Business report back

- Our group was also diverse
  o Forest product companies (wood, paper, bioenergy, consumer products)
  o Investment advisor and forest asset manager
  o Certifier and auditor for forest and carbon
  o International industry association leader
  o Geographical diversity (global, headquartered USA, Northern Europe, Indonesia)

- Overall/Guidance
  o Pretty much everything in
  o Too complicated for target audience
    ▪ We need simple messages or “big ideas” like
      • “SFM and its co-benefits can deliver on the climate, energy, development and biodiversity agenda”
    ▪ Consensus of forest community voice
  o Sense of urgency for action on forest and climate lacking
  o More focus
    ▪ More positive approach about SFM and SD
    ▪ Refine for different target groups (e.g. ministers, media, negotiators industry CEOs)
  o Gaps
    ▪ Adaptation in silviculture should also be emphasized
    ▪ Role of standards and independent verification is important for forests, products, bioenergy, REDD projects, carbon offsets
      • If possible reference existing credible solutions
    ▪ Be careful about setting constraints on the development of developing countries (e.g. Deforestation/reforestation targets for different countries)
    ▪ Pilot project/sub national approach, voluntary mechanisms should be promoted (governmental, communities, landscape level)
    ▪ Incentives for SFM
    ▪ REDD is not only a forestry issue but related also to agriculture
    ▪ The “real” offsetting possibilities of forestry compared to other industries
    ▪ Use and play back text used in 4th assessment report
    ▪ Positive investment framework for SFM

- Who are we after
  o Governments, ministers, leaders, time needed for absorbing
  o Negotiators
  o Industry leaders, CEOs, so simple messages important
  o Media, briefing, local briefing
  o Finance, investors
  o Pilot testers
  o Customers (is this too complicated?)
  o Methodology developers e.g. carbon footprint
  o In the end of the day the target group is governments/negotiators
    ▪ Multiple channels needed
- Strategy
  o Giving solutions to negotiators
  o Keep it simple (KIS)
  o FOCUS
  o Consensus important to negotiators
    ▪ If TFD consensus is possible would be very helpful for
      communications and could enhance negotiator uptake
  o Schedule, we don’t have much time
  o What’s going to happen in Poznan (could we get a report from Bonn
    SBSTA here tomorrow)