestation in the Amazon rainforest is not reversed, its billion-dollar financial assistance will fall to zero. The government has also demanded a reform of the palm oil industry and banned all palm oil procurement for use as biofuels.

This breakout session will give delegates the opportunity to hear from Norwegian government officials on what standards they want to see satisfied within the palm oil industry.

### Breakout two

#### **FPIC: Can it really deliver on disputes around land rights and concessions?**

FPIC (free, prior and informed consent) provides indigenous people with a right to give or withhold consent to projects that will affect them. Whilst it helps to establish bottom up participation and consultation of an indigenous population, it's not always the perfect solution.

This session will ask questions such as:

- How can companies ensure that FPIC has truly been respected on the ground?
- How can we protect communities in countries where FPIC has not been included in their human rights laws?
- How can gender insensitivities be corrected to also include women in decision-making?

### Breakout three

#### **Emerging deforestation threat – Viscose**

Companies such as Marks and Spencer, H&M and Zara have all acknowledged that the impacts of viscose production are an industry-wide problem and say they are exploring ways to produce more responsibly. Stella McCartney has also pledged to only use sustainably sourced viscose from Swedish forests.

This breakout session will introduce viscose as a deforestation threat and cover the following points:

- Where is the most viscose being sourced from? Is this all unsustainable viscose?
- Who are the industry leaders when it comes to sourcing viscose sustainably?
- What lessons learned from other commodity supply chains can be applied to viscose?

### **Internal alignment: How to engage buyers to achieve sustainable procurement**

Working towards common goals across departments is vital for successful action against deforestation. This includes collaboration within your own company. But achieving sustainable procurement can prove to be a challenge for many companies. Sustainable practices aren't always the cheapest options and procurement teams may be inclined to ignore core values in pursuit of the most economic route.

Several leading companies have structured policies in place to facilitate sustainable procurement. For example, Marks & Spencer's procurement team is embedding sustainable procurement into their business model.

In this session, we will be hearing from companies about:

- What incentive schemes are most effective in motivating procurement teams to buy sustainably?
- Product-based approach vs supplier-based approach to sustainable procurement, which one's better?
- What types of collaboration, engagement, metrics, and outreach are most useful for championing these changes?



### **Don't forget the middle man. How do we incentivise traders and 'middle players' to act on deforestation related traceability?**

Transparency and traceability are buzzwords that are freely thrown around when discussing how to ensure that your product has come from a sustainable source. However, there is a fine line between being sufficiently transparent and giving away your position when you're a trader in a supply chain.

Most companies that are actively involved in eliminating deforestation from their supply chains have set goals to achieve 100% traceability. Unilever and P&G made 100% traceability pledges over 4 years ago, but exactly how can they enforce this down their supply chain to include their traders?

In this session, the panel will speak around the following topics:

- How can traders provide enough information without jeopardising their purpose?
- What is to stop buyers from buying straight from the source once they've found out the sustainable producers? Neste Oil, for example, buys straight from the source to simplify its supply chain.
- Is 100% traceability really a practical goal?

### **What do market consolidation and recent corporate changes mean for certification?**

UTZ and Rainforest Alliance have recently merged. The new organization will create a single agriculture sustainability standard, that claims to simplify the certification process and continue to improve livelihoods for farmers and forest communities. Will we see more mergers of certification bodies moving forward?

Cadbury dropped the Fairtrade certification in favour of their in-house fair-trade scheme Cocoa Life. Tesco and Sainsbury's have followed suit by pledging to ditch the Fairtrade certification in favour of setting their own standards. They will replace the Fairtrade certification with 'fairly traded' labels.

The panel will talk about their companies' experience in this area and touch upon the following:

- What does this mean for certification bodies?
- Will other companies follow suit and move away from certification in favour of in-house schemes?
- Who will verify the conditions for the new 'fairly traded' standard?

## Breakouts

### Breakout one

#### **Cocoa: the newest global deforestation threat on the horizon?**

In this session, we will assess the risk of cocoa as a driver of deforestation, and ask leading companies to share some of the actions that they are already taking, or planning to take, to combat deforestation at the hand of cocoa in Africa.

In this breakout, we will discuss the following:

- How much has cocoa contributed to deforestation and where are the current hotpots?
- What are the root causes, how can they be addressed and to what extent can sustainable practices such as growing it in the shade of the forest canopy mitigate the impact?
- What do companies already do to grow cocoa sustainably? What are the strengths and shortcomings?

### Breakout two

#### **Implementing no-deforestation commitments in practice: how the High Conservation Value (HCV) and High Carbon Stock (HCS) approaches can help**

The High Conservation Value (HCV) and High Carbon Stock (HCS) approaches can help companies to implement their no-deforestation commitments.

However, with varying definitions of 'no-deforestation' in use, it is important for companies to understand how their own commitments can be implemented and what the roles of HCV and HCS approaches can play.

This forward-looking session will clarify some common HCV / HCS misconceptions and touch on the following points:

- How the HCV and HCS approaches can help companies to implement their own no-deforestation commitments
- What do consumer goods companies need to know about HCV / HCS with a view to informing their procurement policies?
- What roles do HCV and HCS play halting 'no-deforestation' according to different definitions and in different regions?

## **Governments priorities are changing: Is it now just down to business to lay the foundations for a more effective anti-deforestation framework?**

In early 2017, government commitment to the anti-deforestation movement seems to be wavering. Deforestation rates in Brazil are rising due to demand for timber, soy and beef. Yet the Brazilian government has cut its environment ministry budget by 51% to limit the country's spiralling deficit. This is an even steeper drop in spending than the 31% Trump's administration proposes for the US Environmental Protection Agency. Furthermore, the US withdrawal from the Paris climate accord is likely to weaken its efforts to combat global warming. This could result in a softer approach to reducing emissions from deforestation.

Yet, forests contribute to achieving at least 10 of the 17 Sustainable Development Goals adopted by the international community in 2015. By contrast, deforestation is often a pathway to poverty.

In a time of uncertainty, is it down to business to step up now more than ever to lead on the anti-deforestation agenda?

In this session, we discuss what journey business will embark on to tackle deforestation from here on out. We will be addressing:

- How must the role of business change in the no-deforestation, no peat, no exploitation movement?
- What will future collaboration with governments look like?
- How will all of this affect the 2020 goals?

## Questions?

If you have any questions or would like to discuss further being involved as a speaker, sponsor, marketing partner or delegate, please contact:

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