



# **MegaFlorestais**

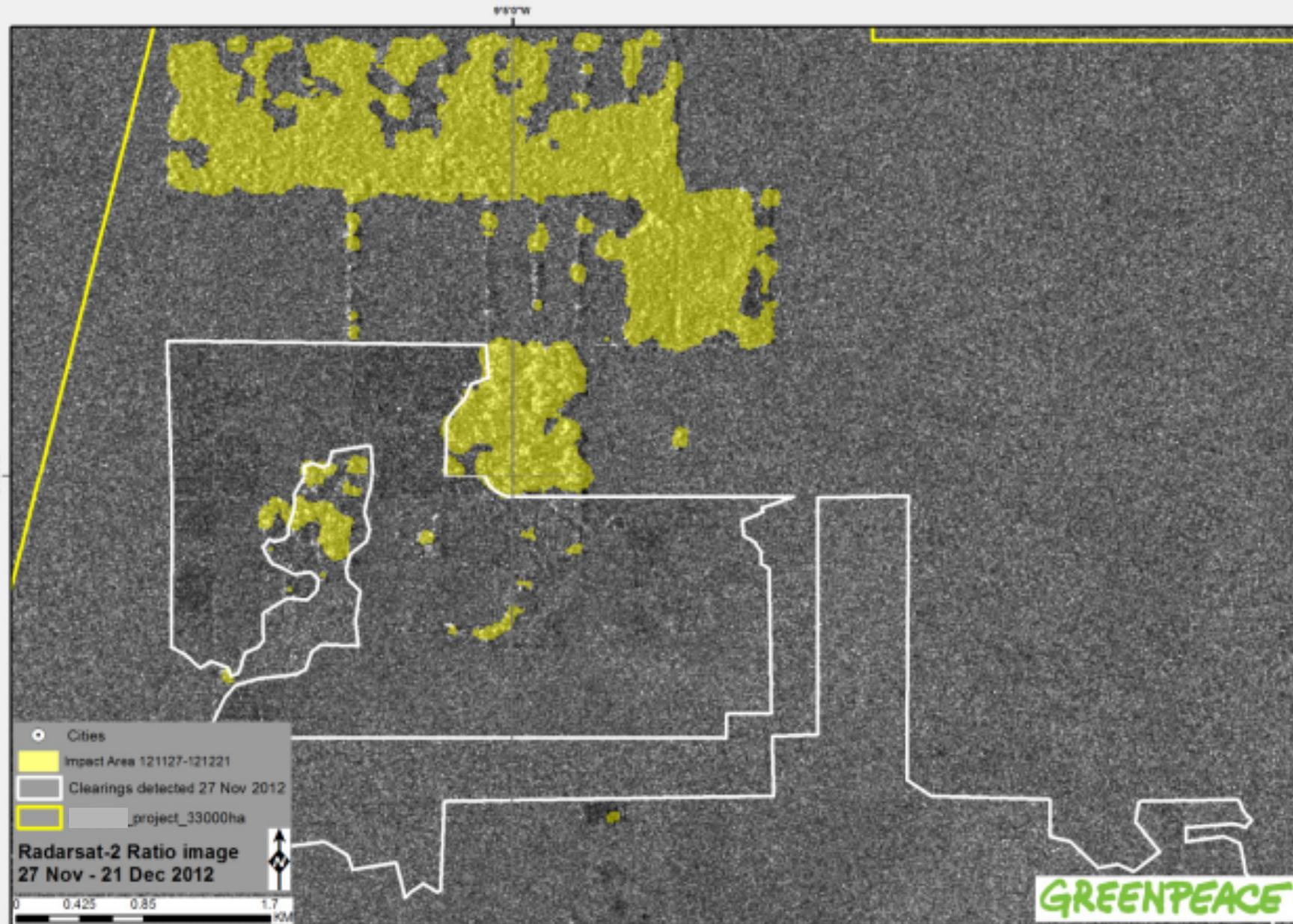
**Bali 2013**



**SUSTAINABILITY: IN WHICH  
CONTEXT?**



# Impacted Area 27 Nov → 21 Dec





## → **A more TRANSPARENT world**

**That allows people to judge by themselves.**

**That allows people to better perceive the gap between promises and reality.**

**That allows people to express their view: hold business accountable.**

**HONESTY is easier to assess and challenge  
TRUST is more fragile and less controllable.**

**Pace of change!**



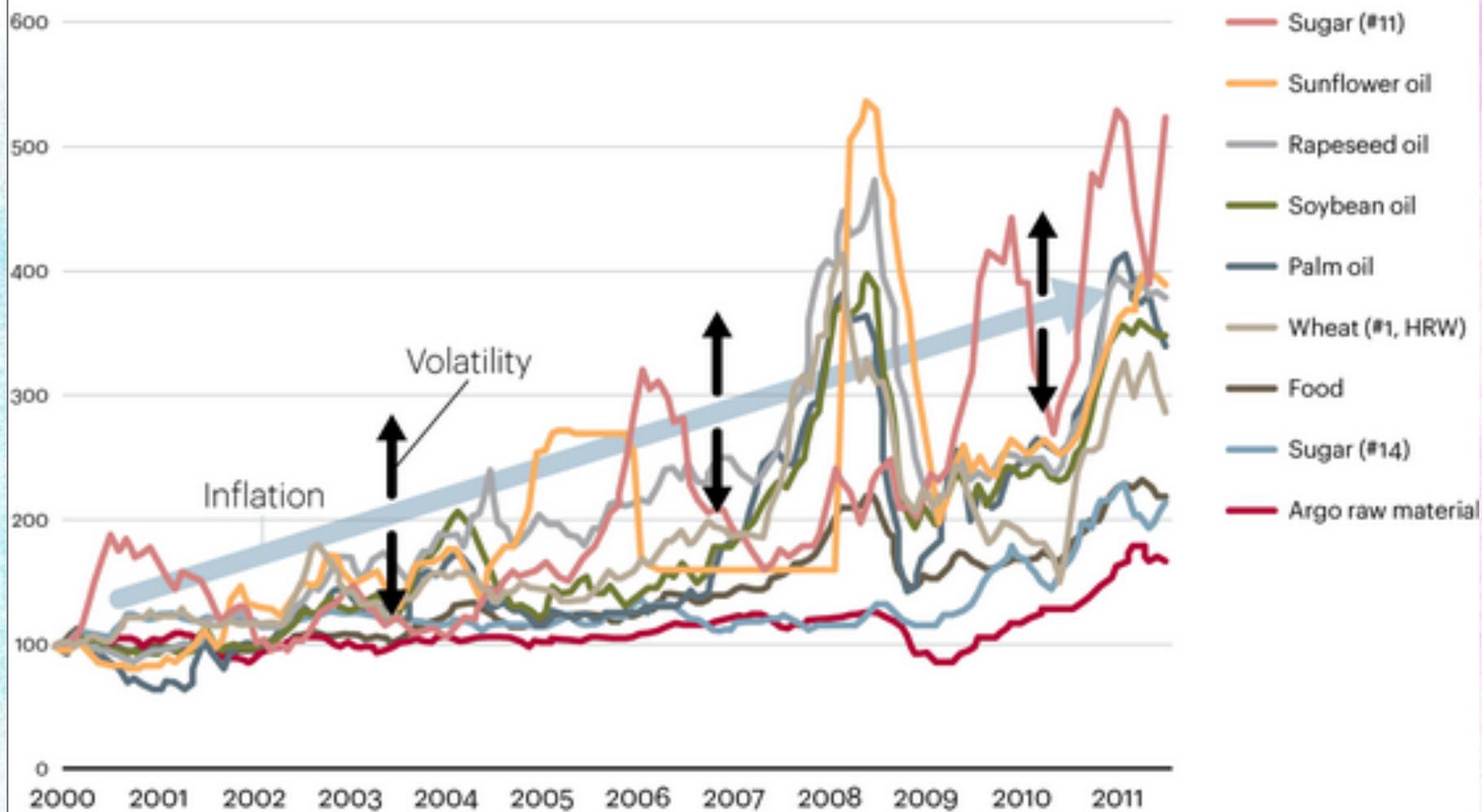


A world map is visible in the background, with a blue rectangular overlay in the center. The text is positioned within this overlay. The map shows the outlines of continents in a light blue color.

**3 billion** more middle-class consumers  
expected to be in the global  
economy by 2030

India, China, Indonesia, Malaysia, Brazil, Mexico, Africa...

## Select food commodity price index



Source: IMF primary commodity prices (2011)

## → **A more “chaotic” world**

**Difficult to foresee how future will look like**

**Nature, People and Businesses are under increasing pressure - scale**

**Facing the UNKNOWN**

**What solutions to apply?**

# Existing solution for commodities: Certification

**History:** the case of timber (slow in the tropics/huge learning curve) - TBI

**Assumption:** Demand from consumers → drives change on the ground.

## **Reality for OP:**

- little change
- pace of transformation (large gaps and unknown)
- lowest common denominator
- no innovation (Hubbing)
- greenwashing

# At consumer level:





**HOW TO TACKLE THIS?**

# Two approaches to sustainability

## Niche, optional

Technical answer to consumer demand

Pushed by NGOs

Optional – Add on - No institutionalisation

Execute and comply



## Mass, generic

Propose a brand approach

Pushed by the brand  
– Brand story

Company (country) strategy

Think, create, resource to meet the scale

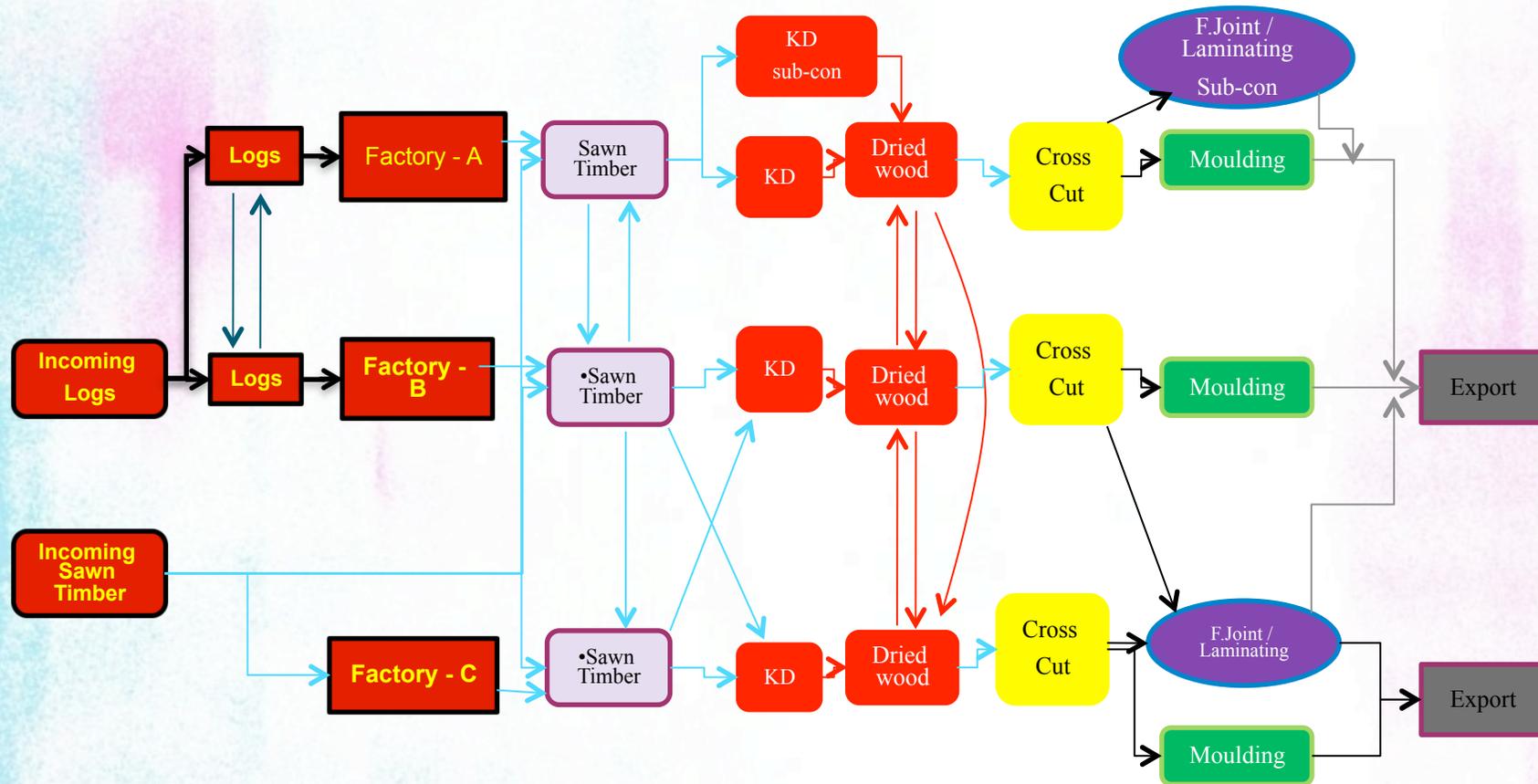
# Supply chains - Do you know your products stories?

Every product has a story, from the extraction of the raw material to disposal of the end product.



- ✓ A **complex** tale (Choice/flexibility, Price, Quality, Lead time, Volumes)
- ✓ **Environmental and social impacts** all along the supply chain
- ✓ 5 stages and as many **opportunities to change the story**
- ✓ 5 opportunities to **deliver responsible products** that respect the environment and improve people's lives

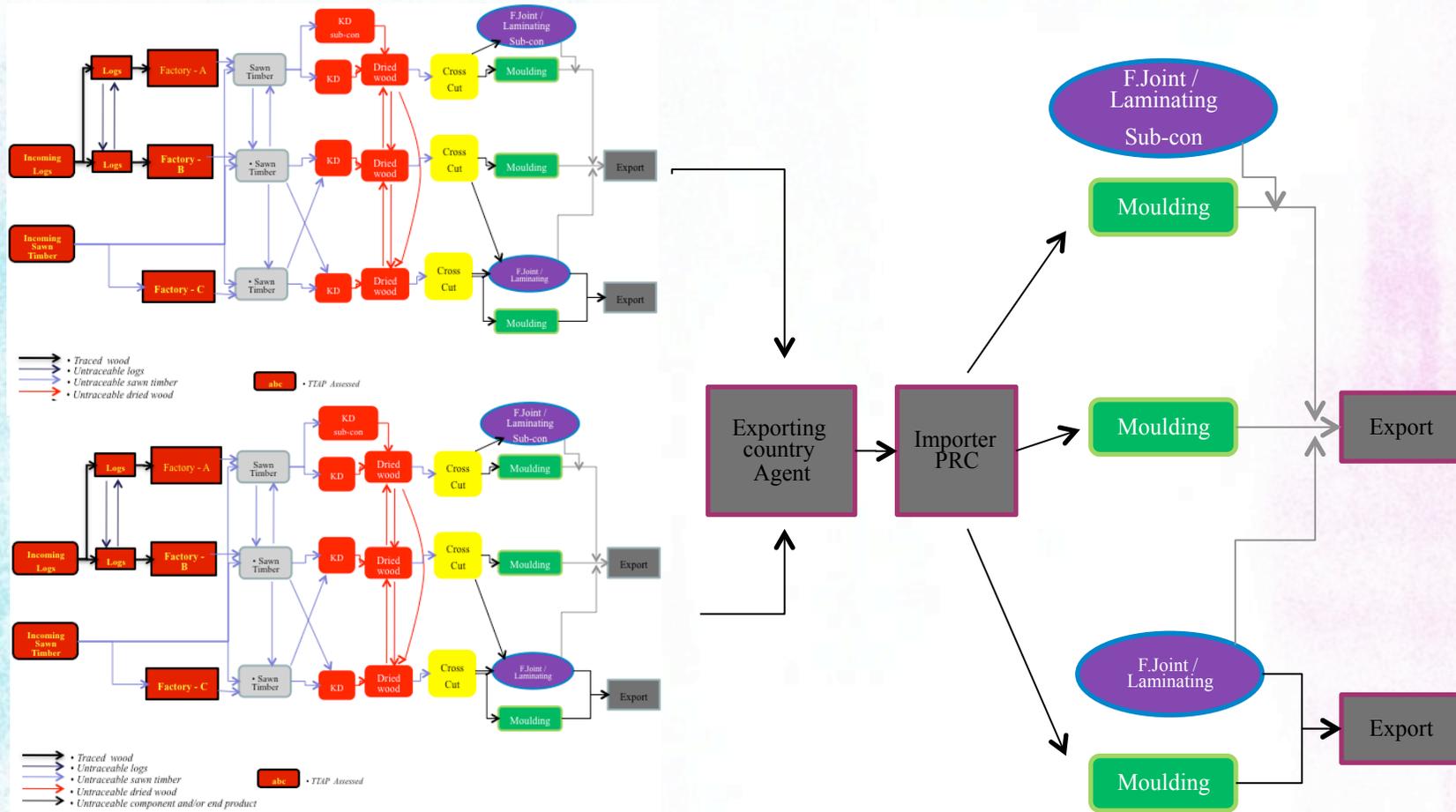
# Do you really know your product story?



- •Traced wood
- •Untraceable logs
- •Untraceable sawn timber
- •Untraceable dried wood
- •Untraceable component and/or end product

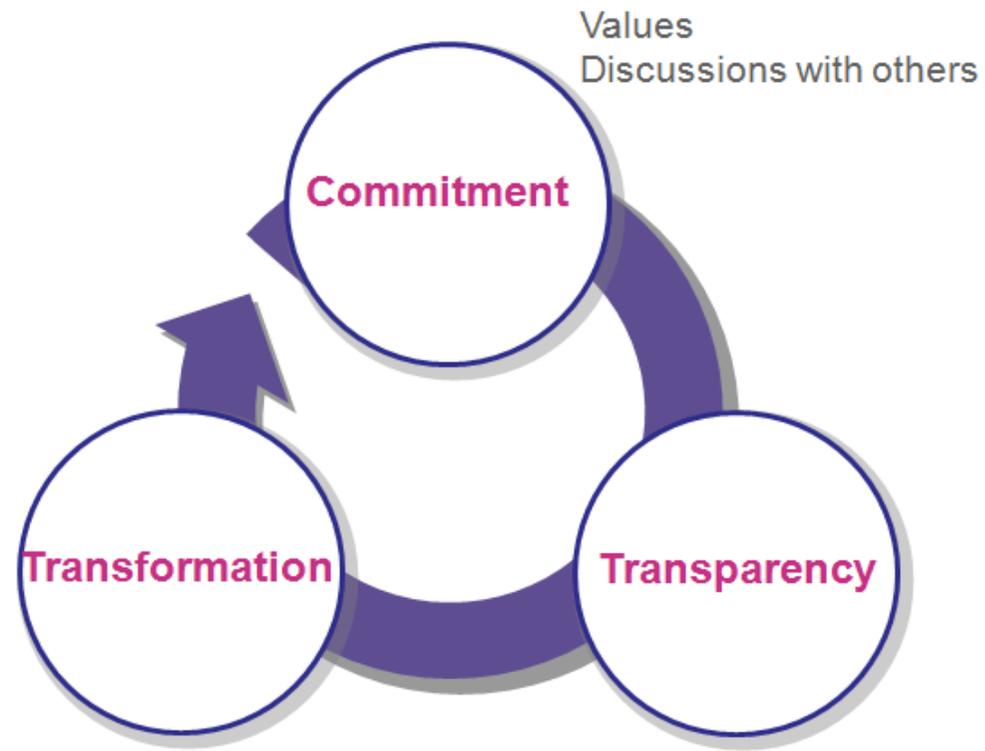
**abc** •TTAP Assessed

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# Commitment, Transparency, Transformation

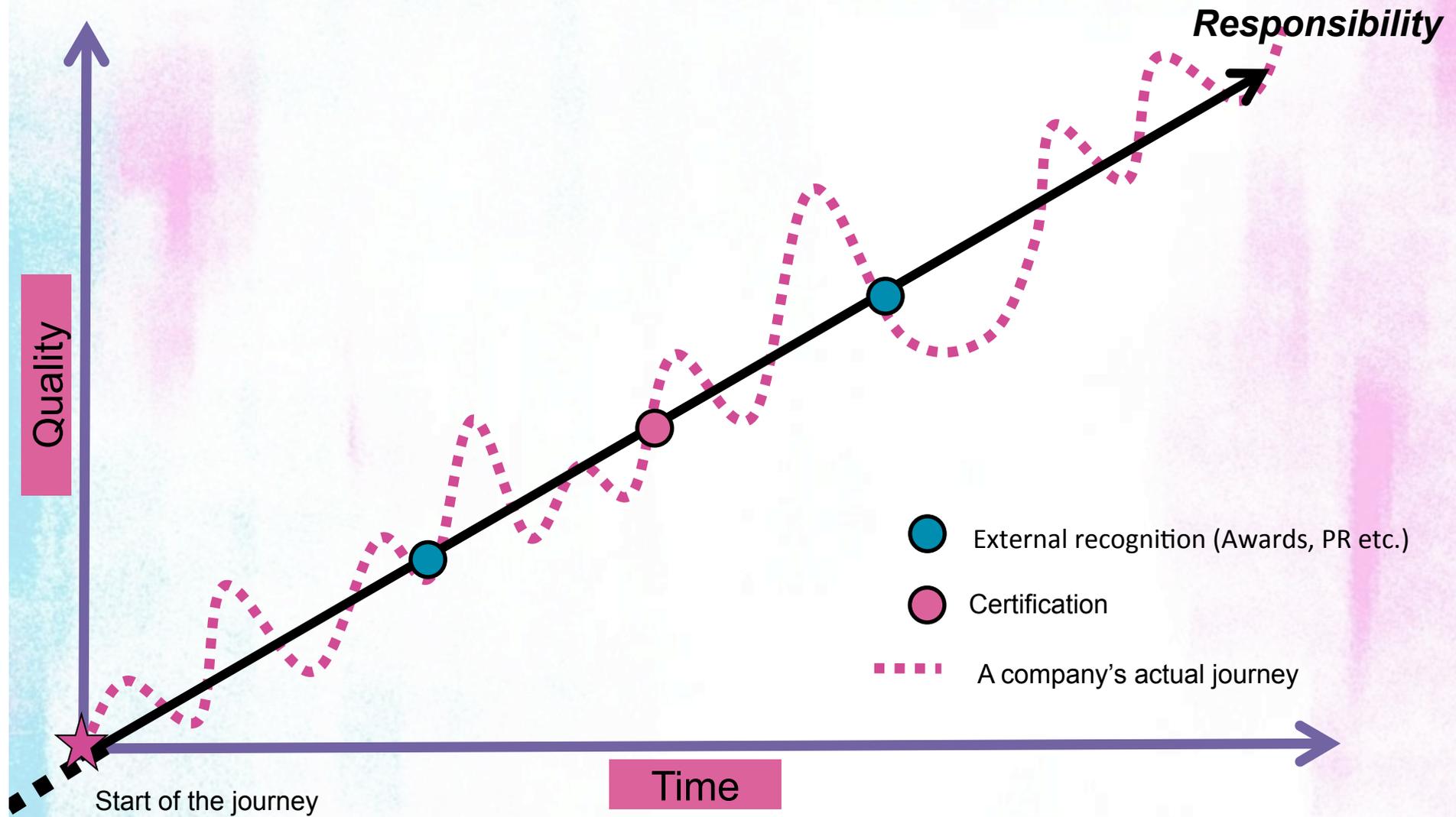


**Commitment**  
*RSG, Charter, Principles*  
*"Define YOUR product story"*

**Transparency**  
*Supply chain mapping, Traceability*  
*"Know YOUR product story"*

**Transformation**  
*Product/Social/Environmental expertise on the ground*  
*"Change YOUR product story"*

# A journey of continuous improvement



## **Recent partnership experiences**

- Nestle
- GAR / PT Smart
- APP

# The supply chain ecosystem



## About TFT



- Business minded not for profit
- 120 people (80% in the field)
- 15 Countries
- Created in 1999
- « Change product stories to change the story of our planet »