MegaFlorestais

Bali 2013
SUSTAINABILITY: IN WHICH CONTEXT?
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!
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 $\rightarrow$ 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 → Mass, generic

- Technical answer to consumer demand
- Pushed by NGOs
- Optional – Add on - No institutionalisation
- Execute and comply

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?
Do you really know your product story?

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

TTAP Assessed
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

Responsibility

Start of the journey

Quality

Time

- External recognition (Awards, PR etc.)
- Certification
- A company’s actual journey
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 »